

CompanyX 2011 Communications Plan

Presented: June 28, 2011

Intended outcomes

- To provide a tactical communications plan that can be immediately put into action, and one that is responsible and responsive to the needs of CompanyX Inc. and their 2011 business goals
- To agree on next steps and roadmap for CompanyX's 2011 communications plan

2011 Objectives

In 2011, through an integrated marketing approach, to achieve it's goal of 10% revenue growth, CompanyX Inc. has asked us to focus on tactics that will:

- Drive new business leads
- Increase share of wallet with current customers

Our Approach:

To maximize our efforts in 2011, we have divided our activities into two areas which will run in parallel:

- Short Term

Communicate the refined CompanyX, Inc, CompanyX and Anthem positioning, optimize current digital platforms and promote lead generation programs to:

- Bring greater clarity internally and externally on the value the organization delivers to the marketplace
- Increase website conversions
- Deliver more qualified leads
- Increase awareness for CompanyX
- Deliver more sophisticated analytics reporting for CompanyX

27% Budget

- Long Term

Redevelop CompanyX.com and implement a more holistic approach to CompanyX's online presence to:

- Increase website conversions
- Deliver more qualified leads overall and within specific verticals
- Drive awareness of CompanyX with prospects and current clients
- Grow credibility for CompanyX within the business and trade community

73% Budget

2011 Roadmap

June				July				August				September				October				November				December						
30	6	13	20	27	4	11	18	25	1	8	15	22	29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26

Short Term

Long Term

Drive New Business

Increase SOW

Or Duel Objective

- Private Brand Conference
- Paid Search
- Directory Listings
- Online advertising
- Thought leadership – Lead Gen
- Analytics
- CompanyX.com Optimization
- SEO
- Knowledge Center Optimization
- CompanyX.com Blog
- Mobile Optimization
- Social Media strategy
- BrandSquare Optimization

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- BrandSquare Optimization

Drive New Business

Increase SOW

Or Duel Objective

- Conference Planning
- New thought leadership/ Marketing materials
- Advertising / Promotions
- Redeveloped CompanyX.com
- Public Relations
- BrandSquare

- New thought leadership/ Marketing materials
- Redeveloped CompanyX.com
- Public Relations
- BrandSquare
- Email Marketing

Repositioning: New Materials

Objective

- Communicate new positioning to internally to staff and externally to potential employees, clients and prospects.

Deliverables

- Growth Summit Materials
- Recruitment Materials
- Client Prospect materials
- Materials for Individual Verticals
- Tactics to be finalized

Timing

- 6- 7 Weeks

Budget

- \$30K

June				July					August			
30	6	13	20	27	4	11	18	25	1	8	15	22



Conference Planning: Private Brand Conference

Objective

- Drive awareness of Anthem and CompanyX brand and capabilities in a highly targeted conference environment
- Drive more qualified leads before, at and after conference from prospects in attendance and online

Activities

- Create targeted lead generation program designed to develop interest in CompanyX/Anthem and drive traffic to conference booth/presence
 - » Develop a unique landing page on CompanyX.com targeted to conference attendees & prospects to learn more about CompanyX /Anthem and drive interest in booth/presence
 - » Integrate social media activity to drive interest in and awareness of Anthem /CompanyX
 - » Target, nurture and drive prospects outside the conference to landing page
 - » Plan giveaway/sweepstakes to incent target audience to visit CompanyX/Anthem booth as a part of lead generation
- Plan and conduct in-show activity designed to sustain interest in CompanyX/Anthem's presence and drive traffic, such as live-tweeting and check-in based incentives
- Create leave behind marketing element for conference visitors

Timing

- 8 weeks

Budget

- Private Brand Conference Sponsorship - \$18K
- Conference Giveaway at Booth - \$2K
- Conference Leave Behind - \$10K
- Targeted Lead generation program - \$11K
- Total: \$40K

July				August				September				
27	4	11	18	25	1	8	15	22	29	5	12	19



Lead Generation: Paid Search Program

Objective:

- Generate leads by using Paid Search to drive increased traffic to CompanyX.com web site and convert visitors

Activities

- Develop key phrase strategy based on service/product segments, research and identify high value key phrases and likely bid costs
- Create new ad copy to support key phrase plan
- Develop landing pages
- Set up Google Adwords account, implement key phrases, launch and manage program
- Conduct weekly review, with iterative changes or key phrase management as needed
- Write monthly analysis/recommendation report

Timing

- 1-2 weeks to research key phrases, develop landing pages and ad copy, and implement program

Budget

- Develop and implement Paid Search Program including key phrase strategy: \$1,500
- Develop landing pages and ad copy: \$2,000
- Media (PPC) buy: \$500/month starting mid July to mid October (\$1,500 total)

