Marketing Plan

Marketing Team Objective:

We drive revenue for The Company by building a strong brand with our customers and prospects. We build awareness of how our services help customers strengthen their business. We make customers and prospects feel good about their decision to work with The Company by continually reinforcing the value that they can or do receive from us. Everything The Company Marketing offers should add value for the customer or prospect, whether through information to help them do their job better, tools to make their company stronger, or the introduction into a relationship that will lead them to greater business success.

Author of Document: Author Name
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Business Summary

Our Company

The Company is headquartered in Atlanta with remote workers throughout the US. The Company comprises Subsidiary A and Subsidiary B, doing business collectively (dba) as "The Company".

Company Mission:
> The Company Mission

Niche:
> The Company Niche

Value Proposition:
> The Company Value Proposition

Tag Line:
> **The Company Tagline**
> The Company Sub-tag

Description of The Company:
Description of The Company. We serve our clients in these arenas:

First Line of Business
Description of first line of business

Second Line of Business
Description of second line of business

Our Marketing Team

CMO is Chief Marketing Officer. She leads the Marketing team, and sets Marketing, Brand, and Communications Strategy.

Executive Assistant is Executive Assistant to the CMO. He is responsible for admin support for the Marketing team, Marketing Calendar upkeep, maintaining digital marketing materials & managing the repository, managing MarTech vendors, and coordinating events and sponsorships.

Content & Brand Manager is Manager of Content & Brand. She is responsible for helping design and format documents & presentations, and for managing content execution across all marketing channels.

Communications Manager is Communications Manager. She is responsible for supporting internal communications including the employee website, supporting Sales and Customer Success communications to customers, supporting communications to the stakeholder community, and Public Relations.

Integrated Marketing Manager isThe Company's Senior Manager of Integrated Marketing. She is responsible for all Marketing Operations, including admin of Marketing tools and deployment of all campaigns, and leading the Integrated Marketing team that includes an Email Marketing Manager and will eventually include a Social Marketing Manager and a Web Marketing Manager.

Product Marketing Manager is The Company"s Senior Manager of Product Marketing. She is responsible for Product Marketing strategy and processes, overseeing product-based content creation, and leading the Product Marketing team that includes a New Products Marketing Manager and will eventually include a Mature Products Marketing Manager and Associate.

SWOT Analysis

As The Company's marketing team, we want to help the brand lean into what it does well, improve what it doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here are relevant excerpts from the Leadership team's SWOT analysis for 2021.

Strengths	Weaknesses	Opportunities	Threats
What we're good at. What's working. What our customers like about us.	What we want to fix. What we want to strengthen. What we want to become more efficient at.	What the industry might soon want. What we think we'll be good at. What will be our differentiator?	What we think could hinder our growth. What/who we think could take our customers.

Budget

Over the course of a full year, based on 2022 expected spend, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Software - Annual	$40,000
Production and Content Vendors - Annual	$50,000
Industry advertising and channel fees	$50,000

Website maintenance - Annual	$10,000
Other One-time Projects	$25,000
Total – Full Year	**$175,000**

Marketing Strategy

Product Marketing – Core Products

Responsible: Senior Manager, Product Marketing

Customer Personas & Customer Journeys

Product Marketing, with the help of Sales, Ops, and Product Management, researched and built Customer Personas and Customer Journey Maps for each of The Company's existing products. Development of these assets was originally managed by the CMO, with the Sr Manager, Product Marketing taking over development and ownership after she joined. Sr. Manager handles ongoing maintenance and updates of these documents.

Initial customer personas
1. First Line of Business
   a. Title One
   b. Title Two
   c. Title Three
   d. Title Four
2. Second Line of Business
   a. Target Vertical 1
      i. Title 1
      ii. Title 2
      iii. Title 3
   b. Target Vertical 2
      i. Title 1
      ii. Title 2
   c. Target Vertical 3
      i. Title 1
      ii. Title 2

Initial customer journey maps
1. First Line of Business (link to Miro board)
2. Second Line of Business (link to Miro board)

Competitive Product Positioning

Product Marketing, working with Sales and Product Management, has developed a list of key competitors for core products. Moving forward, Product Marketing will conduct research on those competitors to determine competitive positioning of The

Company's brand and core products, and will share this information for use within The Company.

