MAGPI
GTM STRATEGY

JULY 15, 2019

CAMPAIGN COMPONENTS

1. 2. 3. 4. 5. 6. 7.

Strategy/Tactics   Audience/
Buyer Journey   Objective Setting   Search Plan   Content Plan   Social Plan   Management
System

I. STRATEGY/TACTICS

Brand/Messaging: Create a seamless and coordinated digital brand presence for Magpi.

- Deploy website that is visually appealing and easy to navigate.
- Create assets that engage and provide a clear customer journey for customers.
- Develop content that is interesting and contains relevant and valuable information for customers.

Driving Traffic: Deploy an Organic and PPC campaign that drives new traffic and new customers to Magpi.

- Improve organic search results (SEO/SERP) over time (monthly tracking)
- Test Google Ads campaign (real-time tracking)
  - Set limits on daily/weekly/monthly budgets to cap expenditures.

Buyer's Journey: Create an effective buyers' journey that improves customer engagement and leads to increased sales.

- Each stage meets best practices for method, mode, and content driving greater buyer engagement.

Content Strategy: Develop content appropriate for each stage of the buyer's journey.

Management System: Implement system that monitors all paid/free search programs, provides real-time tracking of all critical variables, and allows for rapid adjustments in strategy.
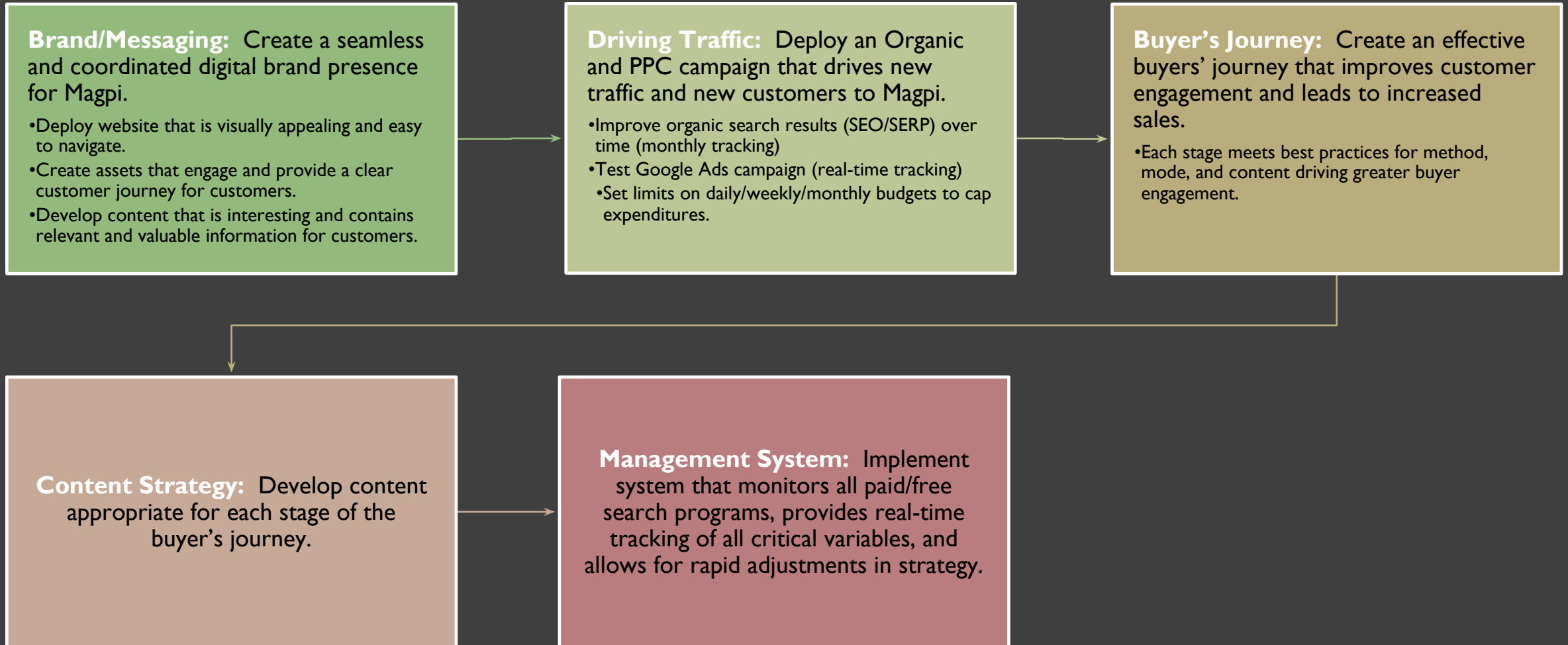
2. AUDIENCE

Industries:
- Media and Telecommunications
- Retail and E-Commerce
- Health Care and Pharmaceuticals
- Financial Services
- Restaurants and Hospitality
- Government and Education

