



BUILT TO CLOSE.

Capabilities Presentation & Pre-Proposal

MISSION  **MEASUREMENT**

October 22, 2020

SITUATION OVERVIEW

Mission Measurement is helping solve the world's most intractable social problems by helping organizations standardize, benchmark and predict social outcomes. It is working alongside governments, corporations and philanthropies across the world that are investing billions into social programs addressing challenges from poverty to public health, hunger to education and more. Mission Measurement provides the crucial evidence base and insights these organizations need to make the right investments and maximize returns.

Just two years into its mission, the company is already working with the largest government organizations, corporations, and NFPs.

Mission Measurement's growth potential is nearly unlimited at this point. To help the organization capture opportunity, Root3 is proposing to bring the power of its high-value B2B team, process, and technology alongside Mission Measurement's leadership team to:

1

IMMEDIATE ADDRESS BRAND AWARENESS & LEAD GEN NEEDS

2

BUILD A BUSINESS DEVELOPMENT FOUNDATION (DATABASE, CRM, UX)

3

STRATEGIC COMMUNICATION PLAN DEVELOPMENT

THE ROOT3 VALUE PROPOSITION

NICHE AUDIENCE SPECIALISTS

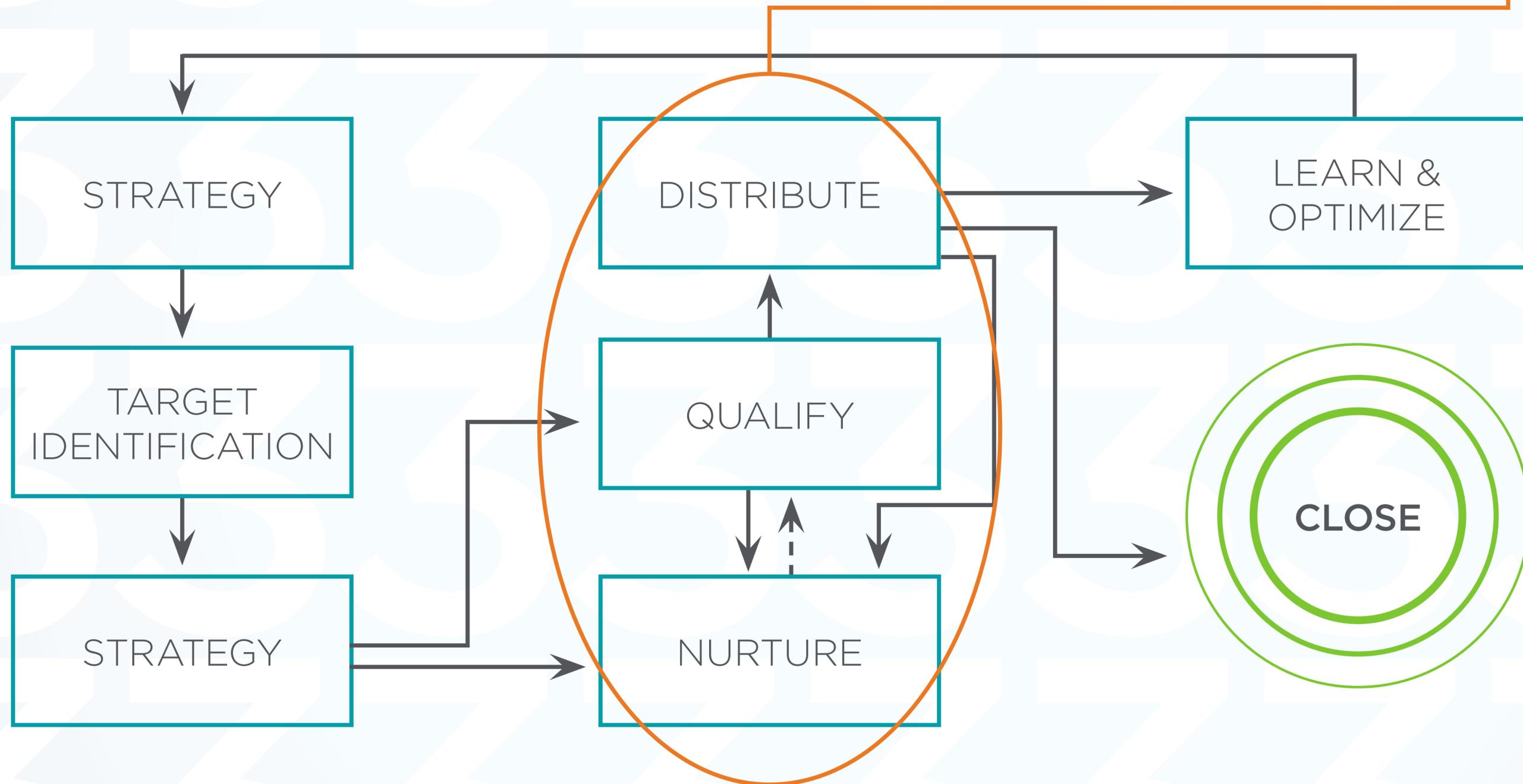


OUR CLIENTS...

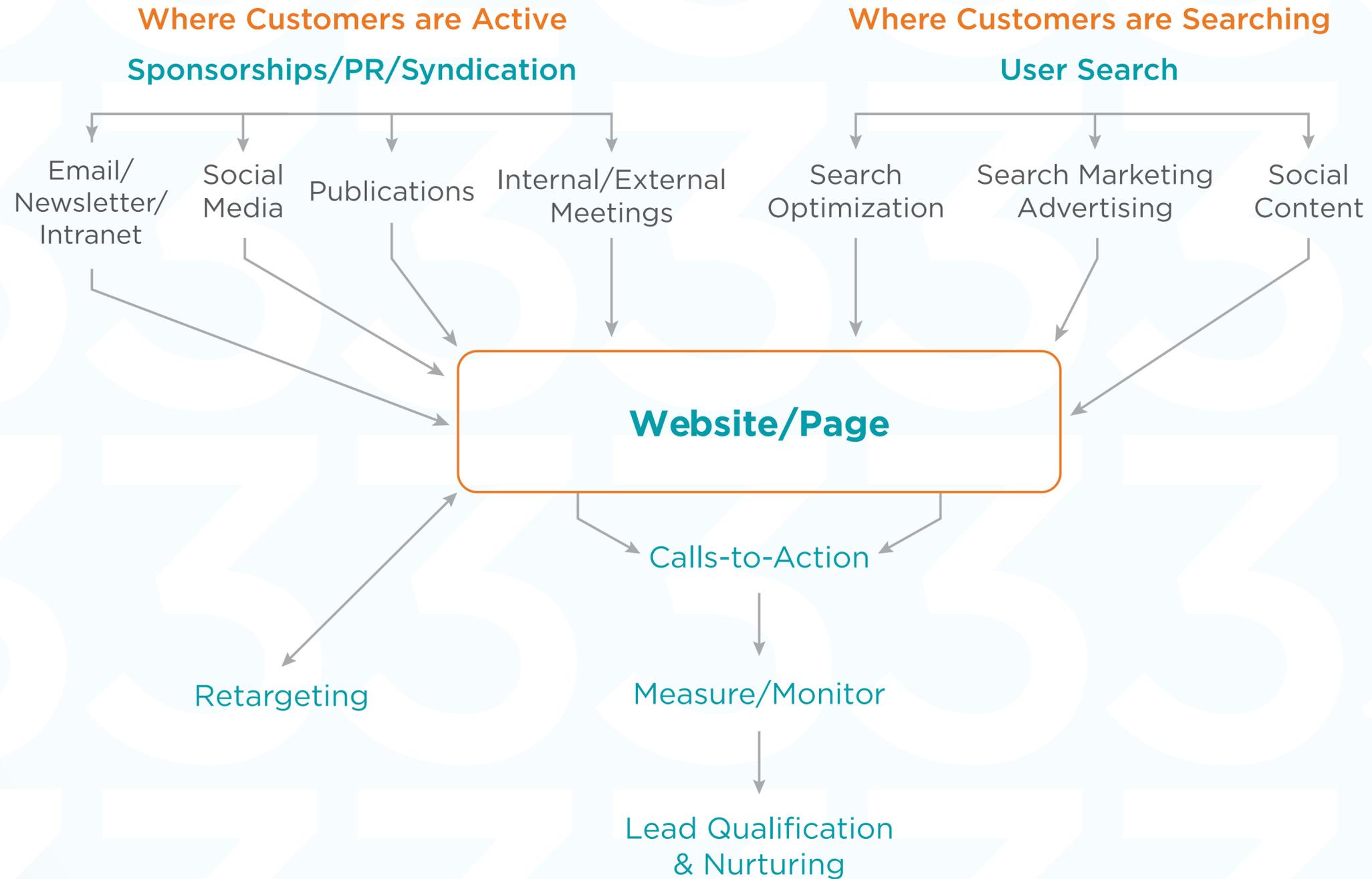
- Have identified a big need or opportunity
- Who sell complicated, and/or expensive products or services
- To a small number of decision makers
- Who are hard to access and influence?