Demand Generation

Sales Support – Product Marketing

Develop customer-facing materials in collaboration with the Sales team to support the sales process as needed (1-pagers and other collateral).

Metrics:
- Leads generated, measured by web form submissions, inbound emails, and calls to dedicated 800 numbers.
- Future: Lead Quality, determined by conversion rate by lead source

Campaign Development – Product Marketing

Demand Gen campaigns for established and new products will be developed and prioritized by the Product Marketing team, working with Sales and Product Management to determine the need for and priority among campaigns.

Metrics:
- Leads generated, measured by web form submissions, inbound emails, and calls to dedicated 800 numbers.
- Future: Lead Quality, determined by conversion rate per lead source
- Meeting Maker campaigns: Measure cost per lead (closed lead) from mailer, compared with full cost per lead of SDR-driven leads

Campaign development

1. First Line of Business and Second Line of Business customer automation
   - Onboarding campaign to complement Customer Success as customer works through first 5 orders (working with Customer Success team)
   - Lifecycle automation, including triggered emails for customers who show signs of leaving
   - Upsell/usage push
     - Include thought-leadership content to reinforce that we are experts in our area and encourage them to continue to view us as a trusted advisor.
2. First Line of Business and Second Line of Business prospects
   - General Demand Gen Campaigns, details TBD, but with these attributes
     - Campaigns should complement SDR efforts
     - Drive awareness of what The Company offers and what differentiates us from competitors and internal alternatives
     - Demonstrate to prospects why they need The Company

- ■ Include thought-leadership content to show non-customers that we are experts in our field and can fill their needs as a trusted advisor
  - Meeting Maker campaigns – Campaigns designed to set closer meetings directly, with little to no SDR involvement
    - Attention-grabbing dimensional Direct Mail campaign to prospects not currently being targeted by SDRs (off-quarter in cadence)
    - Offer incentive to take meeting with closer
    - Include direct mechanism for scheduling closer appointment

Campaign Process

1. Develop campaign plan/brief

    Product Marketing will develop a campaign brief for each new Demand Gen campaign and will gain agreement from Product Management and Sales on the brief. The brief will contain, at a minimum, the following information:
    - The problem(s) we are trying to solve
    - How the solution aligns with our service
    - Campaign deliverables
    - Target audience
    - Stakeholder list
    - How success will be measured

2. Develop campaign content

    Product Marketing will develop content for and own success of all campaign elements, including:
    - Web Page, Resources, and Forms
    - Thought Leadership Assets
    - SEO
    - Email
    - Webinars
    - Social
    - Blog

3. Measure (with the help of Integrated Marketing) and own campaign-specific outcomes
    - Open & click rates
    - SEO positioning
    - Web or Landing Page engagement
    - Webinar registrations, attendees, & post-event views

- Social sentiment & clicks (Reactions, shares, comments)
- Blog engagement & reaction
- Thought leadership asset engagement, reaction, & shares

4. Debrief campaign learnings for future campaigns
   - Formal campaign debrief mechanism and process TBD

Product Marketing - New Product Launches

Responsible: Senior Manager, Product Marketing

For each new product launch, Marketing will build a launch marketing program to support the introduction of the product to the market. This will be in three phases: (1) Planning, (2) Beta Launch, and (3) Full Launch.

Planning

During the product Planning phase, Marketing will work with Product Management in the following areas:

1. Pricing Support

   Marketing will provide support and input to the process of pricing a new product, including market and competitive research.

2. Name Development

   Marketing will assist with the development of a product name and will work with Legal in any way needed to secure use of name.

