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MARKETING PRIORITIES | 2019

## TO BE COMPETITIVE:

We need to:

- **Invest across the funnel.** Scorpion is outspending us in each stage of the funnel.
- **Maximize our lead gen investment,** focusing on mid/bottom of funnel efforts to help drive conversions.
- **Identify and go after strategic segments** with industry-specific messaging/assets.
- **Extract value from current clients** by driving network adoption of our products.

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- **Top of Funnel**
    - Events
    - Content (lead magnets)
    - Prospect Email Journeys
  - **Middle of Funnel**
    - Content (educational)
    - Online credibility
    - Get “found” easily
    - Digital presence
    - Reviews
    - Website UX
  - **Bottom of Funnel**
    - Nurturing journeys
    - Digital ads
  - **Beyond the Funnel**
    - Adoption tactics

To be competitive, we need to invest strategically across the funnel to apply laser-focus force on the levers that will drive quality leads and increase conversion

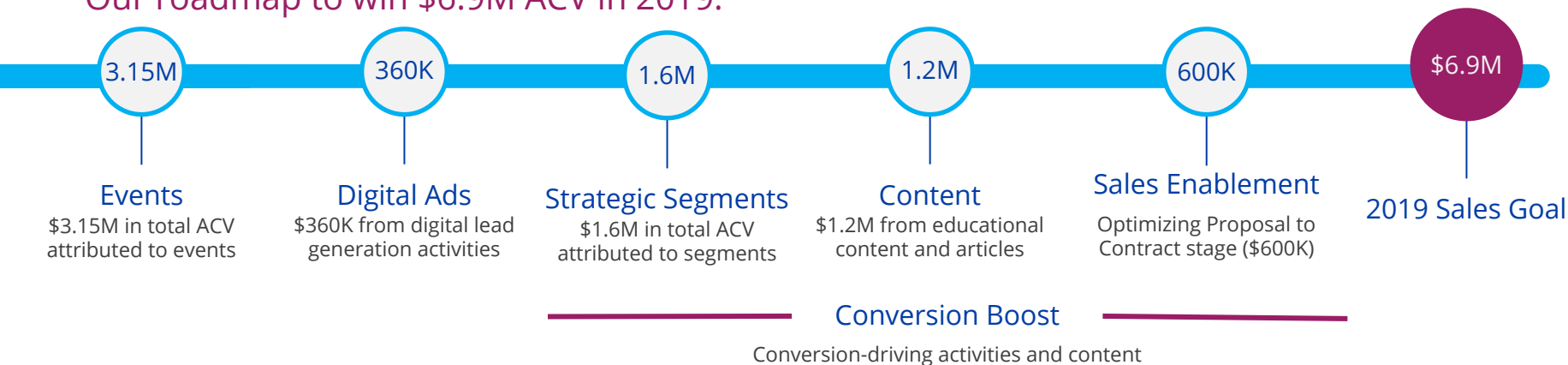


Pillar	Initiative	Progress / Status	Estimated Impact	Risks / Notes
Total				
Lead Generation	Tradeshows	Total Events: 46 Events @ which we got leads: 21 Total Leads: 257 Leads in Solution: 3	Forecasted annual goal: \$3.15M in ACV  Created pipeline of \$1,084,550 ACV	<ul style="list-style-type: none"> <li>The increase in events has resulted in better/ increased brand awareness and multiple touch points with some contacts</li> <li>Of the 535+ Open Opps, 219 have been tagged to an event</li> </ul>
	Digital Campaign	Q1 inbound leads: 83 SQLs: 8	Annual: \$363K	Need to rebuild landing pages off AEM (slow loading); need to rebuild interactive case study library since Ion Interactive goes away
Sales Enablement	Proposal Assistance	# of Proposals (FIND!) CMO Summit decks XX		
	Other	Webinar: 18 registrants; 7 attendees Deck unification project Selling tools		Significant effort for minimal response.
Market Positioning	Content / Brand	<ul style="list-style-type: none"> <li>Deployed 2 Newsletters</li> <li>Published X articles</li> <li>Launched LinkedIn Showcase page (92 followers)</li> <li>Applied for and won 2 Horizon Interactive Awards</li> </ul>	Need to get creative here ...	
	Strategic Content			

## New enterprise sales in 2019 will be different

2018 - Actuals				2019 - Forecasted
# Deals	ACV (average)	Total ACV	Network Adoption	Total ACV (Goal)
16	\$118K	\$1.9M	\$1.1M	\$5.25M

## Our roadmap to win \$6.9M ACV in 2019:



## Objectives

Acquire High Quality Leads  
Drive Conversion Throughout the Funnel  
Grow Location-level Sales

## OKRs

## Key Result

Sales team closes deals that can be tied back to Marketing activities.