MARKETING EFFICIENCY & SALES INTEGRATION SPECIALISTS

Our process, technology, and automations fix where 80% of marketing value is lost

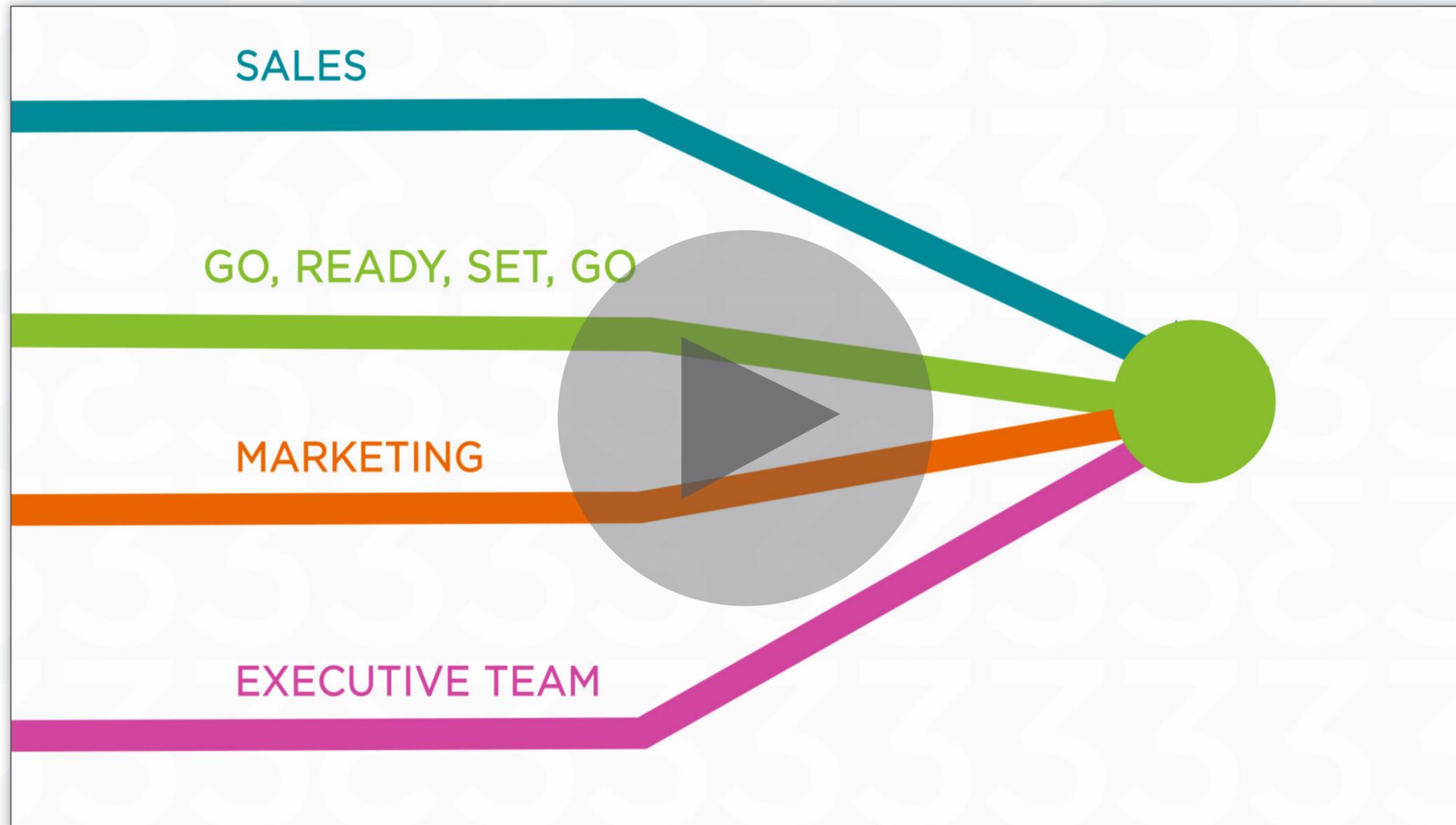


MICRO-TARGET/MULTI-CHANNEL APPROACH



GO. READY , SET, GO MODEL FOR IMMEDIATE IMPACT

Root3 often deploys a Go. Ready, Set, Go methodology when working with high growth clients looking to capture immediate opportunity. While we are conducting research, refining messaging, and developing a comprehensive strategic plan, we give clients the option to begin execution.