3. Design & Branding

   Marketing will work with the product designer to assure that the product is designed and branded visually to meet The Company's standards.

4. Customer Persona(s)

   Marketing will work with Product Management and Sales to build a Customer Persona for each targeted buyer of the new product.

5. Customer Journey Map(s)

   Marketing will work with Sales, Product Management and any other involved internal groups to build a visual representation of the customer journey for the new product, including all Company-customer touchpoints, customer sentiment and action at each stage, and high-level messaging for each stage.

6. Competitive Analysis

   Marketing will work with Sales and Product Management to develop a list of key competitors for new product, and will conduct

research on those competitors to determine competitive positioning

Beta Launch

Marketing will produce a limited set of digital materials necessary to support the sale and adoption of the Beta Launch of a new product.

1. Sales Materials
   Marketing will work with Product Management and Sales to determine the materials needed to support the sale of the beta product. These will most likely be limited to the production of a descriptive digital one-pager for each target audience.
2. User Guide
   If warranted, depending on product complexity, Marketing will work with Product Management to produce a digital User Guide for beta customers

New Products Marketing Manager will develop Marketing Strategy for the new product and maintain this strategy until product reaches Full Launch.

Full Launch

Taking into consideration input and lessons learned from the Beta Launch, Marketing will work with Sales and Product Management to produce a full complement of marketing materials to support the Full Launch of each new product.

Product Marketing will be responsible for research, ideation, and development of relevant content and messaging, and will work with Integrated Marketing to place content into relevant onboarding, awareness, and Demand Generation campaigns on relevant channels, which may include:

1. Web Page, Resources, and Forms
2. Blog/Thought Leadership Assets
3. SEO
4. Email
5. Webinars
6. Social
7. Press Releases

Product Marketing will then work with Integrated Marketing to measure and understand campaign outcomes and adjust next efforts accordingly.

Once a product has reached full launch, Mature Products Marketing Manager will develop and maintain the Marketing Strategy for each product line.

Product Marketing will work with Product Management to transition product to the full Demand Generation process once product is fully launched and has had time to become a fully established product (~12 months? - TBD).

Brand Marketing

Responsible: CMO

Brand Definition & Physical Presentation – Marketing will develop, maintain, and promote brand definitions and assets consistently build recognition of The Company's brand among current and potential customers and to promote proper use of and enthusiasm for the brand by employees.

Brand Standards Site – Brand Manager – Initial launch completed Q2 2021; Content owned by Brand Manager
> Marketing will develop, promote, and maintain an internal sub-domain on TheCompany.com to serve as an employee source for the latest information on the use of Company logos, color palette, and other brand materials. The site will serve as a one-stop shop for all relevant information on the Company brand and for any assets available to employees to promote the brand. The site will also include one external page to serve as a press kit for use by any publicity outlet wishing to promote The Company.
> Measure: Employee engagement with Brand Standards site.

Color Palette Refresh – CMO – Work completed Q2 2021; Ongoing work owned by Brand Manager
> With the help of an outside vendor, Marketing will conduct a brand color study and refresh the Company brand color palette to better reflect the image the company wishes to convey to the market.

Voice/Tone Guidelines – CMO – Work completed Q4 2021; Ongoing content owned by Comms Manager
> Marketing will develop and implement voice and tone guidelines for external communications originating from The Company. This tool will guide the tone of voice that we communicate in – For example, are we formal and conservative, or human and easily approachable? Do we place top value on our employees or on our customers? Etc.

Brand Story – CMO – timing TBD
> Marketing will develop, maintain, and promote a consistent brand story that describes how The Company got where we are today, what we value the most, what we stand for, what our company culture is and how it affects our customer

relationships, and how we want customers and prospects to perceive The Company.

Recruiting/New Hire Branded Assets – Brand Manager – Initial package completed Q2 2021

> Marketing will develop and maintain a library of social media and other digital assets to aid the Company recruiting team and employees in communicating our image to potential and new hires. This will include LinkedIn cards for hiring and for new hires, along with branded wallpaper for new laptops being distributed to new hires and replacement laptops for current employees.

