



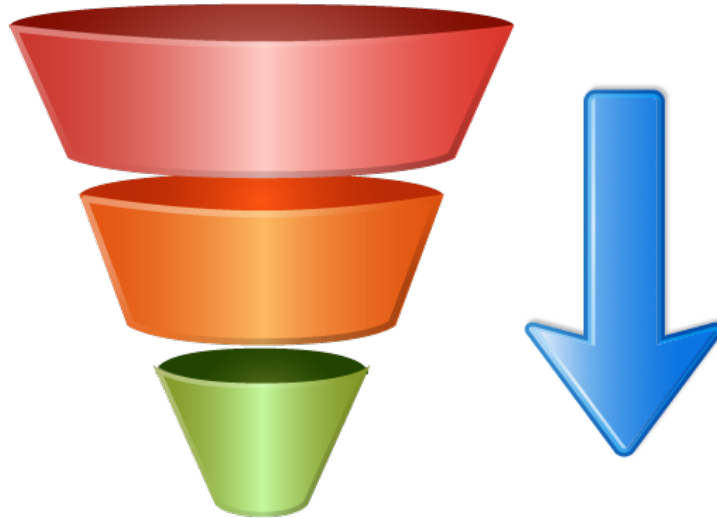
Boxpilot™

Full-Service Pipeline Automation



Full-Cycle
Fully-Managed
Funnel Execution

The Vision



Challenges

Execution!