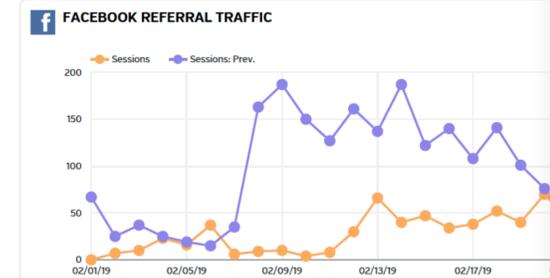
REPORTING & OPTIMIZATION

Facebook - Summary

02/01/2019 - 02/28/2019 (compared to 01/01/2019 - 01/31/2019)

SOCIAL ACTIVITY
POSTS

HEADER 1	METRIC 1	METRIC 2	METRIC 3
Five	42		
Four	49	Want to see this? Connect Facebook	
Three	66		
Two	96	66	90
One	23	78	55



LIKE SOURCES

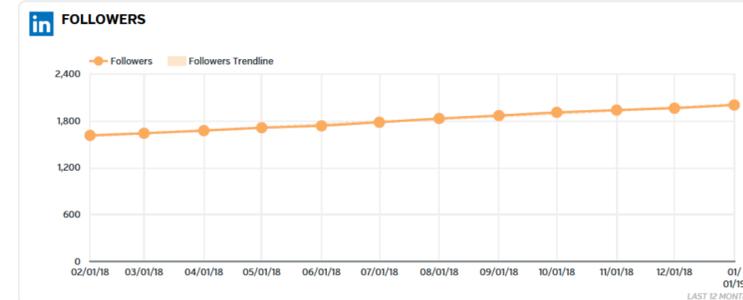
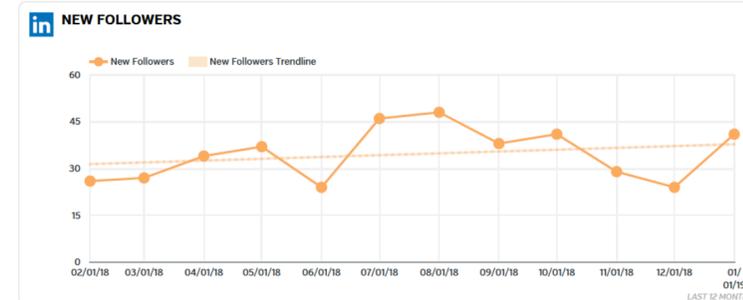
LIKE SOURCES
Restored Likes From Reactivated Accounts
Your Page
Search
News Feed
Page Suggestions
Other