Space planning – CMO – Q2 2021 through Q4 2021

> Marketing will work with The Company's internal Space Planning committee and external designers and contractors to assure that the new space build conveys the Company image, especially through branding and color palette use.

Company store – Marketing Coordinator - October – Q4 2021

> Marketing will work with an outside vendor to launch a short-term Company Store open to employees in October for a 2-week period. The store will offer limited Company-branded merchandise through an online store and will be timed to allow employee purchases to be delivered before the holiday season. This "Campaign Store" will serve as an experiment to gauge employee interest, and, depending on the outcome, may lead to a future full-time company store or a repeating limited-time store over time.

Brand Awareness research – Brand Manager - Targeted for Q2 2022
- Personas developed Q4 2021 - Q2 2021
- Initial research will be conducted, and baseline set in 2022
    - Survey will be developed, distributed, and tabulated by an outside firm (Cost = ~$8,500) or by internal resources - TBD
    - To drive responses, a $10 incentive (electronic Amazon gift card) will be offered for first 200 respondents (Cost = $2,000)
        - Fulfillment of this offer will be a manual process, with the codes bulk-ordered and manually emailed to respondents (Match back to original mailing list, and de-duplicate if necessary).
        - Auto-responder email sent in response to each survey submission will give details of when to expect the gift card code by email, or informing respondent that they were not one of the first 200 to submit the survey
            - In the very unlikely circumstance that we do receive more than 200 responses, we can add a message to the top of

the survey after the offer is depleted, saying that it is no longer available.
- Bi-annual progress research and analysis will be conducted starting Q1 2022, utilizing the survey and methodology set up for the baseline research
Measure: Change in Brand Recognition rates over time

Awards Assistance and Promotion – CMO/Marketing Coordinator - Ongoing
Marketing will work with the Employee Experience team to assure that awards submission essays represent the best of The Company. For won awards, Marketing will work with Employee Experience to determine and implement the appropriate level of promotion of the won award and will incorporate award information and assets into future communications as appropriate.

Employee Newsletter – CMO/Marketing Coordinator - Monthly through end of 2021
Marketing worked with the People Ops team and other departments to edit, design, develop, distribute, and measure a quality Employee Newsletter on a regular cadence.
Measure: Employee engagement with newsletter and feedback

Employee Website – Comms Manager/Employee Engagement - Jan 2022 - Ongoing
Marketing developed an employee website to serve as the hub for all employee assets.
Measure: Employee engagement with site

Other Internal Communications support - Appraiser communications – Comms Manager – as needed
Campaign to newly onboarded appraisers on managed panels; Requested by Appraisal Ops to communicate why The Company is different/better than the AMCs they're used to working with; Based on Appraisal Ops stating that new appraisers are apprehensive about working with The Company until they have a conversation and communicate to appraisers how we are different; Goal is to boost our reputation with appraisers, and to increase their satisfaction about working with us
Measure: Appraiser engagement – Opens, clicks; Anecdotal feedback from appraisers

Integrated Marketing

Responsible: Senior Manager, Integrated Marketing

Channels

Integrated Marketing will be responsible for developing a strategy for each channel including what we hope to accomplish through the channel, which slice of our target audience is likely to be reached through the channel, and success measures for channel activity. Integrated Marketing will also be responsible for implementing all campaigns through the various channels available for marketing.

Integrated Marketing will monitor and analyze results of each campaign and will work with campaign requesters (usually Product Marketing) to implement improvements to current and future campaigns.

