GREXO
TECHNOLOGY GROUP

Annual Marketing Plan

2016

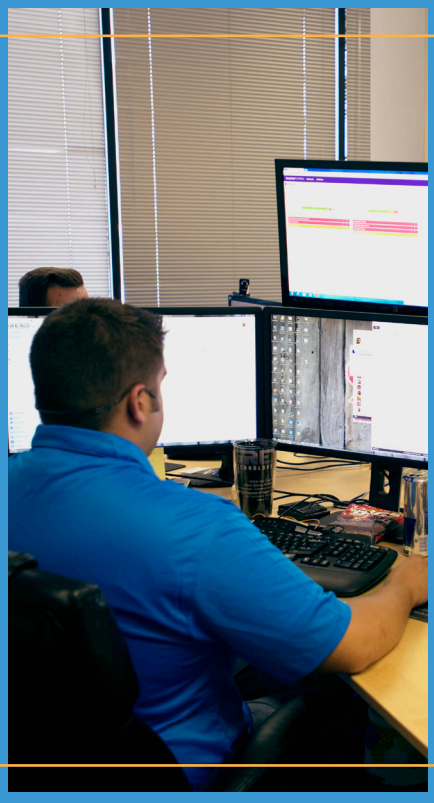


Table of Contents.

P4 Grexo Technology Group Marketing Summary
P6 Marketing Strategy
P7 Goals
P8 Lead Definition
P9 Client Commitment
P11 January 2017 - Process Improvement
P12 February 2017 - Automated Workflows
P13 March 2017 - Professional Services eBook
P14 April 2017 - IT Consulting
P15 May 2017 - 24/7 Monitoring
P16 June 2017 - Business Communications eBook
P17 July 2017 - Proactive Support
P18 August 2017 - Flat Rate IT
P19 September 2017 - Managed Services eBook
P20 October 2017 - Cloud Services
P21 November 2017 - Office 365
P22 December 2017 - Evolving Information Technology eBook

Marketing Summary.

Target Audience:

SMB (20-75 users) currently in Texas with hopes to expand

Unique Quality:

Grexo employees don't want to be seen as geeks who know technology, but business professionals with an entrepreneurial advantage. They are serial entrepreneurs who have perfected the starting, growing, and selling of numerous businesses. They have the business acumen to understand every aspect of technology's impact.

Imagery:

Real photos of Grexo showcasing their people and culture; health and fitness photos to illustrate their theme

Tone of Voice:

Non-Aggressive, Laid Back, Casual, Conversational, Clear, No Corporate Talk

Company Interests:

Fitness, Health, Wellbeing, Travel, Clean eating, Investing, Collecting

Keywords:

- Grexo
- Best Cloud Service
- Tech Support Specialists
- Best Cloud Storage
- Information Security Analyst
- Professional Services
- IT Projects
- Process Improvement
- Workflow Automation
- Work Smarter, Not Harder
- Office 365 Support
- IT Consulting
- Regulatory Compliance
- HIPAA Compliance
- PCI Compliance
- SOX Compliance
- IT Solutions
- IT Support
- Workflow
- Cost Reduction
- Continuous Process Improvement
- Effective Business Communication

Marketing Strategy.

Theme

"Get Your Business in Shape" – Comparing fitness of the body with innovative technology to allow business owners to work smarter, not harder. Grow the overall health of your business through technology.

Approach

Going after businesses in the DFW area with a strategic mindset, who work with business partners to understand the scope of technology and how it works to better their business.

Goals.

Goal #1.
Generate ROI

Goal #2.
Increase lead generation

Goal #3.
Build intellectual property

Goal #4.
Build brand awareness

Goal #5.
Build Marketing department

Goal #6.
Sell more Managed Services

Goal #7.
Build a good brand reputation

Lead Definition.

A lead is a potential sales contact - an individual or organization that expresses an interest in your goods or services.

An individual or organization is considered a lead if one of the following happens:

- Phone call from respective landing page or website
- A form was submitted
- Download of assets (Such as eBooks and Whitepapers)
- Click the call to action from a campaign
- Multiple clicks on a campaign
- Subscribing to newsletter
- Direct email from website

Client Commitment.

For best results, it is critical for you to invest your time and attention into your marketing.