A) DON, THE DECIDER
EXECUTIVE STAFF

- Male.
- 35-55.
- Higher Income.
- Wants to be seen as on top of things, always under control, a good manager of people, and good decision maker.
- Background in Finance, Marketing, or Sales.
- Keeps current with latest management trends, decision making best practices.
- Reads: Harvard Business Review, Wall Street Journal, New York Times, Economist
- Consumes: Business News
- Uses
    - LinkedIn
    - Facebook
    - Twitter
- Family with children 6-17

B) INGRID, THE IMPLEMENTOR
PROJECT MANAGER

- Female.
- Technical.
- 25-45.
- Higher Income.
- Wants to be viewed as competent and punctual.
- Background in Project/Program Management, Engineering, or Social Sciences.
- Stays current with implementation and project management best practices.
- Reads: Email, Calendar/Scheduling.
- Consumes: Social Media, Current Events.
- Social Media:
    - Facebook (Social Presence/News Consumption)
    - Twitter (News Consumption)
- Family with children 3-12

C) RITA - THE RECOMMENDER
CONSULTANT

- Female.
- Non-Technical.
- 25-35 Years Old.
- Med Income.
- Wants to be seen as competent and thorough.
- Follows industry trends and seeks out best-in-class solutions.
- Reads: Journals, Industry Blogs, Free downloaded advisory content.
- Social Media:
    - LinkedIn (Staying connected, client prospecting)
    - Facebook (Storefront)
    - Twitter (Business news/actions)
- Single, or In a relationship
- No Children

2. BUYER JOURNEY & ACTIONS

Differences for Organic SEO, PPC, Content

Organic search is top of funnel

PPC engages customers when they are closer to making a purchase

Funnel stages:
- Awareness
- Interest
- Consideration
- Conversion
- Retention
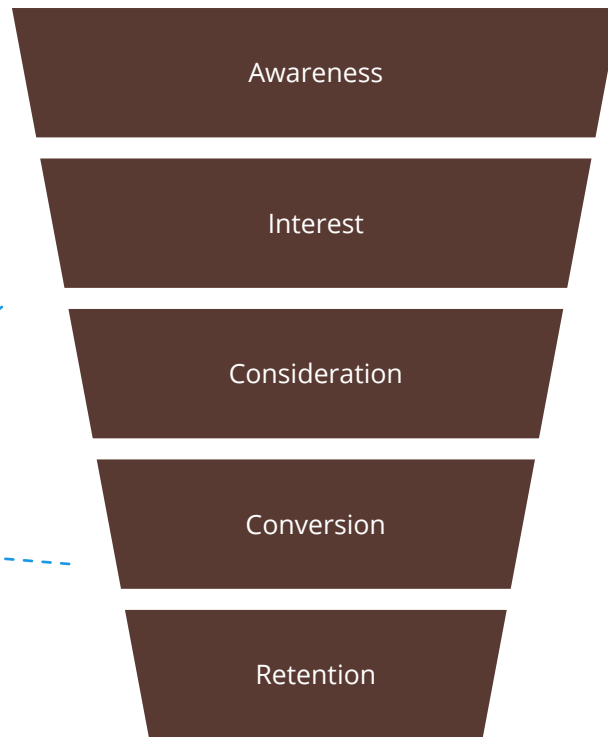
Content used throughout journey

Website content
Company video
Advertorial

e-Book   Infographic
Newsletter   Webinar
User template   Email
White paper   Social
Blog

Case study   Testimonials
FAQ   Email
Webinar Social
Demo Video

Battle Cards   Social
Email
Time limited offers
Email

User group content
First look new features
Customer newsletters

Conversion

Conversion

Conversion

Conversion

3. OBJECTIVE SETTING
FROM TRAILING 30 DAYS DATA

Stage	Objective/Action	Trigger	Source	Current	Forecast	% Change	Time Period
Awareness	• Increase new monthly users	Landing Page	GA	2,697	3,506	+30%	
	• Increase organic search new users	Landing Page	GA/GSC	1,311	1,442	+10%	
	• Increase PPC new users	Landing Page	GA/GADS	0	2,000	--	
	• Reduce bounce rate by 20%	Landing Page	GA	49%	39%	-20%	
	• Increase session duration	Landing Page	GA	1:58	3:00	+30%	
	• Increase referral new users	Traffic Source	GAGSC	168	200	+20%	
	• Increase social new users	Traffic Source	GA/SA	25	100	+300%	
	• Advertorial download (user registration)	Registration/Download	GA/HS	0	300	--	
	• Company video (user registration)	Registration/View	GA/HS	--	100		
Interest	• E-book download (user registration)	Registration/Download	GA/HS	--	250	--	
	• Promotional newsletter subscription (user registration)	Registration/Download	GA/HS	--	100	--	
	• User template download (user registration)	Registration/Download	GA/HS	--	500	--	
	• White paper download (user registration)	Registration/Download	GA/HS	--	250		
	• Blog Email subscription (user registration)	Registration/Download	GA/HS	--	250		
	• Information webinar subscription (user registration)	Registration/Attend	GA/HS	--	50		
	• Infographic download (user registration)	Registration/Download	GA/HS	--	100		
	• Demonstration video	Download	GA/HS				