? Budget



? Time



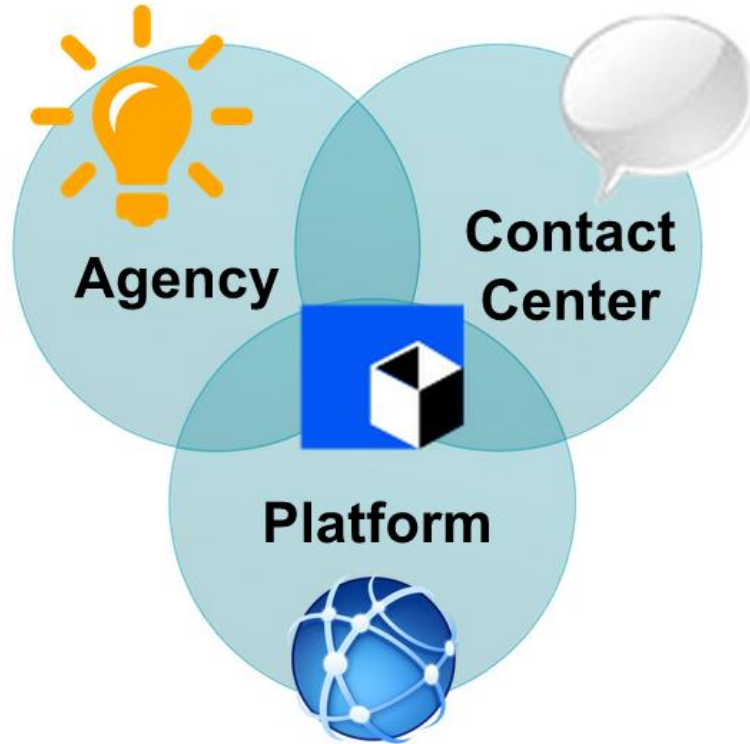
? Staff



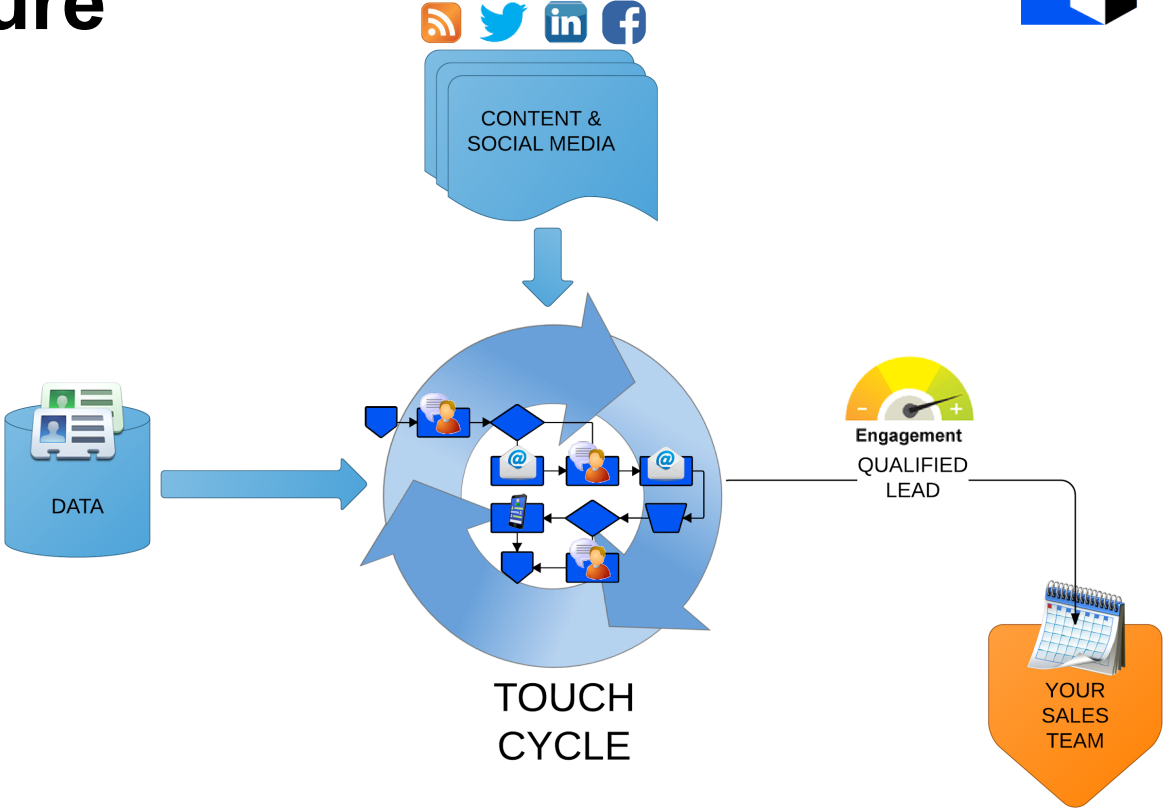
? Details



The Boxpilot Difference



Big Picture



Service Components



- **Strategic Consulting...** (Slide 7)
- **Touch Cycle...** (Slide 8)
- **Voice Touches...** (Slide 12)
- **Data...** (Slide 15)
- **Content...** (Slide 17)
- **Social Media...** (Slide 19)
- **Platform...** (Slide 21)
- **Inbound...** (Slide 24)
- **Conclusion...** (Slide 25)
- **Next Steps...** (Slide 29)