Provide a Point of Contact

We need a dedicated point of contact from you. That person will be responsible for approving our work on behalf of your company.

Provide Prompt Approval Within 2 Days

Without the point of contact's approval, we cannot move forward with your marketing. For this reason, it is crucial that we receive feedback in a timely manner. Marketing materials, especially, email campaigns will be sent for preview 2 days prior to the date of being sent out. If feedback is not sent in, we will proceed as is to hit the deadline.

Provide All Prerequisite Materials

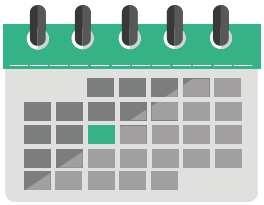
The length of our project phase is subject to change depending on whether or not we receive all of the necessary prerequisite materials from you.

Provide Your Email Marketing List

Without your email marketing list, we cannot begin sending out your campaigns and newsletters. For this reason, you must send in your list in a timely manner.

Please plan to spend at least 8 hours per month on your marketing during the project phase of your timeline and spend at least 4 hours per month on your marketing during the fulfillment phase of your timeline.

2016



Jan. 2017

Email Campaign: Process Improvement / 1/10/17

Newsletter Campaign / 1/24/17

Process Improvement Landing Page

https://www.grexo.com/technology-key-process-improvement/

Keyword: Process improvement

Page Heading: The Key to Process Improvement is How You Use Technology

Page Subheading: Designed Specifically on How You Run Your Business

Abstract: Talk about how a custom infrastructure designed from the ground up can automate manual process and improve efficiency. Also mention that each component is configured around the client's existing and desired workflows. Leverage that projects are done on time and quality assurance is key. List benefits and recap with closing statement.

Blog 1 / 1/12/17

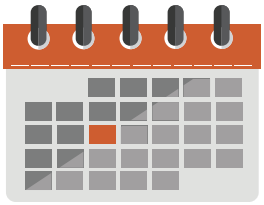
Keyword: Process improvement

Title: 3 Reasons to Kickstart the New Year with Business Process Improvement

Blog 2 / 1/26/17

Keyword: Process improvement

Title: Grexo's Guide to Process Improvement



Feb. 2017

Email Campaign: Workflow Automation / 02/07/17

Newsletter Campaign / 02/21/17

Workflow Automation Landing Page

Keyword: Workflow Automation

Page Heading: Improve Productivity and Organization with Workflow Automation

Abstract: Talk about the benefits of workflow automation such as reduced errors, improved communications, more visibility, scalability, and greater employee success. List benefits and recap with closing statement.

Blog 1 / 02/09/17

Keyword: Workflow Automation

Title: 5 Ways Workflow Automation Reduces Employee Stress

Blog 2 / 02/23/17

Keyword: Workflow Automation

Title: Work Healthier and Happier with Workflow Automation

Whitepaper

Keyword: Workflow Automation

Title: Workflow Automation: Is Your Organization Ready for It?

Mar. 2017

Email Campaign: Professional Services eBook / 03/14/17

eBook Title: Every Business Owner's Guide to IT Professional Services

Keyword: Process improvement

Article Title #1: Understanding Professional Services

Keyword: IT Projects

Article Title #2: We Manage Your IT Projects from Start to Finish

Keyword: Process improvement

Article Title #3: The Benefits of Process Improvement

Keyword: IT Support

Article Title #4: We Provide Ongoing Support to Bolster Your Success

Newsletter Campaign / 03/28/17

Blog 1 / 03/09/17

Keyword: Work Smarter, Not Harder

Title: Work Smarter, Not Harder with Business Process Improvement

Blog 2 / 03/23/17

Keyword:Workflow

Title: Spring Cleaning Your Workflow

Apr. 2017

Email Campaign: IT Consulting / 04/11/17

IT Consulting Landing Page

https://www.grexo.com/we-are-your-dedicated-it-consultant/

Keyword: IT Consultant

Page Heading: We are Your Dedicated IT Consultant

Page Subheading: Get to Where You're Going Faster

Abstract: Talk about how Grexo's business experience (building and selling companies) helps businesses sell for higher multiples and how they leverage their business acumen to design the technology solutions to bring about the best possible outcome. List all benefits. Close with how the client will get a business roadmap, monthly reporting, and strategic advice.

