

**Product Launch Campaign  
For a Secure Messaging Solution  
Tod Lock  
July 12, 2007**

**Campaign Name: Cheap, Fast, *and* Easy – ALL IN ONE**

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**1. Campaign Objectives**

- ∇ Plan awareness and lead generation campaign for the launch of Acme’s Enterprise Edition of a secure messaging solution for large commercial companies.
- ∇ Implement a multi-touch, integrated campaign to create intrigue and awareness
- ∇ Focus on improved contract management security and workflow to protect IP
- ∇ Utilize viral theme with forward-to-a-friend functionality to extend life of campaign
- ∇ Forward to friend via the Acme system so prospects can use the service
- ∇ Generate at least 700 leads
- ∇ Utilize expert telemarketing in lieu of sales force to further qualify hot leads and prospect for decision makers within the target companies
- ∇ Call to action is register as a lead and view the on-line product demonstration

## **2 Launch Plan – Components**

The launch plan outlined below covers final product marketing preparation, campaign preparation, sales readiness, and the direct marketing campaign.

**The direct marketing campaign is the focus of this proposal.**

### ***2.1 Product Marketing Preparation***

Final product marketing preparation includes both operational/manufacturing concerns such as product packaging, software licensing, SKU's, price lists and etc, but also marketing preparation such as naming, packaging, product descriptions, NFR's or trial downloads, coordination with strategic partners and/or distributors, and especially important is finding a willing pilot customer.

### ***2.2 Campaign Preparation and PR***

Campaign preparation includes securing target list rental, creative elements for the web and EDM's, and generally honing the message to accentuate the product benefits to the targeted segments. Also during this time PR activities commence to spread awareness of the product launch through the general I/T community, industry associations, partners, and etc.

### ***2.3 Sales Readiness***

Sales readiness ensures that salespeople have all the tools they need to pitch the product, answer objections, develop proposals or quotes, and take the order. A sales toolkit should include the following at minimum:

- ▽ Telemarketing script for cold calling
- ▽ Client presentation
- ▽ Testimonials for use prospecting
- ▽ White papers and technical documents
- ▽ Canned e-mails

### ***2.4 Direct Marketing Campaign***

The direct marketing campaign is designed to generate leads by using a “refer-up” method that starts by building demand directly through potential end-users, up to I/T, then to executive management. A slightly different message and unique vehicle is used for each of those targeted segments based on their role in the decision making process.

At the hub of the campaign is a social networking / viral web-based application “Project Spinner”. The Project Spinner is humorous and may be forwarded to friends, added to browser favorites, and employs intrigue for viewers to learn more information.

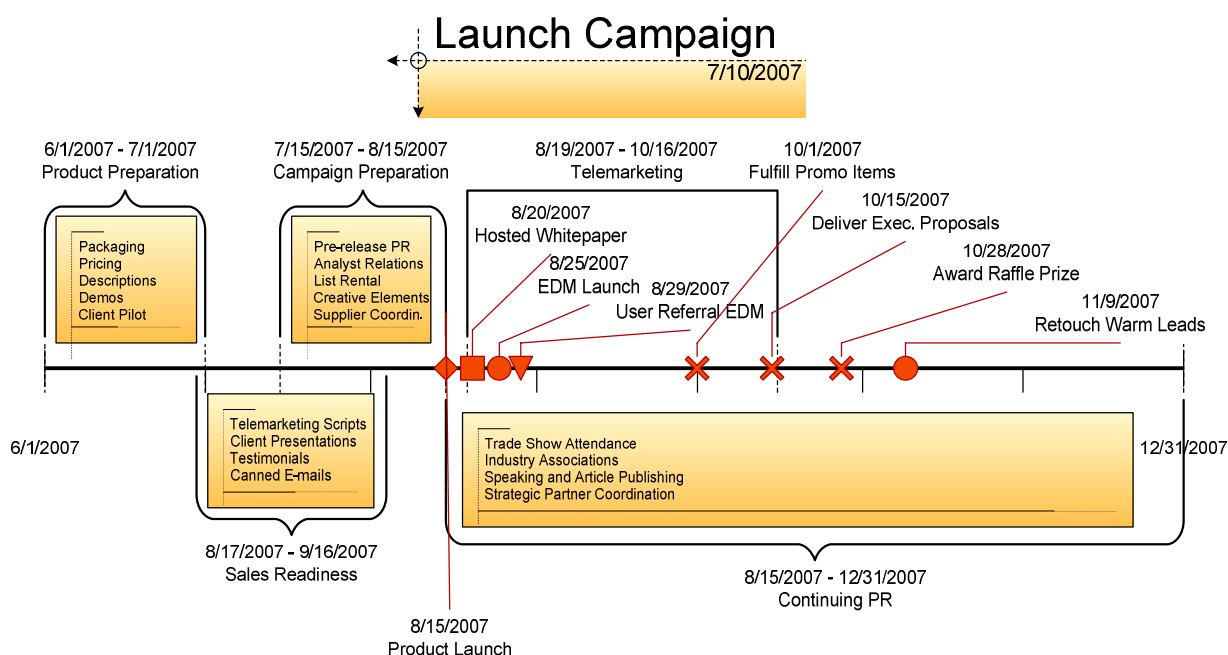
The concept of the Project Spinner is that a project, or anything, can be made Good, Fast, or Cheap. The countering message of the product is that you can have it all – Security, Governance, and Compliance – ALL IN ONE.