2018	Proof Points	2019		Benefit	Cost
<div> <div>Lead Gen</div> <div>Market Positioning</div> <div>Sales Enablement</div> <div>Network Growth</div> </div>					
7 events yielded \$192K ACV	Anticipate 6 opportunities at each booth event	Anticipate 23 "good" leads	Tradeshows Digital Marketing	\$3.15M = Events \$363K = Digital Marketing	\$390K = Events \$120K = Digital Marketing
8 "good" leads from digital campaign; 1 closed deal					
Clients told us repeatedly that their locations want content.	Anticipate 11 new deals by building out 3 new strategic segments		Content Strategic Segments	\$1.2M = Content \$1.6M = Strategic Segments	\$54K = Content \$132K = Strategic Segments
Our site traffic shows that visitors to our healthcare page BOUNCE & EXIT at lower rates.					
24% Proposal Win Rate; 76% Fall Out in "Solution to Contract" stage	Anticipate improving conversion rate 10% in "Solution to Contract" stage		Proposal Development Content	\$600K = Proposal Efforts <i>Content Benefit Above</i>	\$0 = Proposal
SDs are requesting content to nurture leads					
Pilot email campaigns to select networks in fall generated \$70K	Adoption-driving email campaigns generated \$241,821		Email, Digital, Direct Mail + Headcount Content	\$1M = Network Growth <i>Content Benefit Above</i>	\$105K = Network Growth

# 2019 MARKETING INITIATIVES ROADMAP

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## Lead Gen

Tradeshows  
Digital Marketing

Q1

5 booth events

Digital Campaign

Q2

4 booth events

Digital Campaign -  
Landing page optimization

Q3

4 booth events

Digital Campaign -  
Ad copy optimization

Q4

6 booth events;  
IFA planning

Digital Campaign

## Market Positioning

Content  
Strategic Segments

Launch LinkedIn  
Showcase page

Re-assess content strategy;  
Migrate content to AEM Blog

Fran Dev  
GTM Strategy

Strategic Segment 2 (Build  
Out)

Newsletter + Content

AGENCY + WE GTM Strategy  
Margin Transparency GTM

Strategic Segment 1  
(Build Out)

## Sales Enablement

Proposal Development  
Tools

Proposal Template  
Development

Proposal development assistance (ongoing)

Web Wednesday  
Webinar

Development of sales tools (ongoing)

## Network Growth

Email, Digital, Direct Mail

Client Collateral / Event  
& Onboarding Support

Develop & Launch Email  
Campaign (Adoption)

Collateral and tools for client support & adoption (ongoing)

Direct mail campaign  
Pilot digital ads for network

Testimonial Video

# FINANCIAL SCHEDULE

\* Client shows removed per Denise

2019 Requested Investment - Small Investment (Tradeshow + Dig. Lead Gen)					
		Forecasted Expense			Forecasted Benefit
		2018	2019	Incremental	Anticipated Return on '19 Investment
Base Case	IFA sponsorship Fee	\$45,250	\$45,250	\$0	\$750,000
	IFA Event (activation)	\$124,000	\$150,000	\$26,000	
	Customer Insights Summit (CIS)	\$113,000	\$0	(\$113,000)	Not doing this in '19
	Tradeshows	\$192,000	\$390,000	\$198,000	\$2,800,000
	Google Roadshow (collateral)	\$500	\$0	(\$500)	Not doing this in '19
	Digital Ads	\$33,344	\$120,000	\$86,656	\$363K ACV (2.4 deals)
	Travel	\$2,662	\$10,000	\$7,338	
	Client & Prospect Gifts (Xmas)	\$4,640	\$5,000	\$360	Hard to quantify/could help pipeline/retention
Total Spend		\$517,414	\$720,250	\$202,836	