Channel projects include:

Website

Web Strategy
- Goals for website – What we hope to accomplish
- Audience segment best targeted by website
  - Break down by website elements/pages
- Search optimization plan

Website Maintenance
- Content Audit
  - Website content audit to be conducted each quarter
  - Areas to be covered include:
    - Is content still relevant?
    - Is content still properly presented?
    - Do all internal and external links, forms, etc. work properly?
    - Is content complete? Are there holes that we need to fill?
- Usage Audit
  - Usage audit to be conducted weekly, based on Google Analytics Reports
    - Has traffic dropped unexpectedly on any page, or on website as a whole?
    - Are visitors bouncing from any web asset at a higher-than-expected rate?
    - Are conversion rates steady or increasing?
- Updates to website as needed
  - Blog updates
  - New content assets

- - Fix broken links, typos, etc.
  Measure: Track website engagement (Google Analytics); Number of leads generated

- Website revamp
  - Full website re-work: Phase 1 delivered Q1 2022; Phase 2 targeted for Q2 2022
    - Find, hire, and work with website build vendor
    - Hire back-end web maintenance vendor to replace old agency if not working
    - Fully review and catalog all existing web content
    - Review Google Analytics reports to determine which assets have been the most and least popular
    - Interview internal teams for content framework/formation: What do customers want to see? What will influence their buying decision?
    - Review and test each element of website and work with vendor to ensure site is solid
  Measure: Improvement in page engagement (bounce rates, page views, etc.); Number of leads generated

Search

Search Strategy

Integrated marketing will develop a search strategy for Organic (phase 1) and Paid (phase 2 - if needed) Search to move The Company to the highest possible search position on Google, and to maintain that position

Organic Search (phase 1 – Q2 2022)
- Develop target keyword list, based on The Company's historical placement and competitive placement
- Manage Search efforts, including keyword list upkeep and content optimization
- Own tracking and reporting search rankings
Measure: Organic search rankings per keyword

Paid Search (phase 2 – Dependent on phase 1 outcomes)
- Assess need for Paid Search spend, and determine timing
  - Is Organic Search meeting our search needs?
  - What level of spend do we need to get The Company to an acceptable position in search ("acceptable" position TBD)
- Manage vendor relationship and paid search budget

- - Weekly review and analysis of vendor reports on paid search results
  - Adjustment of spend as needed

  Measure: Search rankings per keyword; Spend per lead generated; Number of leads generated

Social

Social Media Strategy
- Social Media Goals - What we hope to accomplish
- Type of messages appropriate for Social
- Audience segment best targeted by each social platform
- Cadence and saturation point for targeted social reach

Social Implementation
- Manage all Social posts - LinkedIn, Facebook, Twitter
  - Employee announcements – Key hires, good things happening with employees, accomplishments, etc.(Content from People Ops though Employee Engagement)
  - Blog update promotion (Content from Product Marketing)
  - Culture/Feel Good news (Content from People Ops or Employee Engagement)
  - Campaign posts (Content from Product Marketing)

  Measure: Followers, Reach, Engagement (Likes, Clicks, Shares), Lead forms

Fully Engaged Social - Targeted for Q3 2022
Social Listening
- Select and implement Social Listening platform
- Ongoing monitoring of social mentions and sentiment
- Ongoing monitoring of competitive social landscape
- Monitoring and responding to Company mentions when appropriate

Measure: Positive, Negative, Neutral mentions from potential customers and appraisal, investor, real estate, and other communities

Follow Strategy
- Well-crafted strategy for what accounts we follow on each platform

Employee Social Engagement
- Social Engagement Program to encourage employees to share and interact with company social posts
- Guidelines/Training for best way to represent (and not represent) The Company on social media

Paid Social
- Assess need for Paid Social spend, and determine timing
  - Are non-promoted social posts meeting our needs?
  - What level of spend do we need to draw a reasonable level of social attention?
- Manage vendor relationship and paid social budget
  - Weekly review and analysis of vendor reports on paid social results
  - Adjustment of spend as needed

Measure: Incremental Followers, Incremental Reach; Incremental Engagement, Cost per Click (CPC), Leads Generated

Email

Email Strategy
- Goals for email – What we hope to accomplish
- Audience segment best targeted by email
- Email targeted cadence plan, with saturation points considered (research needed into saturation points for this audience)

Email Campaigns
- Develop and implement email campaigns as planned for Product Marketing, People Ops, Brand Marketing, or other programs.