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



Lead Generation: Directory Listings

Objective

- Raise awareness of Anthem's branding capabilities and drive leads to Anthemww.com

Activities

- Research and identify suitable listings
- **Negotiate display/banner media purchase and implementation**
- Write banner copy

Timing

- 2 weeks

Budget

- Directory Listing: approximately \$2,500 each

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



Lead Generation: Targeted Online Advertising

Objectives:

- Generate leads by Increasing traffic to CompanyX.com and converting site visitors
- Increase awareness of CompanyX/Anthem's brand and capabilities

Activities

- Research suitable display advertising and sponsorship placement opportunities, especially industry newsletters and educational outlets, and recommend/develop media plan
- Design ads and write copy
- Program rich media ad units and deliver
- Monitor and report results

Timing

- Design and development: 3 weeks

Budget

- Media planning , creative development: \$5,000
- Display media budget: \$40,000

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



Lead Generation: Support for New Thought Leadership Assets

Objectives:

- Generate leads by driving qualified prospects to CompanyX.com, via interest in new major thought leadership asset deployment, and converting site visitors
- Establish CompanyX/Anthem as thought leaders across branding and identity development and deployment
- Build greater CompanyX/Anthem mindshare among prospective and current clients

Activities

- Develop landing page for new thought leadership asset; all outreach activity will link to this page
 - » Example: Trend Report 2011 will have its own landing page, within CompanyX.com, including registration requirement for downloading the full report
- Identify appropriate online display advertising options
- Leverage BrandSquare daily email
- Identify appropriate key phrases for Google Adwords paid search
- Develop, design and implement advertising units
- Promote assets via social media including Twitter, Facebook, YouTube, and LinkedIn
- Generate blog posts
- Conduct PR activity, including drafting/distributing a press release and pitching online and offline media outlets

Timing

- 2 – 3 weeks to develop and implement

Budget

- Program cost: \$10,000 per major thought leadership asset (does not include cost of creating the asset)
- Media (PPC) buy: \$500/month

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



Lead Generation: Analytics

Objectives:

- Improve lead generation across all marketing/communication efforts by iterative program changes and improvements via regular analytics review and outcome measurement

Activities

- Develop a more sophisticated, integrated analytics reporting platform for CompanyX to drive responsive marketing program
- Report monthly on aggregated results of all channels (web site, public relations, SEO/SEM, social media)

Timing

- 2 weeks

Budget

- Analytics development and reporting: \$8,750

July				August				September				
27	4	11	18	25	1	8	15	22	29	5	12	19



Web: CompanyX.com Optimization

Objective

- Short-term optimization of CompanyX.com to encourage interaction and sharing of CompanyX.com thought leadership content and increase sales leads

Activities

- Optimize homepage design
- Increase the number of calls to action
- Develop functionality for content sharing via social media
- Develop content 'paywall'
- Add (additional) Google Analytics tracking code to components of the website

Timing

- 2 – 3 weeks

Budget

- \$8.1K

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



Web: Search Engine Optimization

Objective

- Generate leads by increasing site traffic via organic key phrase search
- Raise web site traffic via key phrase referrals
- Increase traffic referred via clicking links placed in social media posts
- Improve search engine position rankings for high value key phrases

Activities

- Develop key phrase list and updated CompanyX/Anthem SEO program plan
- Implement technical SEO tactics on main web sites and content pages
- Plan implementation of key phrases on non-web site channels including social media, video, and other content websites
- Create SEO “Quick Start Guide” for CompanyX/Anthem marketers and sales persons who need guidance when generating copy or other site content

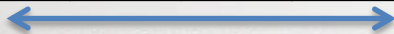
Timing

- Develop SEO program: 1 week
- Keyword discovery and implementation: 2 weeks

Budget

- \$13,500

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



Web: Knowledge Center

Objective

- Generate leads by capturing repeat customer visits and tracking customers with interest in CompanyX's thought leadership assets
- Build CompanyX's email database

Activities

- Redesign Knowledge Center to deliver password-only access to CompanyX's historical thought leadership and new assets as they are developed
- Develop administrative functionality for user accounts including account signup, edit profiles, access past downloads, identify email preferences, and view summary dashboard
- Create a synopsis (approx 4 paragraphs) for each whitepaper and case study
- Create thumbnails for each page

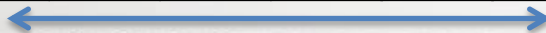
Timing

- 4 weeks

Budget

- \$12,000

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



Web: CompanyX.com Blog

Objective

- Establish CompanyX/Anthem industry leadership among sales and marketing professionals
- Generate traffic to blog and site in order to generate leads