Most importantly, the plan to allow viral forwards via the Acme system so prospective users may actually experience the product.

**The details of the direct marketing appear in the next section.**

## 2.5 Launch Timeline

The product launch campaign timeline below shows the preparation prior to the launch date, plus the campaign vehicle drops directly afterward. The active portion of the campaign lasts roughly two months ending with fulfillment of promotional items, continuing PR and branding activities, and ends with a retouch of warm or cold leads generated.



### 3 Target Market Segmentation

#### 3.1 Target Industries and Size:

A company in any industry or vertical with at least 500 employees that engages in contract management internally and is sensitive to loss or leaking of Intellectual Property (IP) can be considered a target company. Focus on prospects in the financial services, healthcare, and insurance verticals who are subject to Federal regulations.

##### Potential User Job Titles:

Anything with “contract(s)” or “acquisition” or “compliance” in the job title:

- Acquisition Analyst
- Contract Administrator
- Director, Manager, Vice President of “Contract” or “Acquisition”
- Proposal Manager
- Chief Security Officer
- Compliance Officer or Manager
- Privacy Officer
- Legal Counsel
- Paralegal

#### 3.1.1 Direct Marketing Vehicles per Target Market

The campaign targets four unique segments with matching vehicles and messages:

1. Referrals from current Acme users – Raffle promotion using Acme System
2. Prospective users – EDM with Telemarketing Follow Up
3. I/T Evaluators – Hosted White Paper with Telemarketing Follow Up  
Professional telemarketing will be used to not only further qualify the lead, but also to prospect for the decision maker within the company to whom a custom proposal may be forwarded (below).
4. Decision Makers / Authorizers – Web-generated proposal forwarded to CEO/CIO/SCO/CFO via Acme’s System

#### 3.1.2 Product and Competitive Positioning

Marketing messaging to the various target markets keys in on the product features and benefits important to the recipient based on how they use the product, or whether they request it, evaluate it, or approve it for purchase.

- ∇ Referrals from current Acme users – Raffle promotion using Acme System
  - Very simple message to all registered users of Acme editions to forward to a friend and register for a raffle for two people (the user and the friend). The message focuses on the ease of use, productivity, the effectiveness of the security and tracking, and how it utilizes familiar web browser and e-mail box.
- ∇ Prospective users – EDM with Telemarketing Follow Up
  - The message to prospective users is the increase of productivity, secure message delivery and better efficiency of collaboration and workflow. The

intent is to leverage the viral nature of the promotion theme to build up end-user demand within a company and then “refer-up” for I/T evaluation.

- ∇ I/T Evaluators – Hosted White Paper with Telemarketing Follow Up
  - I/T evaluators may be currently searching for an affordable solution to regulatory compliance, but given the saturation of the market with messaging security, the message to this market segment focuses on compliance, auditing, and better allocation of I/T infrastructure – with a solution that offers this functionality “All In One” relative to the competition.
- ∇ Professional telemarketing will be used to not only further qualify the lead, but also to prospect for the decision maker within the company to whom a custom proposal may be forwarded (below).
  - Outsourced telemarketing will be used to compensate for the lack of salespeople to follow up on leads generated from the campaign. A script will be provided to further qualify the lead, plus the telemarketer will also find the contact information for the product approver or decision maker to whom a financial proposal may be forwarded. If at all possible, that proposal should be sent to the decision maker via the System by the initial lead contact.
- ∇ Decision Makers / Authorizers – Web-generated proposal forwarded to CEO/CIO/SCO/CFO via System
  - A web-based proposal generator may be used generically by all interested viewers on the website, but also used as the final touch to an executive audience once a lead and “sponsor” or requestor has been established inside the target company.