Page 12 of 36

LinkedIn - Company Summary

02/01/2019 - 02/28/2019 (compared to 01/01/2019 - 01/31/2019)

FOLLOWERS
2,156
LAST 12 MONTHS



Page 13 of 36

Web Traffic Summary MOM

02/01/2019 - 02/28/2019 (compared to 01/01/2019 - 01/31/2019)

ALL TRAFFIC NEW USERS
125,307
PREVIOUS: 83,145
▲50.71%

ALL TRAFFIC PAGE VIEWS
287,160
PREVIOUS: 178,424
▲60.94%

NEW USERS	PAGE VIEWS	PAGES / SESSION	BOUNCE RATE
+84.15%	+168.94%	+1.18%	+3.18%
86,914 vs 47,198	187,876 vs 69,858	1.13 vs 1.12	91.19% vs 94.18%
+8.55%	+8.17%	+8.57%	+4.66%
21,802 vs 20,085	57,196 vs 62,288	1.77 vs 1.94	71.94% vs 68.73%
+6.51%	+19.95%	+7.90%	+3.23%
8,671 vs 9,275	15,087 vs 19,596	1.41 vs 1.53	85.55% vs 82.88%
+53.34%	+22.35%	+13.20%	+7.95%
5,508 vs 3,592	11,774 vs 9,623	1.66 vs 1.91	70.21% vs 65.04%
+6.73%	+6.66%	+2.91%	+10.11%
952 vs 892	12,310 vs 13,188	2.56 vs 2.64	49.18% vs 44.66%
+48.08%	+54.06%	+7.45%	+2.65%
1,000 vs 1,926	1,540 vs 3,352	1.25 vs 1.35	88.51% vs 86.22%
+159.89%	+49.71%	+32.63%	+35.55%
460 vs 177	777 vs 519	1.34 vs 1.99	85.69% vs 63.22%

Page 34 of 36

KEYWORDS ADS

AD GROUP	KEYWORD	IMPRESSIONS	CLICKS	CTR	COST	CONVERSIONS
Medical University	+medical university	79,655	886	1.11%	\$16,977.68	25
Caribbean Medical Schools	caribbean medical schools	18,433	936	5.08%	\$15,145.14	29
Webinar	american medical college	49,544	442	0.89%	\$8,317.17	7
Medical Schools	med school	35,652	266	0.75%	\$5,687.80	7
Medical Schools	+med school	31,135	299	0.96%	\$4,432.41	5
Medical Schools	+medical school	38,780	334	0.86%	\$4,248.86	11
Medical Schools	medical schools	29,076	209	0.72%	\$3,733.00	5
Medical Schools	med school	8,621	119	1.38%	\$3,374.18	2
International Medical School	international med school	8,653	227	2.62%	\$3,155.39	8
Medical Schools	medical school	25,301	181	0.72%	\$2,672.52	6
Caribbean Med Schools	+caribbean +med +schools	1,155	43	3.72%	\$2,540.80	3
Caribbean Medical Schools	caribbean medical schools	2,752	81	2.94%	\$2,533.76	5
International Medical School	international medical school	6,762	198	2.93%	\$2,489.87	5
Medical College	+medical +college	9,866	228	2.31%	\$1,965.28	2
Medical College	+med +college	8,778	193	2.20%	\$1,822.55	3
MCAT Test	+mcat +test	7,624	286	3.75%	\$1,739.04	4
Secondary Keywords	med schools that don't require mcat	546	36	6.59%	\$1,698.94	3
Minority Scholarships	minority scholarship	8,735	314	3.59%	\$1,535.77	21
Secondary Keywords	+caribbean +medical programs	935	41	4.39%	\$1,450.58	3
HBCU Students	+medical +school	18,793	222	1.18%	\$1,442.86	59
Webinar	medical school overseas	3,991	67	1.68%	\$1,441.38	3
AUA	aua	6,554	208	3.17%	\$1,382.41	--
American University - Antigua	american university of antigua	1,812	276	15.23%	\$1,234.89	6
Caribbean Medical Schools	best caribbean medical schools	1,104	49	4.44%	\$1,182.05	6
Caribbean Medical Schools	caribbean medical schools	1,289	40	3.10%	\$1,122.15	2
MCAT Score	+mcat +scores	8,273	207	2.50%	\$1,069.91	3
Medical Schools	school of medicine	7,734	101	1.31%	\$1,041.60	1
MCAT Exam Prep	mcat prep	9,414	146	1.55%	\$980.37	4
Secondary Keywords	+medical school +no +mcat	813	35	4.31%	\$966.52	1