## '19 PLAN CURRENT

2019 Requested Investment - Additional Investments					
		Forecasted Expense			Forecasted Benefit
		2018	2019	Incremental	Anticipated Return on '19 Investment
Base Case	IFA sponsorship Fee	\$45,250	\$45,250	\$0	\$750,000
	IFA Event (activation)	\$124,000	\$150,000	\$26,000	
	Customer Insights Summit (CIS)	\$113,000	\$0	(\$113,000)	Not doing this in '19
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	Travel	\$2,662	\$10,000	\$7,338	
	Client & Prospect Gifts (Xmas)	\$4,640	\$5,000	\$360	Hard to quantify/could help pipeline/retention
Incremental	Content	\$0	\$54,000	\$54,000	\$1.2M (8 deals)
	Network Adoption Strategy	\$0	\$105,000	\$105,000	\$1M
	Strategic Segments	\$0	\$132,000	\$132,000	\$1.65M (11 deals)
	Client Advisory Board Meetings	\$0	\$30,000	\$30,000	
Total Spend		\$517,414	\$1,043,269	\$525,855	Add'l investment benefit = \$3.85M

## '19 PLAN + ADDITIONAL OPPORTUNITIES

An incremental spend of \$525,855 is expected to return \$3.85M.



## Event Leads (Q1)

Shows Attended Booth   Badge-Only		Total Leads	Leads in Sol'n	Deals Closed	ACV Sold	Goal: Leads	Goal: Deals Closed	Goal: ACV
4	37	195	0	0	0	146	29	\$3.15 M

## Digital Mktg Leads

"Good" Leads (YTD)	Leads in Sol'n	Deals Closed	ACV Sold	Goal: Leads	Goal: Sales Closed	Goal: ACV
				23	2.4	\$362,784

## Network Growth

# Email Campaigns Deployed	Revenue Earned	% of network adoption	Goal: % Network Adoption	Goal: Revenue Earned

## Content

WE homepage Traffic (YTD)	WE Resources page Traffic	Branded Searches	Content Produced (# of articles)
TBD	TBD	TBD	2
Baseline: Traffic Homepage (2018)	Baseline: Traffic Resources page	Baseline: Branded Searches	Goal: Content
5100	25	216	24

## Proposals

# of Assists	# in Contract	Deals Closed	ACV Sold

# APPENDIX

## Supporting Information

**Description:** Increase conversions throughout the funnel by developing content that fits each phase of the customer journey. Content is the engine driving all our marketing activities across the funnel.

**Desired Outcome:** The goal would be to sign 1 new opportunity within the first 9 months of publishing our first gated e-book. Like to see a lower fall out rate from Prospect to Discovery because of nurturing with content. And an overall higher conversion rate throughout the funnel that will drive more sales, more quickly.

Costs: Year 1	
Sponsored Content (social   FB + LinkedIn)	\$7,200
Freelancers (\$800/article * 18 articles)	\$16,000
Micro-influencers (\$250/post)	\$2,250
Trade Press (Franchising USA, Franchise Update)	\$19,992
1 E-Book	\$2,000
Calendar Tool (AirTable)	\$2,400
Video (4 Testimonial vids @\$1250)	\$5,000
	\$54,842
Assumptions: Year 1	
	8 sales per year

### Assumptions:

Using industry benchmarks and our website traffic metrics and conversion rates on the lead form:

**6,701** (monthly visitors)  
multiplied by **0.002** (average traffic-to-leads conversion rate)  
**= equals 13 monthly leads**

**13 (monthly leads)**  
multiplied by **0.05** (average leads-to-sales conversion rate)  
**= equals .7 monthly sales (Or 8 sales per year)**

Sales Cycle  
43 days = Closed/Won  
deals tied to an event  
147 days = Non-Event  
lead

**Description:** Increase conversion throughout the funnel by demonstrating expertise to a more focused set of high-performing verticals and then actively pursue strategic segments one at a time.

**Desired Outcome:** The goal would be to sign 2 new opportunities within the first 9 months of getting the first strategic segment live.

Costs: Year 1 (3 Segments)		
Headcount	\$90,000	Marketing team is currently not staffed to handle this
Research	\$6,000	Assuming \$2k for each segment
Plan development & asset creation	\$0	No financial cost, just time (Writing/Designing the Collateral/LP/Decks/Sales Tools/GTM/Personas)
Printing collateral	\$1,000	For SD to take to events (assume \$300 per segment)
Mailing / Shipping (ABM approach)	\$4,500	Direct mail to top 1500 prospects (500 in each vertical); \$3 for printing/mailling to each prospect
Association / membership fee	\$5,000	Just a guess!
Events (booth, badges, speaking opps)	\$5,000	Attend one major event for each segment at \$1000 per event + extras
Lead lists	\$6,000	Let's assume \$2k/list for each of three segments
Digital campaign	\$9,000	\$1500 = q1 segment 1; \$3000 = q2 segments 1&2; \$4500 = q3 segments 1, 2, 3
Content Development & Promotion	\$5,500	6 articles * \$900/article
	<b>\$132,000</b>	