## 4 Vehicles, Budget, and Expected Leads

<b>Direct Marketing Vehicle</b>	<b>Recipients</b>	<b>Leads</b>	<b>Cost</b>	<b>Notes</b>
HTML E-mail	33,333	500 (1.5%)	\$14,000	Registered Leads
Forward to Friend	500	25	\$ 0	Registered Leads
Hosted I/T White Paper with Promotion	Up to 60K	150	\$13,000	Registered Leads
Raffle Prize for Two from Current Users	?	100	\$ 500	Referrals from current users
<b>Other Campaign Elements</b>				
Telemarketing Follow Up	775 (Total leads from above)	310	\$12,000 (130 hours or up to 1500 calls)	40% conversion to qualified leads
Web Proposal Generator			N/C	Internal development
Flash Project Spinner			\$ 8,000	
Project Spinner Button	775		\$ 2,500	Promo Item
<b>Financials</b>				
Total Campaign Cost			\$50,000	
Total HOT Leads Developed		310		
Total Transactions		102		33% close rate
*Total Billings (@\$5,000 ea)			\$510,000	
Cost per Lead			\$64.51	
Cost per Transaction			\$490.20	10% of billings
**Break-Even # Sales		17		Assumes 60% GPM

\*Assumes average transaction value of \$5,000. However, Enterprise Edition sales may result in higher transaction value which will increase the ROI of the campaign.

\*\*Break-even point is the number of transactions required to recoup the cost of the campaign.

## 5 Creative Concepts

### 5.1 Current User Referral Raffle

The current base of clients cannot be overlooked as a source of free prospecting and referrals – whether at another company or even extending the current Acme installation to other departments or divisions of the user’s company. A simple message using the Acme System to non-registered friends can generate referrals with a raffle prize offered as an incentive for both the referrer and the new potential prospect. If proven successful, this inexpensive promotion may be run on a monthly basis.

<b>Acme</b> ● Certified Delivery	Acme Tracking: T478-055-91342-89195
<hr/>	
Please <a href="#">CLICK HERE</a> * to access information sent by Person	
Access expires Tuesday 7/17/2007 4:59 AM (UTC)	
<b>From:</b> anonymous@anonymous.com [click to email]	
<b>To:</b> <a href="mailto:Tod@TodLock.com">Tod@TodLock.com</a> [click to email]	
<hr/>	
Dear <Client Name>,	
As a current Acme client, we hope you’ll tell everybody you know about how Acme helps deliver large files securely, help the I/T staff control the volume and storage of messages, and protects your company’s most valuable asset – proprietary information.	
So simply use your Acme account to forward this message to a friend who might also benefit from Acme, and you’ll be entered to win a prize: an outing for you and your friend to a Major League Baseball game, or day spa trip for two. You’ll accumulate one entry for the raffle for every friend who views the Acme on-line demonstration. Forward this link with your message: <a href="http://www.goseeit.Acme.com">www.goseeit.Acme.com</a>	
Tod Lock Marketing Strategist Official Raffle rules and details here: <a href="http://www.goseeit.Acme.com/raffle">www.goseeit.Acme.com/raffle</a> P: 214.-555-1212	

## 5.2 Prospective User EDM

To achieve the desired results, approximately 33,000 contacts will receive the EDM. The EDM will feature the Project Spinner graphic and a short message describing it with the call to action to click-thru to access the web-based payload. This is a relatively soft sell – not a hard solicitation. The object is to drive traffic to the web to play with the interactive Project Spinner, and then of course register as a lead to view the payload (white paper, product demo, etc.).

