BELTAGRAM, INC. — 2018 IMC SUCCESS PLAN

mower

MARKETERS WHO LINK MARKETING METRICS TO BUSINESS RESULTS ARE 2-TIMES MORE LIKELY TO EXCEED THEIR BUSINESS GOALS THAN THOSE WHO DON'T, AND 2-TIMES MORE LIKELY TO PLAY A ROLE IN CORPORATE STRATEGY DISCUSSIONS (Google, Forrester).

This Success Plan - developed by the analytics team at Mower - Is a one-sheet measurement framework used to align your marketing efforts to your desired business outcomes, while identifying and removing barriers to marketing success. It's not a fill-in-the-blank document to be completed in isolation, but rather, a model for structured dialogue among stakeholders and across cross-functional teams. For questions or to get the latest version, visit mower.com and search for "success plan."

MARKETING STRATEGISTS (Most of this should already exist in your marketing plan)

Factor 1: Business Objectives

Which of your business objectives will this effort solve? Business objectives should come directly from documents or directives from senior management.

BUSINESS OBJECTIVE

Increase BeltaGram's U.S. marketshare from 10% to 25% by successfully launching the BelPro product brand in 2018.

Factor 2: Marketing Goals

Some business objectives convert into short-run, highly focused goals within marketing's realm of responsibility. Marketing goals should be specific, measurable, attainable, realistic and time-bound.

MARKETING GOAL 1	MARKETING GOAL 2
Establish strong brand awareness and consideration with U.S.-based prospects (How much awareness? See Factors 5 and 6)	Establish marketshare in the U.S. through effective lead generation (How many leads? See Factors 5 and 6)
Baseline and increase awareness and consideration of BelPro among architects	Create repeated opportunities to engage with and convert architects and

Goal weighting (Optional)
Apply a percentage weight to each goal to delineate its likelihood of impacting the objective. Should be based on historical performance. Once determined, weights should be used for allocation of budget and time.

60%	40%

TARGET AUDIENCE

Target audience: Which audience groups will this objective target?

Architects, Specifying Engineers	Architects, Specifying Engineers

Factors 3: Strategies

Strategies are specific means by which the goals will be fulfilled, i.e., to meet the goal, we need to do X.

STRATEGIES	STRATEGIES
Baseline and increase awareness and consideration of BelPro among architects and specifying engineers	Create repeated opportunities to engage with and convert architects and specifying engineers into leads

Factors 4: Tactics

Tactics are the short-term activities through which each strategy will be fulfilled. The party responsible for executing each tactic is identified in the Success Plan. Consider using the RACI model to assign responsibility.

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TACTICS Awareness	TACTICS Consideration	TACTICS Leads (tradeshows, web, phone)
Develop an AAU market survey (awareness, attitude, usage intent) **Responsible:** Mower, (1) Unaided brand awareness	Initiate an earned media plan with a focus on media relations and trade case study downloads **Responsible:** Mower, BeltaGram's communication team	Refocus paid search program to lead gen. for the BelPro product **Responsible:** Partner Agency (1) Project book requests
Launch paid media plans with trade associations and trade publications **Responsible:** Mower		Create a landing page and educational programs that allow BeltaGram to engage directly with prospects. **Responsible:** Mower, BeltaGram's web team

ANALYSTS, DATA SCIENTISTS, TECHNOLOGISTS

Factor 5: Key Performance Indicators (KPIs) & KPI Segmentation

A KPI answers this statement: We'll be certain we have met the marketing goal of this result is met. A KPI should represent the best customer or channel-level metric in Factor 2 and should be agnostic of the tools and resources you have or don't have within your organization presently.

A. Primary KPIs: Industry standard; ideal
B. Secondary KPIs: Only use if A is not available
C. Supplementary: Not a substitute for A or B; a soft KPI used to augment A or B

KPIS FOR GOAL 1		KPIS FOR GOAL 2
Awareness	**Consideration**	**Leads (tradeshows, web, phone)**
Primary KPIs	*Primary KPIs*	*Primary KPIs*
(1) Unaided brand awareness (2) Purchase intent	(1) Total case study downloads (ungated) (2) Value per new website visitor	(1) Project book requests (2) Product sample requests (3) Meeting requests
Secondary KPIs (1) eCPM		
Awareness	**Consideration**	**Leads**
Supplementary KPIs	*Secondary KPIs*	
(1) Reach / Impressions Unaided brand awareness: 25% lift	(1) Continuing education registrants (2) Net new site traffic	Project book requests: 93 (28 by phone) - 10% lift

KPI Segmentation: Segmentation is gateway between information and wisdom. *To come up with meaningful segments, you need to better understand your customer's source and time frame, geography, marketing channel, target group, etc.*

SEGMENTATION

Target group, location, marketing channel

Categories typically used for segmentation are: 1) a group of people, 2) their sources, 3) behaviors, 4) outcomes.

Factor 6: Target KPI Values

KPI Target values are the actual numerical values you

Factor 7: Reporting: Tool, Segments,

Awareness	Consideration	Leads

ANALYSTS, DATA SCIENTISTS, TECHNOLOGISTS

Factor 6: Target KPI Values

KPI target values are the actual numerical values you have predetermined as indicators of success or failure, e.g., 20% increase in X.

KPI Segmentation: Segmentation is gateway between To come up with meaningful segments, think: My team will make better budgetary decisions if this KPI is broken out by "blank," e.g., geography, location, marketing channel.

Rationale: Include the reasoning used to determine the Target Value; reference the data factors and time frames used to forecast the values.