Assumptions: Year 1		
(Vision= about 320 nat'l multi-loc brands; Senior Care = 60; 350 = Home services)		
Industry ave. response rate on direct mail is 2%. Of the 1500 prospects we mail, 30 will reply.	30	
We meet a handful of prospects via our membership/associations	6	
At each of the 3 booth events we attend, we gain 10 opportunities, for a total of 30.	30	
Using the lead lists, we send cold emails to 1500 prospects and get 15% response rate.	225	Assu
On digital campaigns, let's estimate a 2% response rate. We target 3000	60	We r simil
Leverage content and generate inbound leads	60	
This means we could catch the eye of about 60% of the brands, which seems realistic with today's technology	411	# of Leads we could expect to work with
Next, apply fall out rate of 50% from Prospect to Discovery (assume fall out should be less b/c we approached target market with laser focus, should be warmer/more interested leads)	205	Leads that make it to discovery
Now, apply a slightly higher conversion rate from discovery to closed/won (apply a 5.5% vs. 4.95)	11	Deals closed
Then, assume \$150K ACV * 11 deals	<b>\$1,700,000</b>	But initial handful of deals probably wouldn't close until EOY

**Description:** Of the 44,000 network locations associated with our current portfolio of clients, only 12,000 buy something from us. Investing time and money here will generate a return more quickly and at a lower cost.

Costs: Year 1			
	Headcount	\$90,000	Marketing team is currently not staffed to handle this
	Emails	\$0	Human effort, but requires content (cost accounted for in Content Initiative)
	Direct Mail	\$10,000	Mail something to 2000 target locations at \$5 (print/mailling)
	Social media ads	\$2,500	Target network locations on Facebook; test 12 clients (1 per month) \$200 per month
	Landing pages	\$0	Someone has to build ... Creative? Chris Day? Create template in GNIX for us?
	Case Studies	\$0	Human effort
	Video Testimonials	\$2,000	Create two vids for top two networks with largest adoption potential
	Webinars	\$0	Human effort
		<b>\$104,500</b>	

Assumptions:			
We deployed email campaigns to 5 clients between Aug and now. Sales tied to those emails now exceeds \$370K.			
If we did twice as many emails (1 per month), we could double that, bringing in \$740K+			\$740,000
Industry ave. response rate on direct mail is 2%. Of the 2000 locations we mail, 40 will reply. Assume annual ave. revenue is \$5000 then that equates to \$200K			\$200,000
Let's say we target top 12 clients on Facebook. On digital campaigns, let's estimate a 2% response rate. We target 3000 location owners, is 60 responses; let's assume 50% convert. So 30 of them purchase.			\$150,000

## Goal: Grow number of warm and highly-qualified leads at strategic tradeshow events

**Strategic Reason:** Tradeshows produce our best quality and fastest-closing lead opportunities. Engaging with event prospects will help us find warmer prospects who are more likely to move more quickly through the top of the funnel.

**Reason To Believe It Will Work:** In the digital age, there's something exceptionally powerful about doing in-person events. Tradeshows allow our sales team the opportunity to rise above the noise and engage face-to-face with prospects.

### Key Data Points:

25%  
of Closed/Won were  
tied to an event

5 new opportunities  
opened at each  
event in 2018 on  
average  
(IFA = 67)

10 of 29 "Proposals"  
are associated with  
an event

Sales Cycle  
43 days = Closed/Won  
deals tied to an event  
147 days = non-event  
lead

### Key Initiative

- ★ Strong event presence through sponsorships / booth and speaking opportunities coupled with structured pre-event communication strategy (nurture email journeys, social ads, geofencing)

### Metrics

- # of Events
- # of Opportunities

### Forecast

- An incremental investment of \$200,000 yields \$3.15M in ACV.

| Goal: Drive higher conversion through the prospect to demo stages by growing warmer, high-quality inbound leads through laser-focused digital ads

**Strategic Reason:** Digital ads allow us to get in front of prospects earlier in the customer journey, target high-intent consumers, advance the audience through retargeting and ultimately generate higher-quality leads.