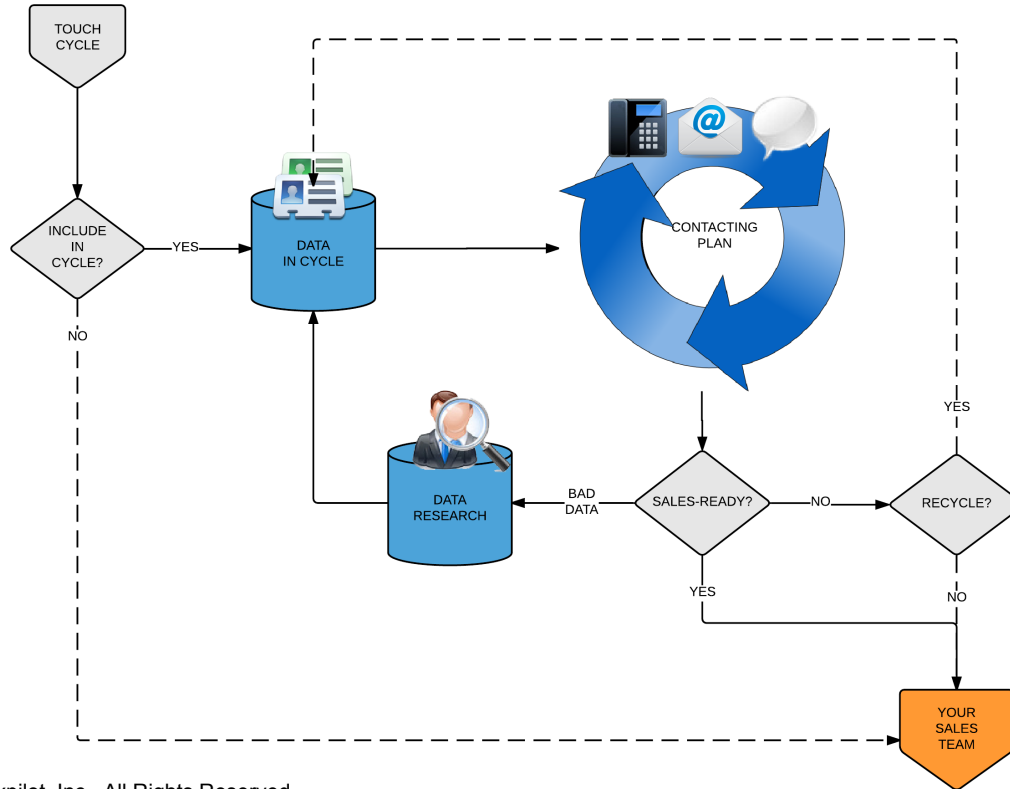
Strategic Consulting

B2B Marketing Expertise to Oversee Programs



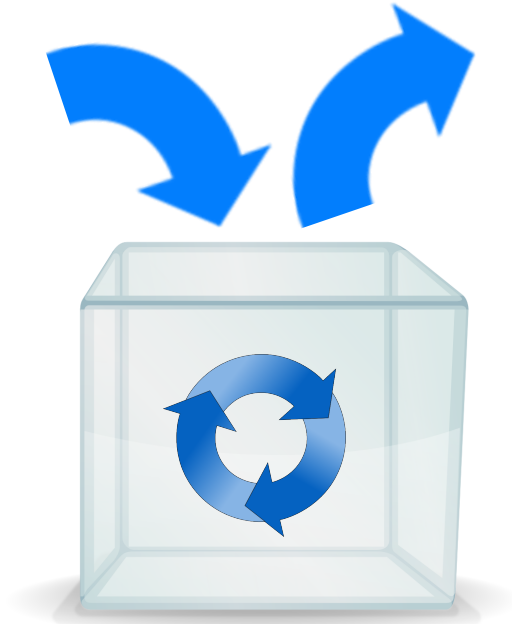
- **Independent Sr. VP Client Programs Strategists available to guide program and help optimize strategy.**
- **Initial hours of consulting included**
- **Additional time is billed hourly**

Touch Cycle



**Emails
Voicemails
Texts
Live Voice
Appointments
Social Media
Notes
And More...**

Scalable & Adaptable



- Simply add or remove specific records to the Touch Cycle each period based on business needs, budget demands or results required.
- Allows you to prioritize important records that should always be touched regularly from those where a pause from ongoing touches can be justified.

Applications

Customized contacting plans based on objective



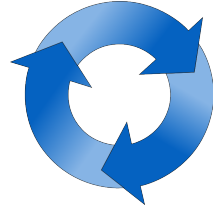
Events



Sales



Leads



Renewals



Appts.