Page 26 of 36

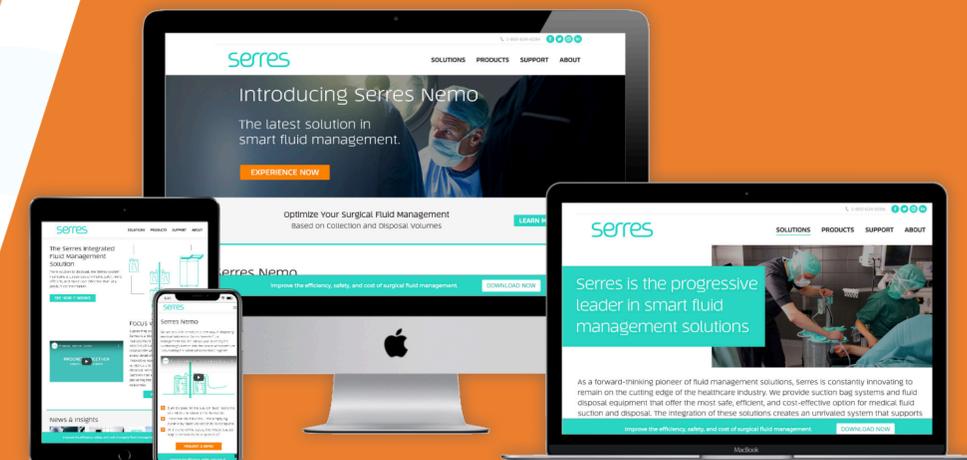
CASE STUDY: MARKET STRATEGY & EXECUTION

PROBLEM

- » European medical equipment manufacturer Serres is #1 in the world in the surgical fluid space, but unknown in the US.
- » Serres sales messaging fell flat on US audience that only wanted to know what they had achieved here.
- » Serres sales messaging was not differentiated by surgical facilities and hospitals.
- » Serres did not understand how to navigate the multiple decision maker reality of US health systems

OPPORTUNITY

- » Root3 conducted research and developed a go-to-market strategy in the U.S. that led to the company's most successful new market launch.
- » 30% of leads turned to sales qualified leads in first 60 days and included Mayo Clinic.



“This launch was by far the most productive and beneficial I’ve been a part of in all my years of device sales. The quality of conversations and opportunities was exciting to see and I’m looking forward to seeing them develop. Also, and most importantly, the Root3 team is amazing. They absolutely killed it with everything they did to have us prepared for launch. Thank you all for your support and helping us stand out in the market.”

JASON PFEIFFER
US SALES DIRECTOR, SERRES

CLIENT EXPERIENCE

TECHNOLOGY



GOVERNMENT & NPO





“I’d describe Root3 as our trust vectoring engine. They enabled us to do a vertical take off with one of the most coveted national accounts within weeks which would have otherwise taken over a year. And once airborne, Root3 has been helping us carefully calibrate our execution with great precision and effect. What makes Root3 lethal is their mastery of marketing-deal cycle.”

