



PUBLIC RELATIONS & COMMUNICATIONS STRATEGY

October 14, 2020

SITUATION OVERVIEW

VELOCE ENERGY is a green-tech company focused on accelerating the electrification of transportation through the development and deployment of innovative EV charging infrastructure. Its model solves barriers to EV charging profitability including high utility connection costs, high utility Demand Charges, and expensive construction roadblocks.

Partners include fleet operators, charging station operators, and EV charger manufacturers.

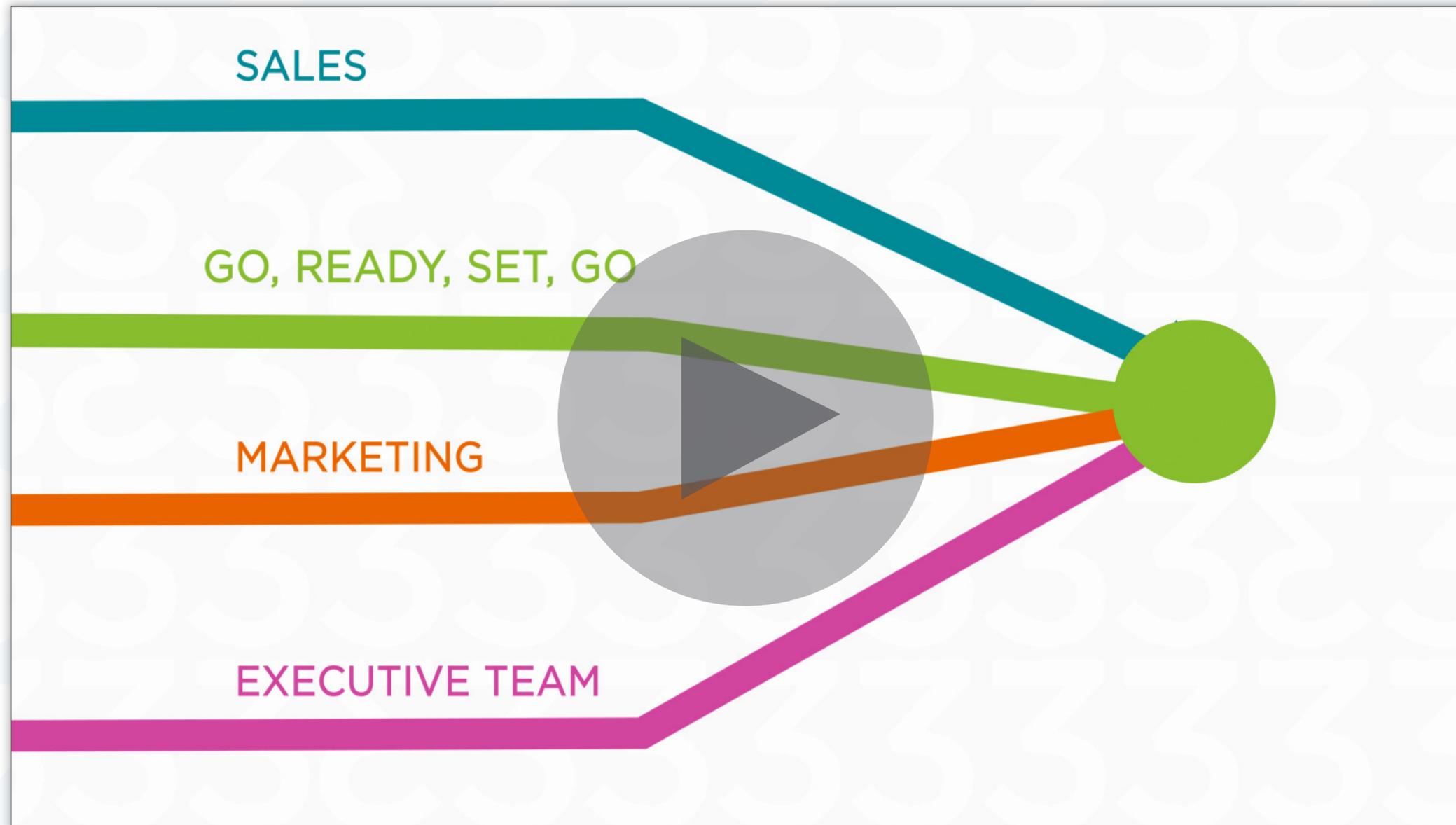
To capture the opportunity in the market and achieve its aggressive growth and funding goals, VELOCE has requested a public relations and strategic communications strategy to build brand awareness, leverage internal thought leaders, define key messaging, and accelerate business development.

Root3 has outlined a 90-day plan that establishes the foundation for a robust communication and PR program, and includes:

- 1 IMMEDIATE EXECUTION
- 2 RESEARCH & MESSAGING
- 3 STRATEGIC COMMUNICATION PLAN DEVELOPMENT

IMMEDIATE EXECUTION

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.