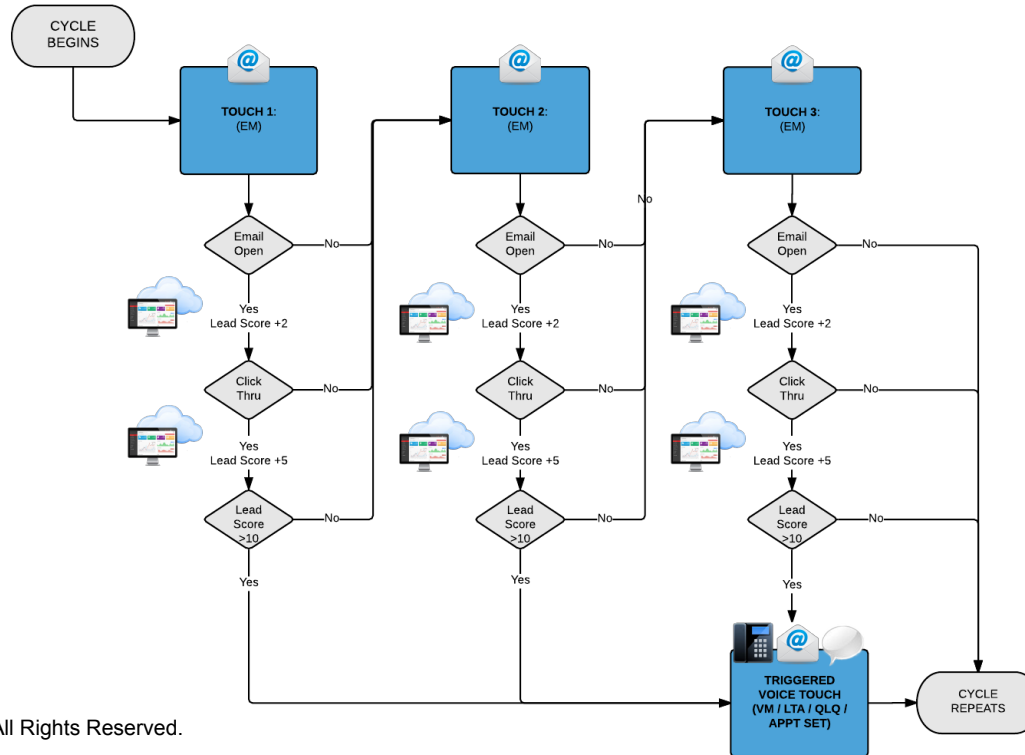
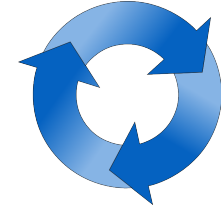
Data



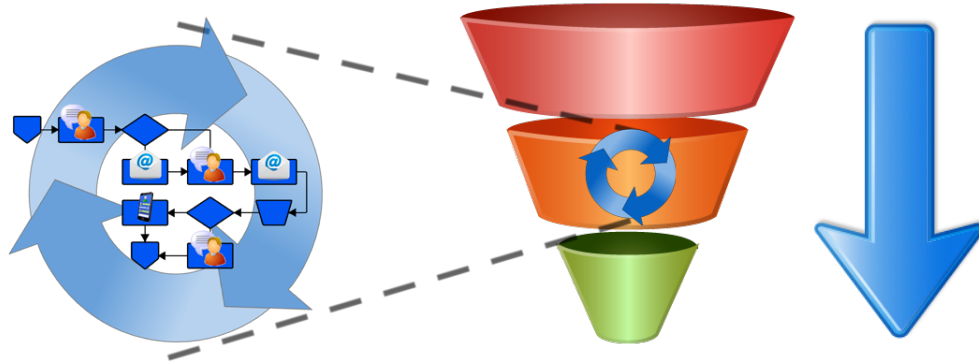
And More..

Contacting Plan (Example)

This example has 3 email touches per cycle



Triggered Voice Touches



- **Unique Differentiator – Voice Touches and Appointment Setting protocols are triggered based on lead score (click thrus, visitor tracking and content consumption), increasing engagement and moving prospects down the funnel faster to prevent loss to competitors.**

Voice Touches

Voice Touches	Per Name	Bonus Per Sales Ready-Lead Passed
Per Call Triggered	\$INQUIRE	\$INQUIRE
Only charged for records that have a call triggered as part of the contacting plan		



- Includes Guided Voicemail, Live Answer, Quick Lead Qualify, Live to Action, Name Replace, Hot Transfer, On-the-fly Appointment Setting
- No setup costs, no commitments
- Billed every period based on number of records in the touch cycle that period.
- Lead score threshold can be altered at any time to adjust when voice touch is triggered.

