

CAMPAIGN DEVELOPMENT

MARKETER ON DEMAND

Starting at \$ 1,750
per month

When you work with our Professional Services group, you get an extra pair of hands to take on those jobs you don't have the time, or the in-house skills, to do. Think of us as your MOD partner, and call on us to assist with account set up, integrate new tools, execute platform activities, set up a new program, and much more. Use this discretionary time with a designated Act-On expert to get caught up, get ahead, or fill in for a missing team member.

Minimum commitment of 10 hours per month for 3 months.

SINGLE AUTOMATED CAMPAIGN

\$ 6,000

Are you ready to build your first automated program, but you aren't sure where to start? Let our experts guide you through the process and launch your first automated campaign in record time! Includes:

- » Strategic consulting for one automated program including definition of goals, metrics, target audience and recommend content assets used for automated program (up to 1-hour)
- » Define messaging, cadence, branching steps/criteria, exit criteria
- » Create and document campaign workflow
- » Build campaign architecture, set lead scoring to Act-On standard or existing client rules and identify the segment used for the campaign
- » Production, logo placement and brand colors added to design template, copywriting, and testing for up to five (5) emails and one (1) landing page. Includes one round of copy and design edits
- » Create one (1) mobile responsive email template and one (1) mobile responsive landing page template or thank you page
- » Set up A/B testing as needed, as well as set up sales or marketing alerts

Included; if Act-On is connected through a standard CRM connector:

- » Set up the CRM campaign if applicable
- » Map CRM and Act-On list fields as applicable
- » Sync campaign responses with the CRM as applicable

Offer or downloadable content asset creation sold separately

CAMPAIGN DEVELOPMENT (CONTINUED)

BASELINE MARKETING AUTOMATION STRATEGY & IMPLEMENTATION \$ 12,000

Designed for customers who are ready to implement funnel based marketing campaigns but don't have the time to do it themselves. Our experts will develop and implement your baseline strategy to help you build a solid marketing automation foundation. This package includes the following:

Strategy

- » Define marketing automation goals and metrics
- » Perform background research on industry and client provided competitors
- » Make recommendations for additional content or content changes
- » Target audience definition including definition of segments and buyer personas using Act-On template
- » Buy cycle definition and buyer's journey map
- » Create program strategy map including email messaging strategy
- » Diagram what needs to be built, how leads flow between programs/channels, how to move customers through the buy cycle stages

Implementation

- » Setup of three (3) automated programs (*top, middle and bottom of funnel*) using predefined workflows
- » Identify and create segment(s) to be used for the campaign, including (if needed) assistance with consolidation of one master list (up to 5 hours maximum)
- » Lead score funnel report and marketing qualified alert configuration
- » One mobile responsive email template, one mobile responsive landing page template, one form template (*No custom design or copywriting*)
- » Asset assembly for automated program – Up to 15 emails, plus up to 12 landing pages; customer to provide copy and images

Need assistance with copywriting? Add \$5,000 to this package to include copywriting and stock images for up to 15 emails and 12 landing pages (must be combined and dedicated to the Baseline Marketing Automation Strategy Implementation package). All topics and outlines to be provided by customer. Offer or downloadable content asset creation is sold separately.