Newsletter Campaign / 04/25/16

Blog 1 / 04/06/17

Keyword: IT Consultant

Title: Push Your Business to its Max with an IT Consultant

Blog 2 / 04/21/17

Keyword: IT Consultant

Title: 4 Ways an IT Consultant Helps You Free Up Time

Whitepaper – "Solution Brief"

Keyword: IT Consultant

Title: Your IT Consultant is Your Technology Guru

May. 2017

Email Campaign: 24/7 Support / 05/09/17

24/7 Support Landing Page

https://www.grexo.com/inclusive-technical-support-specialist/

Keyword: Technical Support Specialist

Page Heading: Our Technical Support Specialist have Your Back 24/7

Abstract: Talk about how clients get 24/7 access to specialized and knowledgeable IT experts when they partner with Grexo. Explain that when they find potential problems, they fix them and send reports every month at a flat rate. It doesn't stop there, if they need someone onsite, Grexo is there. List benefits and recap with closing statement.

Newsletter Campaign / 05/23/17

Blog 1 / 05/11/17

Keyword: Technical Support Specialist

Title: 3 Superpowers of a Technical Support Specialist

Blog 2 / 05/25/17

Keyword: Technical Support Specialist

Title: Reduce Your Tech Frustrations with 24/7 IT Support

Whitepaper – "Solution Brief"

Keyword: 24/7 IT Support

Title: 24/7 IT Support and Monitoring: Your Organization's Secret Weapon

Jun. 2017

Email Campaign: Business Communications eBook / 06/13/17

eBook Title: Why Good Communication is the Key to a Successful Business

Keyword: Unified Communications

Article Title #1: Unified Communications: External Communication is Only as Good as Internal Communication

Keyword: Cloud

Article Title #2: Working with the Cloud to Build Deeper Client Relationships

Keyword: VoIP

Article Title #3: VoIP: Providing You the Freedom to Communicate Anywhere

Keyword: Effective Business Communication

Article Title #4: Impacting Your Sales Numbers with Effective Business Communication

Newsletter Campaign (Include eBook in the newsletter) / 06/21/17

Blog 1 / 06/08/17

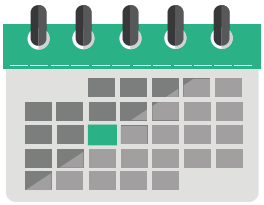
Keyword: Effective Business Communication

Title: The Do's and Don't's of Effective Business Communication

Blog 2 / 06/22/17

Keyword: IT Support

Title: Outsourced IT Support: Why it's Worth Your Investment



Jul. 2017

Email Campaign: VoIP / 07/12117

Proactive Support Landing Page

Keyword: Technical Support Specialist

Page Heading: Grexo is Your All Inclusive Technical Support Specialist

Abstract: Explain how when clients win, Grexo wins. Talk about how they design their infrastructure to take down any threat. Explain that when they find potential problems, they fix them and send reporting every month at a flat rate. It doesn't stop there, if they need someone onsite, Grexo is there. List benefits and recap with closing statement.

Newsletter Campaign / 7/26/16

Blog 1 / 7/7/16

Keyword: Technical Support Specialist

Title: Why Does Your Business Need a Technical Support Specialist

Blog 2 / 7/21/16

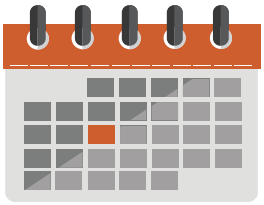
Keyword: Technical Support Specialist

Title: Take Down Security Threats with a Technical Support Specialist

Whitepaper – "Solution Brief"

Keyword: Technical Support Specialist

Title: Everything You Need to Know About Hiring a Technical Support



Aug. 2017

Email Campaign: Flat-Rate IT / 08/08/17

Flat-Rate IT Landing Page

Keyword: Managed Services

Page Heading: Experience Greater Cost Savings with Managed Services

Page Subheading: Unlimited and Relentless IT Support at a Flat Rate

Abstract: Explain how when clients win, Grexo wins. Talk about how they design their infrastructure to take down any threat. Explain that when they find potential problems, they fix them and send reporting every month at a flat rate. It doesn't stop there, if they need someone onsite, Grexo is there. List benefits and recap with closing statement.