Appointment Setting

Multi-Step Appointment/Demo Setting Protocol

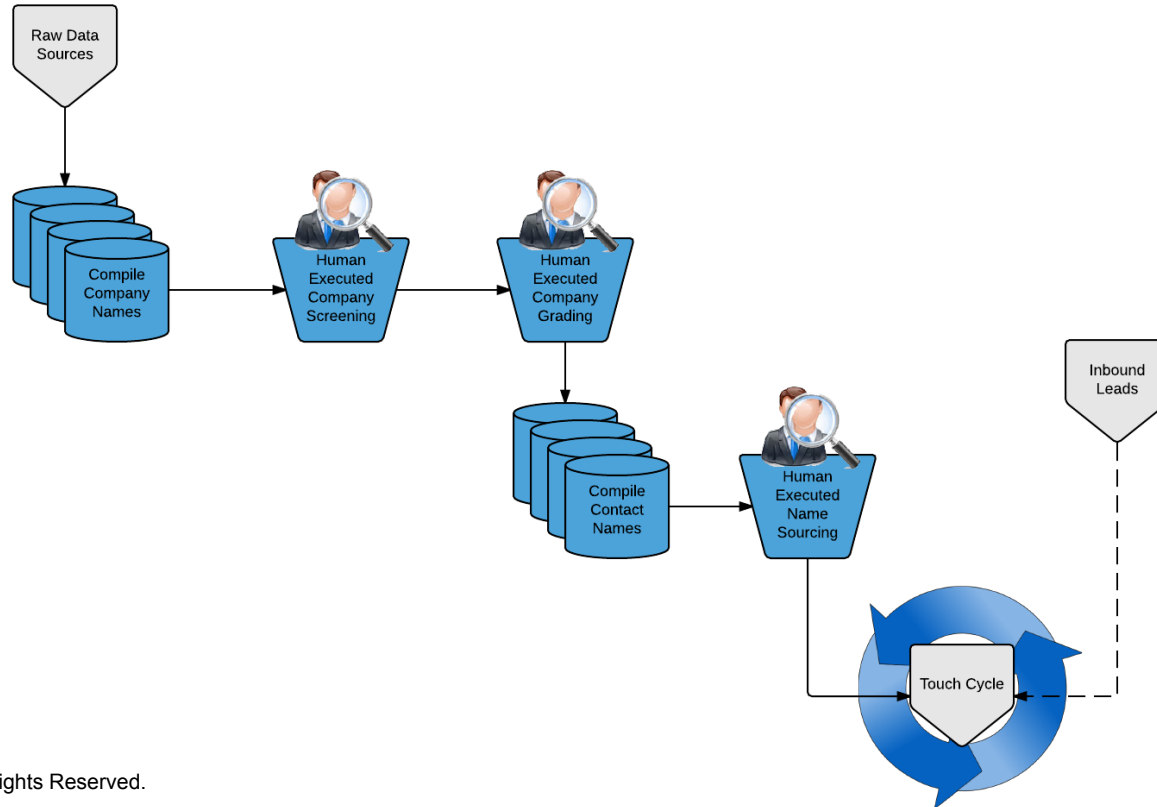
Protocol	Per Name	Success Bonus Per Appointment
Per Appointment/Demo Protocol Triggered	\$INQUIRE	\$INQUIRE

EXAMPLE 7-DAY APPOINTMENT/DEMO SETTING PROTOCOL:

Day 1: Target leadscore hit
Day 1: Email
Day 1: Call once, no voicemail
Day 1: Call again, no voicemail (4 hrs later)
Day 2: Call, leave voicemail
Day 2: Call, no voicemail (4 hrs later)
Day 3: Email
Day 3: Call, no voicemail (4hrs after email)
Day 4: Call, no voicemail
Day 5: Email
Day 6: Call, voicemail
Day 7: Email

- **No setup costs, no commitments**
- **Billed every period based on number of records where appointment setting protocol is triggered.**
- **Lead score threshold can be altered at any time to adjust when appointment setting protocol is triggered**
- **Success bonus only applies to appointments that actually occur**