<b>GOOD, CHEAP, OR FAST?</b>	
<p><b>ACME</b></p> <p>Messaging Solutions</p> <p><b>You can have it all!</b> <b>SECURITY</b> <b>GOVERNANCE</b> <b>COMPLIANCE</b></p>	<p>There's an old saying that says, "You can have it good, cheap, or fast; but you may only choose two".</p>  <p>Use this project spinner to determine the best approach to take. Good, cheap, or fast – you can only pick two.</p> <p><a href="#">Link to Project Spinner</a></p>
<p>Acme's critical messaging solutions help reduce risk, optimize IT assets and accelerate compliance.</p> <p><b>ALL IN ONE!</b></p> <p><a href="#">Learn More Now</a></p>	
<p>The growing concerns over exposure to private information and the security and reliability of message and file delivery have proven that e-mail is a mission-critical business application.....more</p> <p><i>Opt-out information here, link to privacy policy, and list address of sender.</i></p>	

### 5.3 I/T Evaluator Hosted White Paper

The Acme Enterprise Edition white paper with technical details will be hosted on the Tech Target digital property Search Security and also promoted to the on-line community base. Promotion is in the form of a dedicated e-mail to the user community with a synopsis of the white paper content. Leads must register to view and/or download the white paper. White paper download leads will be contacted immediately by the telemarketing firm.



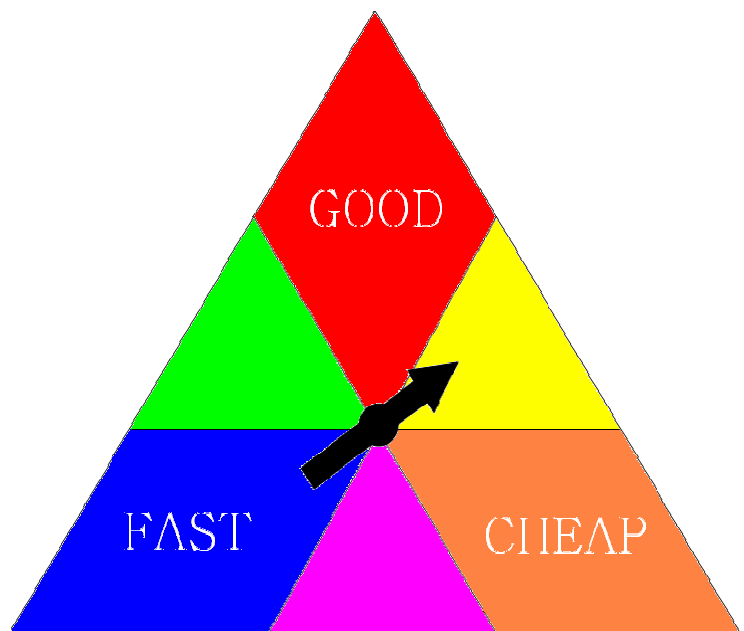
### 5.4 Web-based Project Spinner

The Project Spinner is a Flash-built, interactive viral web-based game or “cube game”. The message is humorous, while the concept of Good, Fast, or Cheap directly contrasts with the true message about Acme Enterprise Edition that you can have it all, and ALL IN ONE.

Users will click a button, and up to a dozen different sayings or phrases will be displayed on screen based on where the spinner lands.

Users may add the web page to their browser favorites, forward to a friend via the Acme System if at all possible to both economically help spread the message through viral means and also act as a hands-on product experience.

Of course, the web page also links to the planned payload: white paper, on-line product demonstration, and etc.



### **5.5 Telemarketing**

An outsourced telemarketing firm will be employed to follow up with any registered leads.

The telemarketer will first qualify the lead according to role in the decision making process, the timeframe for purchase, and help solidify the company need against the product features and benefits.

The telemarketing will also attempt to prospect for the ultimate decision maker inside the company in preparation for the next step which is creating an executive proposal.

### **5.6 Promotional Item Fulfillment**

Copies of the Good, Cheap, Fast Project Spinner will be custom printed in the form of buttons. Buttons enjoy a good shelf life, can be pinned to an office cube wall, and also the button is functional featuring a spinning pointer.

This is the third touch in the campaign for all registered leads.

Given that security and messaging solution sales cycle may take months, this promotional item is a constant reminder that keeps the solution top of mind.



### **5.7 Decision Maker Proposal**

As part of the launch campaign, but also for continued use on the Acme website, we will create a fairly simple on-line proposal generator.

The prospective I/T product evaluator may use this application to forward the proposal to the executive approver, or the telemarketing agent may generate the proposal.

The proposal is generated by the user answering a limited number of survey questions regarding their company size, number of users handling proprietary information, the primary and secondary needs or uses of secure messaging, and any other similar security or messaging solutions currently installed.

The result is a one-page proposal with ballpark budgetary pricing delivered to the executive decision maker or approver to release funding.