Newsletter Campaign / 08/22/17

Blog 1 / 08/10/17

Keyword: Managed Service Provider

Title: How to have a Successful Partnership with Your Managed Service Provider

Blog 2 / 08/24/17

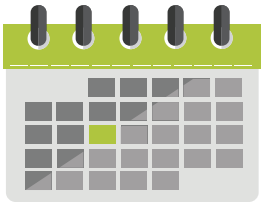
Keyword: Cost Reduction

Title: 3 Ways Managed Services Drives Cost Reduction

Whitepaper – "Solution Brief"

Keyword: Managed Service Provider

Title: The Cost Benefits of Partnering with a Managed Service Provider



Sep. 2017

Email Campaign: Managed Services / 9/6/16

eBook Title: Good Communication is the Key to a Successful Business

Keyword: IT Solutions
Article Title #1: IT Solutions to Optimize Your IT Department
Keyword: Managed Service Provider
Article Title #2: Free Up Time and Resources with a Managed Service Provider
Keyword: Help Desk
Article Title #3: Immediate Relief with Our Help Desk Services
Keyword: IT Support
Article Title #4: Proactive IT Support to Combat Your Business Challenges

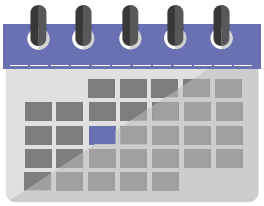
Newsletter Campaign (Include eBook in newsletter) / 09/26/17

Blog 1 / 09/14/17

Keyword: Proactive Support
Title: Proactive vs Reactive Support: Which Should You Choose?

Blog 2 / 09/28/17

Keyword: Managed Services
Title: Managed Services 101



Oct. 2017

Email Campaign: Cloud Services / 10/11/17

Cloud Landing Page

Keyword: Best cloud storage

Title: Work More Flexibly with the Best Cloud Service

Abstract: Talk about the benefits of moving to the Cloud: anytime, anywhere access, scalability, and better data storage. Explain how Grexo provides the best Cloud service to help businesses make an easy transition. List benefits and recap with closing statement.

Newsletter Campaign / 10/24/17

Blog 1 / 10/12/17

Keyword: Best cloud storage

Title: 3 Perks of the Best Cloud Storage

Blog 2 / 10/26/17

Keyword: Best cloud storage

Title: What's the Best Cloud Service for You?

Whitepaper

Keyword: Best cloud storage

Title: Enhance Business Performance with the Best Cloud Service

Nov. 2017

Email Campaign: Office 365 / 11/14/17

eBook Title: Expand Business Communication with Microsoft Office 365

Keyword: Business Communication

Article Title #1: How the Cloud Enhances Business Communication

Keyword: Office 365 Migration

Article Title #2: Ensuring a Smooth Office 365 Migration

Keyword: Office 365 Support

Article Title #3: The Possibilities of Office 365 Support

Keyword: Business Communication

Article Title #4: Drive Customer Satisfaction with Reliable Business Communication

Newsletter Campaign / 11/28/17

Blog 1 / 11/09/17

Keyword: Office 365 Support

Title: Tap into a Virtual Office with Office 365 Support

Blog 2 / 11/23/17

Keyword: Office 365 Support

Title: Office 365 Support for Black Friday Frenzy

Dec. 2017

Email Campaign: Evolving IT / 12/12/17

eBook Title: Why Great Entrepreneurs Rely so much on Technology

Keyword: Workflow

Article Title #1: Building a Business Foundation on Workflow Automation - A Cost Effective Approach Using

Keyword: IT Consultant

Article Title #2: The Importance of Hiring an IT Consultant

Keyword: Process Improvement

Article Title #3: Ongoing Process Improvement

Keyword: IT Support

Article Title #4: Keep the Engine Running with IT Support

Newsletter Campaign / 12/26/17

Blog 1 / 12/14/17

Keyword: IT Support

Title: Business' Growing Reliance on IT Suppo

Blog 2 / 12/28/17

Keyword: IT Solutions

Title: 3 IT Solutions to Prepare for the New Year

Keyword: Information Security Analyst

Title: How to Use an Information Security Analyst to Mitigate Risks

GREXO
TECHNOLOGY GROUP