Activities

- Design and develop blog
- Create an editorial calendar for blog articles
- Develop original content for blog with or on behalf of CompanyX thought leaders
- Create blog tagging/ category taxonomy
- Integrate blog content development to support, and be supported by, other communication plan channels including email marketing and social me

Timing

- 4 weeks

Budget

- Blog development and deployment (including design and editorial calendar): \$12,500
- Blog content creation: \$26,000 (5 months schedule)

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



Web: Mobile CompanyX.com

Objective

- Mobile optimization of CompanyX.com for the use of the website and it's content on smartphones.
- * Note: the technology will be reused (as much as possible) in the new CompanyX.com website

Activities

- Current site audit
- User Experience design
- Graphic design
- Development
- Conversion of video assets

Timing

- 3 – 4 weeks

Budget

- \$8,100

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



Social Media: CompanyX Social Media Strategy

Objective

- Generate leads
- Increase mindshare among target audience
- Increase referred site traffic
- Build engagement with CompanyX/Anthem among audience members

Activities

- Establish an integrated social media strategy for to leverage newly optimized digital platforms
- Conduct competitive review
- Develop implementation plan
- Create new visual design and write copy as required
- Develop editorial calendar

Timing

- 2 - 3 weeks

Budget

- Social Media Strategy: \$10,000

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



BrandSquare: Web Site Optimization

Objective

- Increase registration conversions for new visitors to BrandSquare.com
- Drive awareness of Live Sessions and generate greater participation

Activities

- Homepage redesign
- Upgrade of Drupal CMS system
- Redesign of new daily news and Live Session email template
- Programming

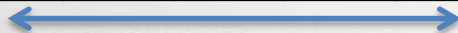
Timing

- 4 weeks

Budget

- Optimization: \$25,000

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



BrandSquare: Live Session Optimization

Objective

- Increase awareness of and participation in Brand Square Live Sessions
- Increase referred traffic and registration at BrandSquare.com via Live Sessions

Activities

- Develop Social Media promotion
- Create unique landing page for each Live Session with presenter information, reviews, videos and direct link to registration form and on page registration for BrandSquare
- Post Live Session email and video promotion

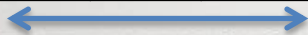
Timing

- 3 weeks

Budget

- Landing page for Live Session : \$12,000 (6 Sessions)

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



BrandSquare: Social Media Strategy

Objective

- Establish a social media strategy that will deliver sustained growth, grow credibility and increase traffic to Brandsquare.com

Activities

- Reinvigorate analytics reporting and establish baseline
- Expand Brand Square presence on additional social media channels, as deemed appropriate
- Create new design and copy as required
- Conduct content audit of BrandSquare.com to determine which existing content is relevant to the community and can be leveraged through social media
- Develop editorial calendar

Timing

- 3 weeks

Budget

- \$6,000

July					August					September		
27	4	11	18	25	1	8	15	22	29	5	12	19



Short Term Budget

Repositioning New Materials	\$30,000
Conference Planning: Private Brand Conference	\$41,000
Paid Search	\$5,000
Directory Listings	\$5,000
Online Advertising	\$40,000
Media Planning	\$5,000
New Thought Leadership Lead Gen	\$11,500
Analytics	\$8,750
CompanyX.com Optimization	\$8,100
SEO	\$13,500
Knowledge Center Optimization	\$12,000
CompanyX Blog	\$12,500
CompanyX Blog Content (5 months)	\$26,000
Mobile Optimzation	\$8,100
CompanyX Social Media Strategy	\$10,000
BrandSquare Web Optimization	\$25,000
Live Session Optimization (6 Sessions)	\$12,000

Total: \$273,450

Conference Planning

Objective

- Increase exposure of key Anthem and CompanyX thought leaders to grow credibility of Anthem and CompanyX in the business and design communities

Activities

- Identify suitable conference sponsorships with speaking opportunities
- Conference sponsorship negotiation and coordination
- Design, development and delivery of conference collateral materials – booth and leave behind

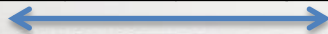
Timing

- 3 weeks
- Coordination/ Development of collateral in the lead up to the event

Budget

- Conference Planning - \$20K
- Collateral and Giveaways - \$28K *Does not include printing costs
- Anthem Digital Symposium - \$35K
- Conference Sponsorships - \$52K

July					August				September			
27	4	11	18	25	1	8	15	22	29	5	12	19



Marketing Materials

Objective

- Identify the need for and create new marketing materials on CompanyX.com

Activities

- On completion of the content audit of CompanyX.com, identify content gaps and working with CompanyX, create new content materials – white papers, brochures, trend reports, case studies, regulatory sheets