Measure: Click and open rates, Unsubscribes, Spam complaints, Bounce rates, Leads Generated

Email Software Vendor Selection and Migration
- Migrated from Vendor X to Vendor Y in January 2022

Public Relations (managed by Comms Manager)

Public Relations Strategy
- Develop policies for use of Public Relations
  - What circumstances call for The Company to issue a press release?
- Determine desired outcomes for Public Relations, and build goals to measure success

- Continue to tweak Public Relations strategy as we test and learn

Public Relations Campaigns
- Test DIY Public Relations process by writing and publishing 3 low-impact press releases through PR Newswire service (~$350 - $900 per release, depending on geographic reach)
- If DIY test is successful, build standard process for press release development and publication
- If DIY test not successful, consider need and timing for implementation of full Public Relations process through outside agency (~$20k/month)

Measure: Reach, Website Visits, Clicks, Leads generated (for campaign-specific PR)

Blog (managed by Content Manager)

Restore high-traffic blog posts from old website
- Weekly cadence of 3 blog posts refreshed and re-posted each week
- Restore top 30 of the highest traffic blog posts that are still relevant

Create New Blog Posts
Blog Strategy
- Types of content, including product content, thought leadership, culture promotion, key announcements, etc.
- Publication cadence and calendar
- Content sources for each piece of cadence

Blog Publication
- Edit content (content provided by content originator - Product Marketing, People Ops, etc.)
- Post content to blog
- Promote new blog posts on social media

Measure: Blog hits, Bounce rate (stickiness for views of other web pages), Interest forms submissions (leads generated), Link clicks, SEO rating

Blog Promotion
- Develop biweekly or monthly customer newsletter that promotes blog post content

Marketing Operations

MarTech

Integrated Marketing will manage the Marketing tech stack, including maintaining tools and keeping them up to date and managing The Company's relationship with the MarTech vendors. All tool issues will be channeled through Integrated Marketing, who will work with the vendor support team to resolve. For issues related to non-Marketing tools used by The Company, Integrated Marketing will coordinate with The Company's IT Manager.

Marketing tools managed by Integrated Marketing include:
- Hubspot (Email Manager)
- Litmus (Email Manager)
- WordPress - Brand Standards Site, Employee Website, and Company website (Web Manager)
- Divi - Brand Standards Site, Employee Website, and Company website (Web Manager)
- LinkedIn (Social Manager)
- Facebook (Social Manager)
- Twitter (Social Manager)
- Adobe CC
- Adobe Stock
- Canva - cloud team license
- Miro
- Social Listening tool – TBD
- Skillshare (cloud team license)

Marketing Admin

Vendor Management

Marketing EA will manage relationships with Marketing vendors, including communicating about projects and invoicing. Vendors and services include:
- Vendor 1
  - Design
  - Brand Standards site
  - Sales One-pagers
- Vendor 2
  - TheCompany.com website design and build
- Vendor 3
  - Major updates to website – monthly contract covers 5 hours of development time
  - Monthly contract for website security updates
- Vendor 4

- - - Web hosting – Technical side mostly managed by IT Manager (?)
  - Marketing Tools – Billing contact (list above)

Metrics

Marketing Scorecard

General and campaign-specific metrics from each channel:

- Web & Blog - Google Analytics
  - Web product page views
  - Web product page form completion
  - Blog views
  - Blog form completion
- Search
  - Metrics for product-specific keywords
- Email
  - Open, click, and conversion rates
- Webinar
  - Webinar registrations
  - Webinar attendance
  - Post-webinar recording views
- Social
  - LinkedIn exposure and engagement
  - Facebook exposure and engagement
  - Twitter exposure and engagement
- Public Relations/Promotion
  - Views
  - Engagement with links in article