TONY MIRANZ
COFOUNDER & PRESIDENT, MACHINIFY

ADDRESSING ALL MARKETING CHANNELS & NEEDS

- » NEW RELATIONSHIPS
- » REENGAGEMENT
- » CUSTOMER UTILIZATION/RETENTION
- » CHANNEL STRATEGIES
- » NEW PRODUCTS/SERVICES
- » NEW MARKETS
- » U.S. GO-TO-MARKET
- » RECRUITING & RETENTION
- » SUSTAINABILITY
- » MARKET AWARENESS & EDUCATION
- » BRANDING/RE-BRANDING
- » M&A POSITIONING

FOUNDATIONAL SERVICES

RESEARCH & STRATEGY

- » Opportunity Assessments
- » Competitive/Comparable Intelligence
- » Digital Footprint Analysis
- » Quant/Qual Research
- » Message Development
- » Strategic Plan Development

DESIGN, WEB, DATABASE, CRM

- » Brand Development/Rebranding
- » Web Development/UX
- » Design, Photography, Video, Animation
- » Database Development/Segmentation
- » Automation Configuration/Management

BD/SALES

- » Sales Process Digital Transformation
- » Persona Development
- » Engagement & Prioritization Strategy
- » Sales CRM Setup/Configuration/Management
- » Email Cadences & Call Scripting

THE FIRST 90 DAYS

IMMEDIATE STRATEGIC COMMUNICATIONS EXECUTION

Based on what we know about your current marketing resources and tactics, we recommend immediate execution of the following tactics:



NEWS RELEASE
SUPPORT



MEDIA LIST
DEVELOPMENT



SOCIAL CHANNEL
AUDIT



SOCIAL POST
OPTIMIZATION



GRAPHIC DESIGN TO
SUPPORT NEWS &
ANNOUNCEMENTS

EXECUTIONAL SERVICES

MARKETING

- » Inbound & Outbound
- » Content & Social
- » SEO/SEA
- » Marketing & Email Automation
- » Web Development & Management
- » Lead Generation & CRO
- » Public & Media relations
- » Events

BD/SALES

- » Email/Phone Sales Cadences
- » Lead Qualification Calling / Appointment Setting
- » Marketing CRM Management
- » Sales CRM Management
- » Database Management

BUILD MARKETING FOUNDATION

CRM

- » Select and configure marketing CRM
- » Select and configure sales CRM
- » Automation configuration and training

DATABASE

- » Segment and verify database
- » Additional development/refinement

UX

- » Identify target personas
- » Develop guided approach for each persona (web, social, email, SEA, etc.)

DEVELOP 2021 STRATEGY

ROOT3 recommends a focused research and strategic plan development project to put intelligence behind the marketing strategy, define what success looks like, and get everyone involved focused on the same goals.



THE FIRST 90 DAYS

PHASE 1 - FIRST 30 DAYS

- » Kick-off meeting
- » Begin immediate execution and support
- » Launch research

PHASE 2 – 30-60 DAYS

- » Continue execution and support
- » Present research findings
- » Present messaging recommendations

PHASE 3 – 60-90 DAYS

- » Develop 2021 Strategy
- » Present detailed tactics and goals for Q1
 - › Campaigns, content, tactics, timelines

CONTINUOUS SUPPORT

Root3 will work with Mission Measurement leadership and marketing resources to understand and amplify company resources, growth goals, messaging, and target decision maker characteristics throughout the whole timeline.

BUDGET

- » Research/Messaging/Strategic Plan Development
- » First 90 Days Foundation Development & Execution

\$TBD

\$TBD

- » Ongoing Execution

- › Ongoing execution price will be determined based on the scope of work detailed in the strategic plan.



root3marketing.com

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