**Reason To Believe It Will Work:** Engaging with prospects through the right digital platform with the right message helps us finds high-quality leads.

Key Data  
Points:

8 of the 28 inbound leads are Sales Qualified Leads (7 pending assessment) in our digital pilot

Closed 1 deal so far since campaign launched in September

LinkedIn generates most leads but has CTR slightly lower than YouTube and Search

Key Initiative	Metrics	Forecast
★ Design and deploy highly targeted PPC and Social Ads on the platforms best suited for our clients (Facebook, LinkedIn), Display and Re-targeting. Digital campaigns that leverage fresh content. Digital campaigns targeted specific verticals	<ul style="list-style-type: none"><li># of Inbound Leads</li><li># of Sales Qualified Leads</li><li>Cost Per Lead + CPA</li><li>Pipeline velocity</li></ul>	<ul style="list-style-type: none"><li>An investment of \$120,000 yields <b>\$360K in ACV</b>.</li></ul>

Goal: Increase conversion throughout the funnel by demonstrating expertise to a more focused set of high-performing verticals

**Strategic Reason:** Drive through intention and improve the quality of our leads by offering hyper-relevant content for potential customers looking for answers to their problems.

**Reason To Believe It Will Work:** Investing in awareness within specific verticals, specifically in the upper funnel with more targeted messaging strategy, will generate more qualified leads who convert at a higher rate and move through the pipeline faster than a “general” prospect.

## Key Data Points:

Our website traffic shows that visitors to our healthcare page BOUNCE and EXIT at lower rates.

Our win rate is significantly higher in Manufacturing, Construction, Healthcare and Professional/Tech Services

50% of Revenue is from multi-location/dealer

## Key Initiative

- ★ Drive top of funnel demand in verticals through partnership with industry thought leaders and trade pubs. Print ads and editorial, co-marketing and sponsorships with industry leaders and speaker/thought leadership opportunities

## Metrics

- # of Inbound Leads
- # of Sales Qualified Leads
- CPL + CPA
- Pipeline velocity

## Verticals of Focus

- Home Services
- Dental
- Beauty & Fitness



Goal: Increase conversions throughout the funnel by developing content that fits each phase of the customer journey

**Strategic Reason:** Content fuels all our marketing tactics, across the funnel, and is a key piece in how we achieve the previous initiatives.

**Reason To Believe It Will Work:** Content can be harnessed to change/enhance a behavior. Strategically creating and distributing relevant and valuable content will generate awareness of our brand and demonstrate expertise, which will yields leads and higher conversions.

## Key Points:

People often don't make a buying decision the second they become aware of a product or brand - they need to be nurtured and educated.

Content is becoming crucial to the purchasing process. Nine out of 10 B2B product/service buyers say online content has had a moderate to major impact on their purchasing decisions. (Lenati)

Putting more resources and effort into content marketing will increase leads while also decreasing costs lead acquisition costs.

## Key Initiatives

- ★ Produce content to establish ourselves as experts.
- ★ Produce content to assist with retention and drive adoption.
- ★ Produce content to nurture throughout the funnel

## Metrics

- # of Inbound Leads
- # of Sales Qualified Leads
- Downloads
- Web Searches
- Open Rates
- Site Traffic

Goal: Increase the conversion of proposals to contract

**Strategic Reason:** Optimizing the bottom stage of the funnel in which Proposals move to Contract allows us to improve sales effectiveness and speed without significant monetary investment.

**Reason To Believe It Will Work:** Leveraging our in-house marketers to offer their own industry expertise and insights, develop the story, craft unique messaging, and improve the visual quality will yield stronger proposals better aligned to audience needs and thus will lead to a higher win rate.

Key Data  
Points YTD:

76%  
Fall Out in "Solution  
to Contract" Stage

24%  
Proposal Win Rate  
(8 of 29 won YTD,  
With 9 pending)

5 of 12 Lost deals cited  
reasons Marketing  
could potentially  
impact (timing, sol'n  
question)

Key Initiative

- ★ High-quality, more professional proposal decks that better speak to our points of pride coupled with more opportunity-specific support tools (content, collateral, case studies, proof points, etc.).

Metrics

- # of Proposal Assists
- Proposals Won that leverage Marketing support
- Solution-stage Prospects who visit the "personal landing page"
- Solution-stage Prospects targeted who moved to Closed/Won

Forecast

- By improving conversion fall out from 76% to 65% in the Solution to Contract stage, we anticipate **\$600K in ACV**.