SMART Objectives – Specific, Measurable, Achievable, Relevant, Time-bound

3. OBJECTIVE SETTING
FROM TRAILING 30 DAYS DATA

Stage	Objective/Action	Trigger	Source	Current	Forecast	% Change	Time Period
Consideration	• User case/Case study	Download	GA/HS	--			
	• FAQ	Download	GA/HS	--			
	• Testimonials	Download	GA/HS	--			
	• Social Community Participation (user registration)	Social Account	GA/SA	--			
	• New user webinar subscription (user registration)	Attend	GA/HS	--			
	• Ad carousel (promotion)	FB/IG	GA/FB/IG	--			
	• Sales call request	Registration	GA	--			
	• Trial download	Download	GA/HS	--			
Conversion	• Trial Activation	Registration/API Req.	GA/MDC				
	• Competitive comparisons (Battle Card)	Download	GA/HS	--			
	• Customer retargeting	Retargeting Lists	GA/HS	--			
	• Time limited offer/promotional discount/bundle offer	Page Visit	GA/HS	--			
Retention	• User Group participation	Registration	GA/HS	--			
	• First Look – new features	Registration	GA/HS	--			
	• Customer Newsletter	Registration	GA/HS	--			

SMART Objectives – Specific, Measurable, Achievable, Relevant, Time-bound

4. ORGANIC SEARCH PLAN

Keyword	Position	Volume	KD	F	FFF	CPC	Ad Comp.	Recommendation	Goal
Magpi Data Collection	1	20	72	-	-	0.00	0.03	Defend Organic Position	Grow Organic Volume
Mobile Data Integration	1	20	62	-	-	0.00	0.68	Defend Organic Position	Grow Organic Volume
Remote Data Collection	1	30	61	-	-	0.00	0.69	Defend Organic Position	Grow Organic Volume
Smartphone Data Collection	1	20	70	40	-	1.97	0.68	Defend Organic Position	Grow Organic Volume
Text Message Data Collection	1	40	63	-	-	0.00	0.28	Defend Organic Position	Grow Organic Volume
Cellular Data Collection	2	30	70	16	-	3.36	1.00	Defend Organic Position	Grow Organic Volume
Mobile Based Data Collection	3	40	62	14	26	0.00	0.00	Defend Organic Position	#1 SERP, Grow Volume
Mobile Data Collection	6	210	57	16	14	16.60	0.87	PPC	#1-5 SERP, Capture Volume
Remote Data Collection App	6	20	65	9	16	31.12	0.93	Improve Organic Results	#1-5 SERP
Remote Data Collection Software	7	30	68	6	12	0.00	0.00	PPC	#1-5 SERP
Mobile Data Collection App	8	70	57	7	10	24.00	0.82	PPC	#1 Ad Position
Field Data Collection App	18	50	59	12	9	22.79	0.87	PPC	#1 Ad Position
Mobile Phone Data Collection Software	14	40	62	17	2	0.00	0.00	PPC	#1 Ad Position
Contractor Apps	0	2,400	68	36	75	7.69	0.87	PPC	Test
Data Collection App	19	480	63	5	11	21.22	0.80	PPC	#1 Ad Position
Mobile Forms	39	390	67	27	1	24.15	0.91	PPC	#1 Ad Position
Fast Field Forms	-	480	74	21	1	7.24	0.63	PPC	#1 Ad Position
Fast Field Forms App	-	20	75	14	1	0	0.56	PPC	#1 Ad Position
Fulcrum App	-	720	75	1	-	2.10	0.25	PPC	#1 Ad Position

AD GROUPS

Ad Group 1 General Data Collection	data collection application data collection tools data collection app offline data collection offline data collection app data collection app free best data collection app data capture app	Ad Group 4 Forms	form builder form app mobile forms mobile forms app best mobile forms mobile app form design mobile form creator ipad forms app mobile forms app free offline mobile forms free form maker forms on mobile devices
Ad Group 2 Mobile Data Collection	mobile data collection mobile data collection app mobile data collection tools mobile data capture data collection app ipad free mobile data collection mobile collection app mobile data collection platforms	Ad Group 5 Fulcrum	fulcrum mobile fulcrum application fulcrum data fulcrum data collection fulcrum forms fulcrum map fulcrum mobile app fulcrum web app
Ad Group 3 Fast Field Forms	fastfield mobile forms fast field forms fast field forms app		