Data Sourcing/Updating



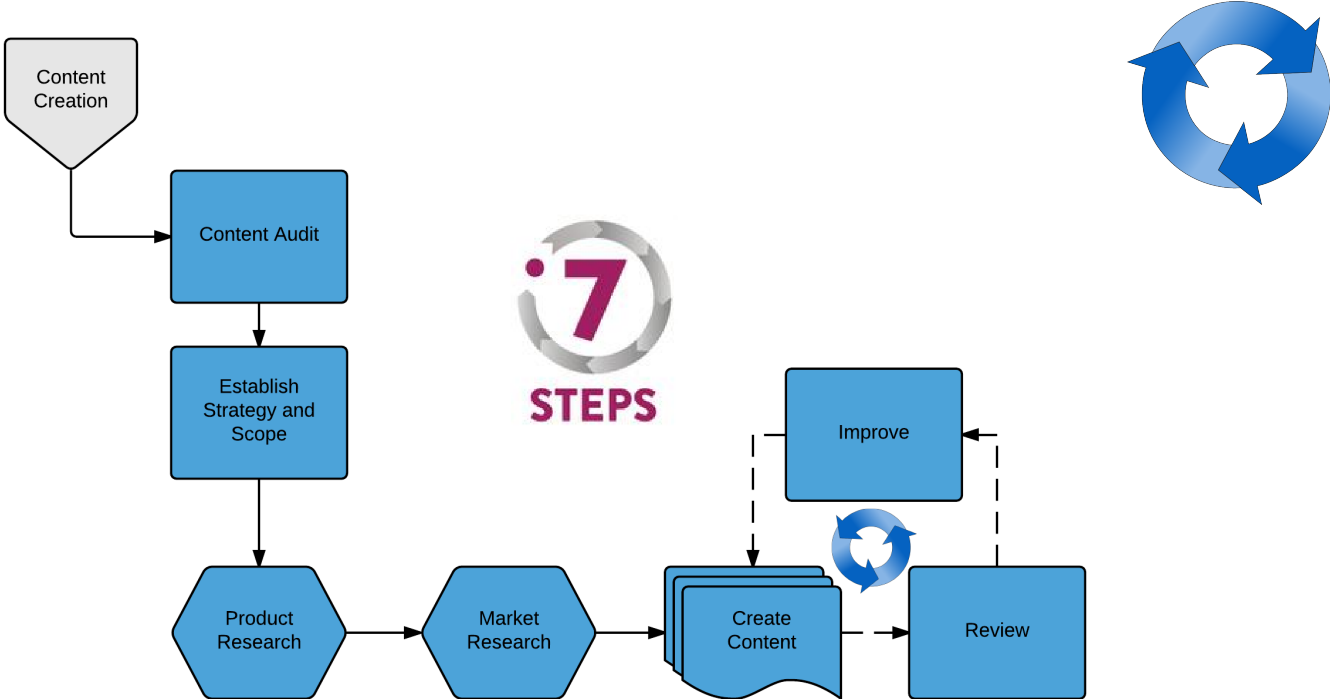
Data Sourcing/Updating

	Human Executed Web Research
Per Company Screened	\$INQUIRE
Per Company Graded	\$INQUIRE
Per New Person Added	\$INQUIRE
Per Existing Person Updated	\$INQUIRE



- **All data is 100% guaranteed to be accurate for one month following delivery to client**
- **All data becomes the property of the client and may be used for any purposes, including outside of Boxpilot use**
- **Rates are for standard contact information, prices may vary based on specific client needs**

Content Creation



Content Creation

Content	Per Piece of Content
Email - Writing	\$INQUIRE
Call Scripting	\$INQUIRE
Blog writing	\$INQUIRE
HTML Email	\$INQUIRE
Blog Posts	\$INQUIRE
Infographics	\$INQUIRE
Powerpoints	\$INQUIRE
Videos	\$INQUIRE
Other	\$INQUIRE

- No setup costs, completely a la carte, only pay for what you need
- Example content: www.boxpilot.com/content