KPI target values are the actual numerical values you

KPI TARGET VALUES FOR GOAL 1		KPI TARGET VALUES FOR GOAL 2
Awareness	**Consideration**	**Leads**
Primary KPIs	*Primary KPIs*	*Primary KPIs*
Unaided brand awareness: 25% lift	(1) Case study downloads: 182 (10% lift)	...
Purchase intent: 10% lift	(2) New web visitor value: $8 (25% lift)	Project book requests: 93 (28 by phone) - 10% lift
Target group, location, marketing channel		Product sample requests: 64 (22 by phone) - 15% lift
		Meeting requests: 32 (11 by phone) - 10% lift
RATIONALE	RATIONALE	RATIONALE
Current awareness levels are at zero. We've seen lifts of at least 10% and 25% respectively with similar clients in the past.	*Case study downloads (ungated): Based on industry benchmarks. Source: eMarketer. Value per new visitor: GA predetermined values ... This will be the baseline.*	*All increases are based on historicals with similar projects.*
Awareness	**Consideration**	**Leads**
Unaided brand awareness: 25% lift	(1) Case study downloads: 182 (10%	Project book requests: 93 (28 by phone) - 10% lift

Factor 7: Reporting: Tool, Segments, Frequency

What tool reports on each KPI? E.g., CRM tool, phone software, market research, Hootsie's tally sheet, etc. Segments: Be sure to indicate which segments can be captured under each tool and which cannot. The "cannot" segments should be treated as constraints and highlighted under the Constraints factor below. Frequency: How frequently do key stakeholders need this KPI for decision-making? The party responsible for pulling each report is identified in the Success Plan. Consider RACI.

Factor 7: Reporting: Tool, Segments,

What tool reports on each KPI? E.g., CRM tool, phone

REPORTING FOR GOAL 1		REPORTING FOR GOAL 2
Awareness	**Consideration**	**Leads**
Primary KPIs	*Primary KPIs*	*Primary KPIs*
Tool: Market Research	Tool: Google Analytics	Tool: Google Analytics (lead and call attribution reports)
Frequency: Pre- and post-campaign	Frequency: Weekly	Frequency: Weekly
Segments: N/A	Segments: Location, Channel	Segments: Location, Channel
Responsible: Mower	**Responsible:** Mower	**Responsible:** Mower

UX, ANALYSTS, TECHNOLOGISTS

Factor 8: Tracking and Tagging Requirements

What needs to be tagged in order for the campaign to be successfully measured? Don't guess–Talk to your analytics team. E.g., create custom UTM tags, place media pixel on all web pages, activate call attribution tracking, etc. The party responsible for tracking implementation is identified in the Success Plan. Consider RACI.

Awareness	**Consideration**	**Leads**
Tag case studies individually to track popularity and reorder as needed. **Responsible:** Mower		
Tag individual form fields to distinguish warm and hot leads for sales team. **Responsible:** Mower		
Tool: Market Research — Implement and test custom phone number. **Responsible:** Mower, Partner Agency	Tool: Google Analytics	Tool: Google Analytics (lead and call attribution reports)
Place tracking media pixels on landing page and main site. **Responsible:** Mower		
Create custom URLs for all inbound links including print. **Responsible:** Mower		

Factor 9: UX and Creative Requirements

In order to meet the objectives, what are the critical content elements (calls-to-action, messaging points, etc.) that have clearly communicated to the user experience and creative teams working on the project? The party responsible for completing this task is indicated as well.

Factor 8: Tracking and Tagging Requirements

What needs to be tagged in order for the campaign to be

Ensure the trackable phone number is a prominent call-to-action on all assets. **Responsible:** BeltaGram's creative and development teams		
Ensure all landing pages are developed with mobile-first approach since 65% of current audience uses mobile devices. **Responsible:** BeltaGram's development team		
A/B/Multivariate test all assets to find the optimal one by X date. **Responsible:** BeltaGram's creative and development teams; Mower		
Leverage Creative Hub for all Facebook ads to ensure consistent experience across all devices. **Responsible:** BeltaGram's creative team		

STRATEGIST

Factor 10: Internal/External Requisites

What internal and external forces will impede your ability to successfully accomplish Tactics 1 through 9 as well as Factors 1-9 of Section 4. Tactics KPIs, Reporting, and Tagging factors? Anything that cannot be completed before the campaign launches should be labeled as "Unresolved." Conversely, resolved items should be labeled as "Resolved" and a brief summary of the resolution should be provided.

Factor 9: UX and Creative Requirements

In order to meet the objectives, what are the critical content

INTERNAL AND EXTERNAL REQUISITES	INTERNAL AND EXTERNAL REQUISITES	INTERNAL AND EXTERNAL REQUISITES	INTERNAL AND EXTERNAL REQUISITES
Unresolved	Unresolved	Resolved	Resolved
No CRM system exists to capture and nurture leads. **Responsible:** Information Systems team, Sales team, Marketing team	Make landing page mobile friendly. **Responsible:** Mower, Developer, Creative	Link Google Analytics and Google AdWords programs. **Responsible:** Mower, Partner Agency	Get a custom trackable phone number. **Responsible:** Information Systems team and development teams
If resolved, add resolution summary.	*If resolved, add resolution summary.*	*Apr 28 - Completed by K. Khan*	*Apr 24 - Got phone numbers from I.S.*

What internal and external forces will impede your ability

Unresolved	Unresolved	Resolved	Resolved
No CRM system exists to capture and nurture leads. Responsible: Information Systems team,	Make landing page mobile friendly. **Responsible:**	Link Google Analytics and Google AdWords	Get a custom trackable phone number.
If resolved, add resolution summary.	*If resolved, add resolution summary.*	*Apr 28 - Completed by K. Khan*	*Apr 24 - Got phone numbers from I.S.*