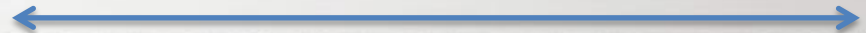
Timing

- September 2011 – December 2011
 - » Material will be developed as identified or as timing is appropriate

Budget

- Marketing Materials - \$30K
- Video , Off-site promotion - \$30K

September				October				November				December					
29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26



Advertising & Promotions

Objective

- Drive traffic to CompanyX.com through the effective promotion of new and existing thought leadership and targeted online advertising

Activities

- Identify suitable directory listings for Anthem and CompanyX, coordination and copywriting
- Continue to support CompanyX.com with GoogleAdwords, identifying key opportunities (ie. Thought leadership assets or key verticals) and writing phrases in support
- Email marketing
 - » Design and content development of quarterly email blasts to both Anthem and CompanyX lists - starting with the new CompanyX Trends Report. Quarterly email content could also include case studies, articles by thought leaders, promotion of new thought leadership materials and announcements.

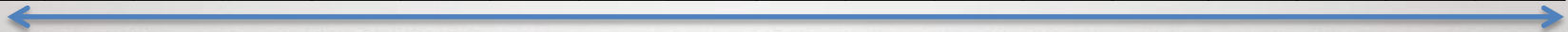
Timing

- September 2011 – December 2011

Budget

- Directory Listings - \$10K
- Paid Search - \$15K
- Email Marketing - \$24K

September				October					November				December				
29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26



CompanyX.com

Objective

- Redevelop Shawk.com to increase website conversions, increase credibility, drive new business leads and increase share of wallet with current customers

Activities

- Plan and discovery
 - » Includes content audit, stake holder interviews, competitive audit, mood boards, content strategy, technical requirements
- Design
- Development
 - » Includes development of video assets for new CompanyX.com, SEO optimization of assets and inclusion of assets in site build
- Test and Launch

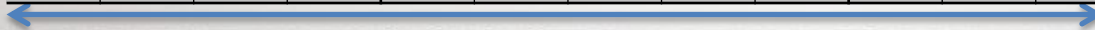
Timing

- _____

Budget

- Redevelopment - \$147K
- Video, on-site - \$50K
- Mobile site development - \$15.1
- Site hosting - \$9,625

September				October					November				December				
29	5	12	19	26	3	10	17	24	31	7	14	21	28	5	12	19	26



Public Relations

Objective

- Grow credibility and drive awareness of CompanyX and Anthem through the publication of articles in trade and business media

Activities

- Working with CompanyX and Anthem thought leaders, develop and pitch story ideas to relevant publications
- Identify key editorial opportunities with editors, working with CompanyX and Anthem to identify key SMEs whom may wish to contribute
- Promote articles and thought leadership through social media channels
- Creation and administration of sponsor surveys

Timing

- June 2001 – December 2011

Budget

- Administration - \$81,825
- Sponsor Surveys - \$65K

BrandSquare

Objective

- Continue to grow the BrandSquare community through offering quality content,

Activities

- Administration includes:
 - » Daily aggregation of articles for the BrandSquare daily digest. Also includes creation and deployment of email to the BrandSquare community
 - » Live Session coordination
 - » Live Session promotion through Social Media
 - » Management of BrandSquare's social media channels
- Promotion:
 - » Identify appropriate key phrases for Google Adwords paid search

Timing

- June 2011 – December 2011

Budget

- Administration – \$84K (Annual budget)
- Content Development – \$10K
- Live Session Technology - \$7.5K
- BrandSquare Promotion - \$4.5K

Long Term Budget

Conference Planning: Anthem Digital Symposium	\$35,000
Conference Sponsorships	\$52,000
Conference Planning: 2011 Events	\$48,000
Marketing Materials	\$30,000
Directory Listings	\$10,000
Paid Search	\$18,000
Email Marketing	\$24,000
CompanyX.com Redevelopment	\$147,000
Mobile Optimization	\$15,100
Schakw.com - Offsite Video (Promotion)	\$30,000
CompanyX.com - Onsite Video	\$60,000
Public Relations Administration	\$81,825
PR - Sponsor Surveys	\$65,000
BrandSquare Content Development	\$10,000
BrandSquare Administration	\$84,000
BrandSquare Promotion	\$4,500
BrandSquare Live Session Technology	\$7,500
Photography	\$15,000
Social Media Management Platform	\$5,000
Site Hosting	\$9,625
Total:	\$751,550

Next Steps

- Approval of tactical plan by CompanyX Inc.
- Symmetri to action Short Term objectives as described and begin laying the ground work for redeveloping CompanyX.com