Social Media Distribution

Content Delivery Across Social Media

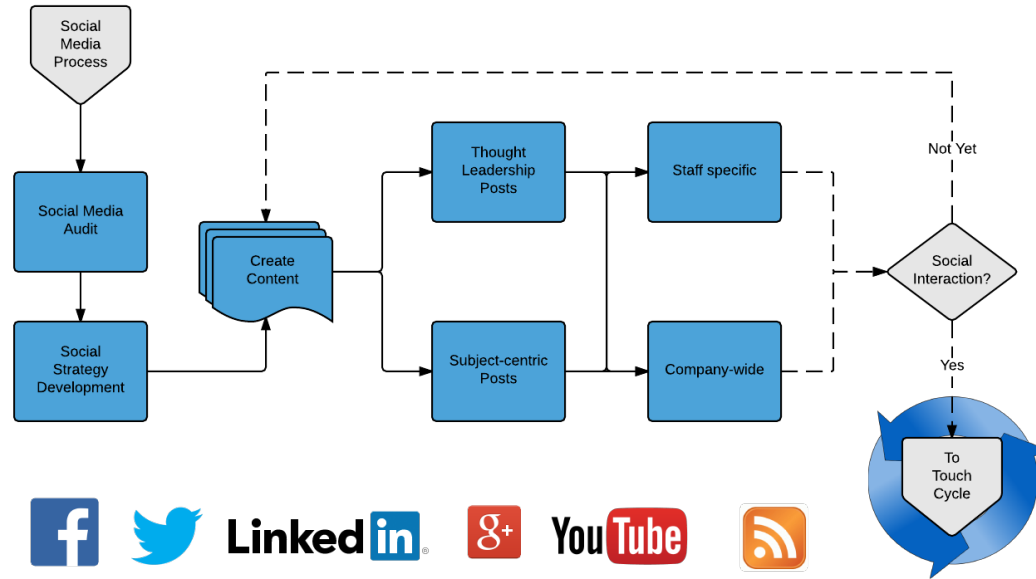


- **Sr. Social Media Support Managers** will ensure your content is distributed across social media outlets.
- **Drives web traffic** to funnel and Boxpilot marketing automation platform, where lead is put in cycle.
- **Includes “social listening”** and responses
- **Hourly rates range**



Social Media Process

Social Interactions move to Touch Cycle



Automation Platform

Program Portal Marketing Automation Platform

Number of Records in Program Portal	Included Emails Per Month	Per Month
up to 1,000	Unlimited	\$INQUIRE
1,000 to 9,999	Unlimited	\$INQUIRE
Over 10,000	Unlimited	\$INQUIRE

- **First initial hours of automation programming is included at no charge.**
- **Additional automation programming for further customizations and updates is billed hourly as needed or available through ongoing support plans.**
- **Billed every period based on the highest number of records in the Program Portal in that period.**
- **Any number of list segmentations is possible.**



Platform Integration



- Boxpilot's automation platform fully integrates with any existing CRM and other marketing automation platforms.
- Add/remove/change records: automated or manual.
- Full visibility into live results on-the-fly
- Watch a demo here: www.boxpilot.com/program-portal



Platform Screenshots



Screenshots

The image displays three overlapping screenshots of the Boxpilot platform interface. The top-left screenshot shows the "Campaign Insights" dashboard with a sidebar for "All Campaigns" and a main area with summary statistics: 466 Total Campaign Leads, \$21.93 Total Cost Per Lead, 25 Total Working Days, 4 Total Sales, and \$14,280 Total Sales. A line chart shows lead volume over time. The top-right screenshot shows the "Automation task" configuration screen, including a "Workflow Name" field, "Events" configuration, and a "Save Changes" button. The bottom screenshot shows a detailed campaign overview for "Feb 1, 2013 - May 13, 2013" with summary statistics: 108 Total Campaign Leads, \$2.61 Total Cost Per Lead, 15 Total Working Days, 60 Total Sales, \$3,800 Sales + EV of Pipeline, and \$164.12 Total Costs. A stacked bar chart shows lead sources for Feb, Mar, Apr, and May.

