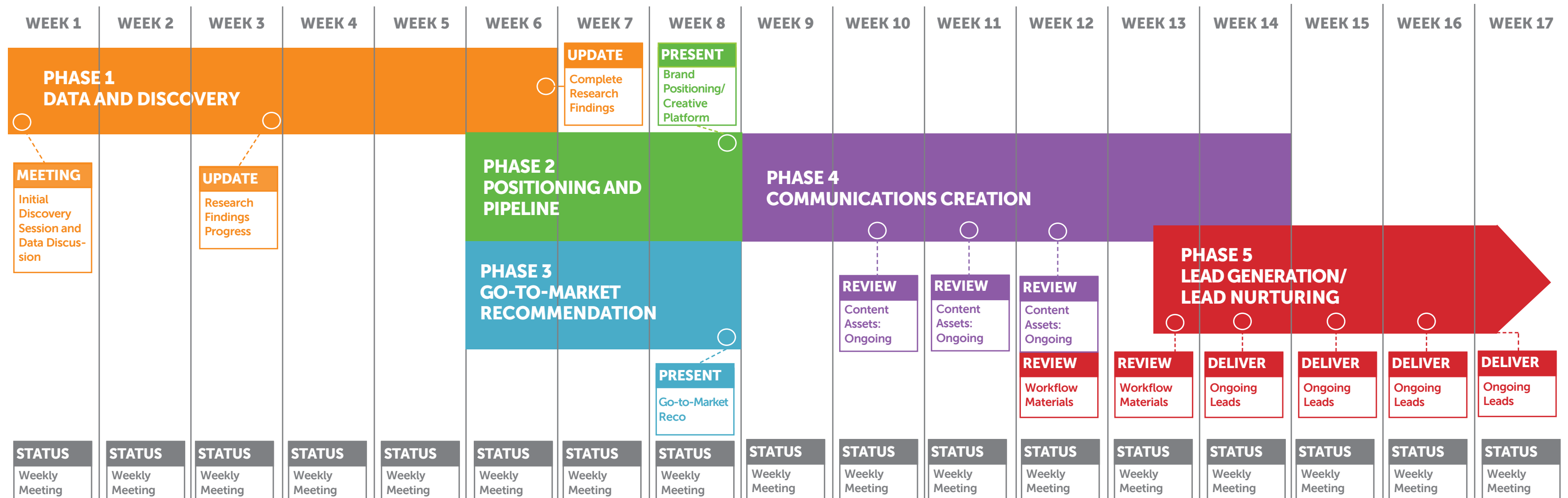


DESTINATION: YOU | THE BOOMM CUSTOMER JOURNEY PROCESS



PHASE 1: DATA AND DISCOVERY

GOAL Develop specific customer and data profiles that align with your objectives and inform the rest of the process

- STEPS**
- Discuss program objectives with your team and subject matter experts
 - Determine market critical needs
 - Use your first party data to develop customer and prospect profiles
 - If necessary, conduct qualitative and quantitative research for deeper customer insights
 - Identify brand value propositions
 - Reveal market trends
 - Use your first party data to develop customer and prospect profiles

- DELIVERABLES**
- Program outline
 - Customer and prospect profiles
 - "Voice of Customer" research insights
 - "Voice of Market" research insights

PHASE 2: POSITIONING AND PIPELINE

GOAL Establish strategic and creative positioning; build a real-time media platform that works as a sales pipeline

- STEPS**
- Build a real-time media platform that functions as a sales pipeline
 - Gain insights regarding prospects' identities, online activities and relevant "pain point" interests
 - Develop a go-to-market strategy
 - Develop brand positioning statements
 - Create cohesive, differentiating value propositions for client stakeholders
 - Recommend initial sales team tools
 - Develop creative platform to unify all marketing communications

- DELIVERABLES**
- Real time insights indicating where customers are in the funnel and what their interest areas are
 - Go-to-market map
 - Messaging platform
 - Value Pillar set
 - Brand positioning statement
 - Brand promise ("elevator speech")
 - Campaign creative platform

PHASE 3: GO-TO-MARKET RECOMMENDATION

GOAL Leverage all learnings to develop the most customer-centric plan for growing market share and revenue

- STEPS**
- Align tactics to brand strategy
 - Provide different options and levels for go-to-market campaigns
 - Pinpoint all recommendations to customer journey stages
 - Develop this phase on a parallel path with the brand positioning and creative platform development

- DELIVERABLES**
- Top-line go-to-market recommendation
 - Covers critical brand strategies and tactical action items
 - Modeled against customer journey engagement funnel
 - Prioritize and diagram deliverables

PHASE 4: COMMUNICATIONS CREATION

GOAL Create dynamic communications that fit the specific target, their market, their pain points—all defined by their previous online activities

- STEPS**
- Transform customer activities, subject matter insights and go-to-market recommendation into highly effective inbound and outbound campaign
 - Set up programmatic media deployment of creative

- DELIVERABLES**
- Editorial content calendar
 - White paper(s)
 - Infographic(s)
 - Blog articles
 - Videos
 - Digital advertising
 - Landing pages
 - Emails
 - Print advertising
 - Social media
 - Public relations
 - Media planning

PHASE 5: LEAD GENERATION/ LEAD NURTURING

GOAL Execute data-powered media platform that will deliver more engaged, informed and qualified leads to you

- STEPS**
- Program digital assets
 - Execute workflows
 - Capture prospect data
 - Identify website keywords
 - Optimize website for search
 - Generate awareness and engagement with target
 - Nurture target leads with relevant content through "drip" campaign
 - Deliver marketing qualified leads to your sales team
 - Provide insights to your sales team to help them streamline the close

- DELIVERABLES**
- "Drip" campaign workflows
 - SEO for client website
 - Ongoing blog articles
 - Ongoing content development