Brand Recognition and reputation

- Unaided awareness among prospects
- Unaided awareness among current customers
- Brand reputation among prospects
- Brand reputation among customers

Leads reporting

- Number of MQLs passed to Sales
- MQL conversion rate (lead quality)
- Cost per lead by channel
- Cost per conversion by channel

Overall Marketing Metrics Metrics:
Overall Marketing Mix measurement: Direct Cost Per Acquisition – by channel

Leadership Scorecard

Q3 2021

- Marketing Leads Generated (MQLs)
- Direct Cost Per Acquisition – Benchmark from outside

Possible additions after Q3 2021

- Social Media Engagement/Reach
- Website Engagement/Reach
- Average Email open/click rate
- Brand Awareness – (Will only change when study updated)

Sales Funnel

After Demand Generation efforts are underway, develop full sales/marketing funnel report and review bi-weekly with Sales management

Content Strategy

Responsible: CMO

Content Calendar – Owned by Integrated Marketing
- One main topic each quarter (Content topics can vary, but one guiding topic)
- Targeted publishing cadence by channel
  - Suggested Cadence:
    - Blog posts (at least 300 words recommended) – Post every 2 weeks
    - LinkedIn – Post daily
      - Topics
        - Blog post snippets
        - Company culture/interest stories
        - Curated – Link to interest stories
    - Facebook/Twitter – Post 2 times/week
    - FI Email Newsletter – push blog posts and other relevant information to FIs -- Monthly
    - Thought Leader publication or tool – Quarterly
    - Web content maintenance - Ongoing
    - Web content review and update – Twice annually

Content Sources
- Review existing content, including blog posts, email automations, and published assets
  - Review, update or dump, re-publish, promote
- ·   Social and media listening to pull out trending topics
  - Competitor postings
  - Customer/prospect postings
  - Industry social/web postings
- Recycle content into new forms (Blog posts and eBooks from speeches, etc.)
- Customer review and testimonial program
  - Managed by Product Marketing
  - Reviews of product and customer success stories from key "friendly" customers
- Pull from internal expertise
  - Content generation program to encourage blog and social post submission by our experts (to be vetted through Marketing – not self-published)
    - Develop fun incentive and promotion program to encourage participation

- ○ Examples:
  - ■ Appraisal reviewers & Ops management
    - ● Industry observations
    - ● Tips for bank function managers
  - ■ Sales
    - ● Industry trends/observations
    - ● Tips on how to choose a xxx service (whatever area they are working in)
  - ■ Functional areas
    - ● Interesting things about your area of expertise
      - ○ Marketing – Financial Services best practices for marketing
      - ○ HR – Interesting article on general HR topic
      - ○ HR – Story about interesting program happening at The Company
- ○ Provide hints on good topics for posts, and guidelines about how to get started, ideal length for posts, best practices, etc.
- ○ "Prize" program where we provide some tchotchke only available to contributors
  - ■ Something fun that fits Company's new space; Must fit with the type of table we'll have – probably no walls
  - ■ Alternatively, award points on Employee Engagement platform
- ● External content sources
  - ○ Curated content from outside sources
  - ○ New content written by content vendors
    - ■ Agency
    - ■ Freelance

Podcast Notes

Response for podcast participants

Congratulations on being selected to participate, and thanks for representing The Company!

Here are a couple of things that might help
1. When referring to the company, please call us just "The Company", and not "Subsidiary 1" or "Subsidiary 2". We are trying to socialize the use of just "The Company" when referring to either side of the business, to aid in wider brand recognition.
2. If you're asked to describe what we do, here is a guide:
   Company Boilerplate language
   Of course, feel free to adjust this in any way you need to feel comfortable in conversation.

After the podcast airs, please send Marketing a link, so we can promote it on social media. This will help reinforce with the outside world that The Company people are a great source of knowledge.