Month	Word of Mouth	Other	Referred by Existing Customer	Web Visitor	Search Engine	News Story	Cannot Recall	Previous Customer	Bing Search
Feb	0	0	0	0	0	0	0	0	24
Mar	0	0	0	0	0	0	0	0	31
Apr	0	0	0	0	0	0	0	0	24
May	0	0	0	0	0	0	0	0	29

Inbound Assistant

Human Execution: Intelligent & Dynamic



	Human Executed Response
Per Inbound Email Response	\$INQUIRE
Per Inbound Call Response	\$INQUIRE
Per Inbound Text Response	\$INQUIRE

- Inbound responses handled by Senior Agents at inhouse North American contact center (emails, calls, texts).
- Custom response trees and triggers and push to Touch Cycle based on inbound response attributes.
- Rates are for standard response protocols, prices may vary based on specific client needs.

Comprehensive Tools



Boxpilot provides a one-stop, full-cycle solution

Feature	Boxpilot
High-Level Strategy & Content Creation	✓
Data Sourcing & Data Updating	✓
Fully-Managed Marketing Automation	✓
Lead Scoring	✓
Custom Workflow Creation & Updates	✓
Triggered Email & Voice Touches	✓
Appointment Setting Protocol	✓
In-House Call Center (Outbound & Inbound)	✓
North America-Based Callers	✓
Full Reporting	✓

Solved

✓ Budget



✓ Time



✓ Staff



✓ Details



Benefits



- Ensures mix of media touch coverage to all selected records, ensuring no records fall through the crack and preventing vulnerability to competitors.
- Ensures that client data is top quality, and always up-to-date.
- Consistently and reliably generates inbound opportunities triggered to sales team.
- Highly cost-effective method to cover territory quickly.
- Adjustable model gives you full “throttle control”.
- Unique capability to replicate voice of reps or executives to build relationships ahead of actually talking with prospect.
- Drives more leads, converts to sales, optimizes marketing.
- Increased pipeline and INCREASED SALES!!!

Experience

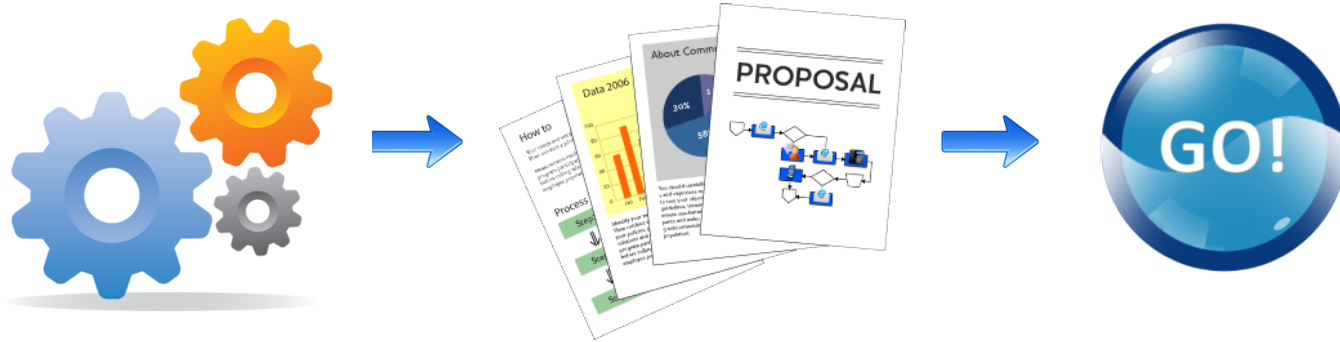


- 15+ years in operation, market leadership
- 16 million+ touches, 16,000+ multi-touch programs
- 1,000+ clients: Leading SMB to Fortune 100 firms



Next Steps

- Discuss objectives, budgets, and strategy
- Workflow proposals and revisions
- View demo of Program Portal
- Say “go” and we get started





Events



Sales



Leads



Renewals



Appts.



Data

Boxpilot is a full service tactical B2B marketing firm that specializes in driving pipeline for clients. We plan and implement ongoing "mix-of-media" touches to move leads through the sales funnel. Using our comprehensive suite of agency services, our marketing automation platform, and our in-house live agent contact center, we generate superior results on a fee-for-service or pay-per-result basis.

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