IMMEDIATE EXECUTION

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



NEWS RELEASE
SUPPORT



MEDIA LIST
DEVELOPMENT



SOCIAL CHANNEL
AUDIT



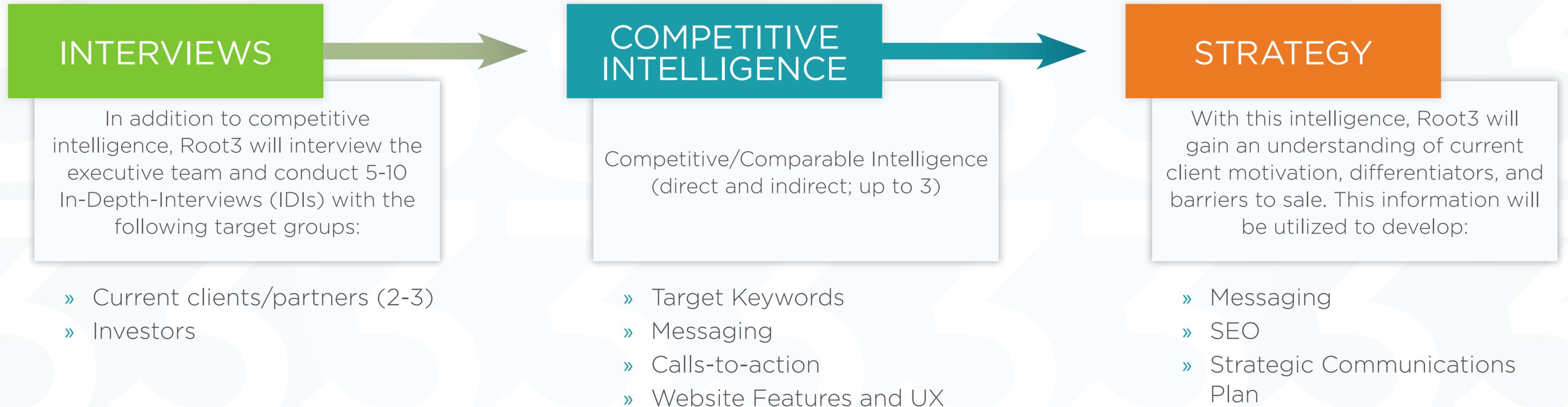
SOCIAL POST
OPTIMIZATION



GRAPHIC DESIGN TO
SUPPORT NEWS &
ANNOUNCEMENTS

RESEARCH & MESSAGING

Root3 is recommending a research project that will result in cohesive, impactful messaging by persona to influence key decision makers including investors, partners, stakeholders, and future employees. The project will include:



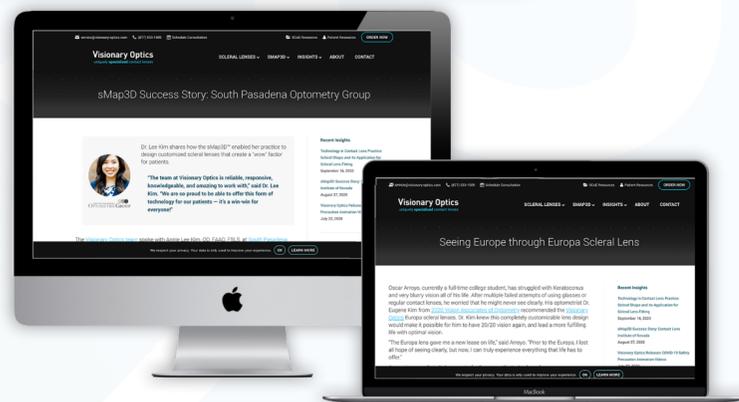
STRATEGIC COMMUNICATIONS OVERVIEW

A strategic communication plan would place VELOCE at the center of the market's evolution. A blend of PR and rich content will work together to achieve brand awareness goals and support SEO, driving readers/media/investors/partners to your website - ensuring online success and positioning VELOCE to win search.

Content can include:

- » Thought leadership content
 - › Shorter form blogs
 - › Longer form gated content
- » Company news and announcements
 - › Funding milestones
 - › New hires
 - › Expansion
 - › Partnerships, i.e. KORE Power
- » Bylines and op eds
- » Videos and animations
 - › Focusing on proof of performance
- » Podcast interviews
- » Infographics
- » Awards, event sponsorships and speaking opportunities

NEWS & INSIGHTS



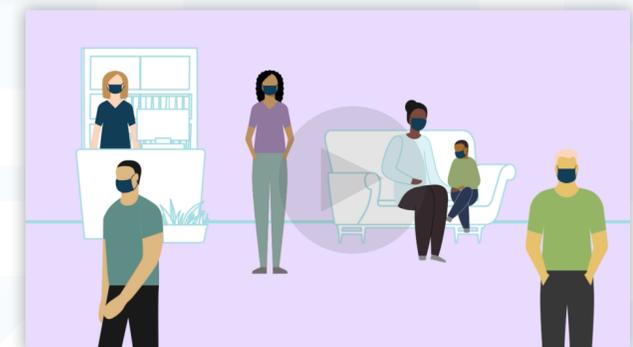
DESIGNED MATERIALS

"THE SUPERIOR TECHNOLOGY
ALLOWS ME TO PROVIDE
CUTTING-EDGE AND PRECISE
SCLERAL LENS EVALUATION & FIT."
Arash Sadeghian, OD at Corona Optometry

"We are so proud to be
able to offer this form
of technology for our
patients – it's a
win-win for everyone!"
*Annie Lee Kim, OD
at South Pasadena
Optometric Group*

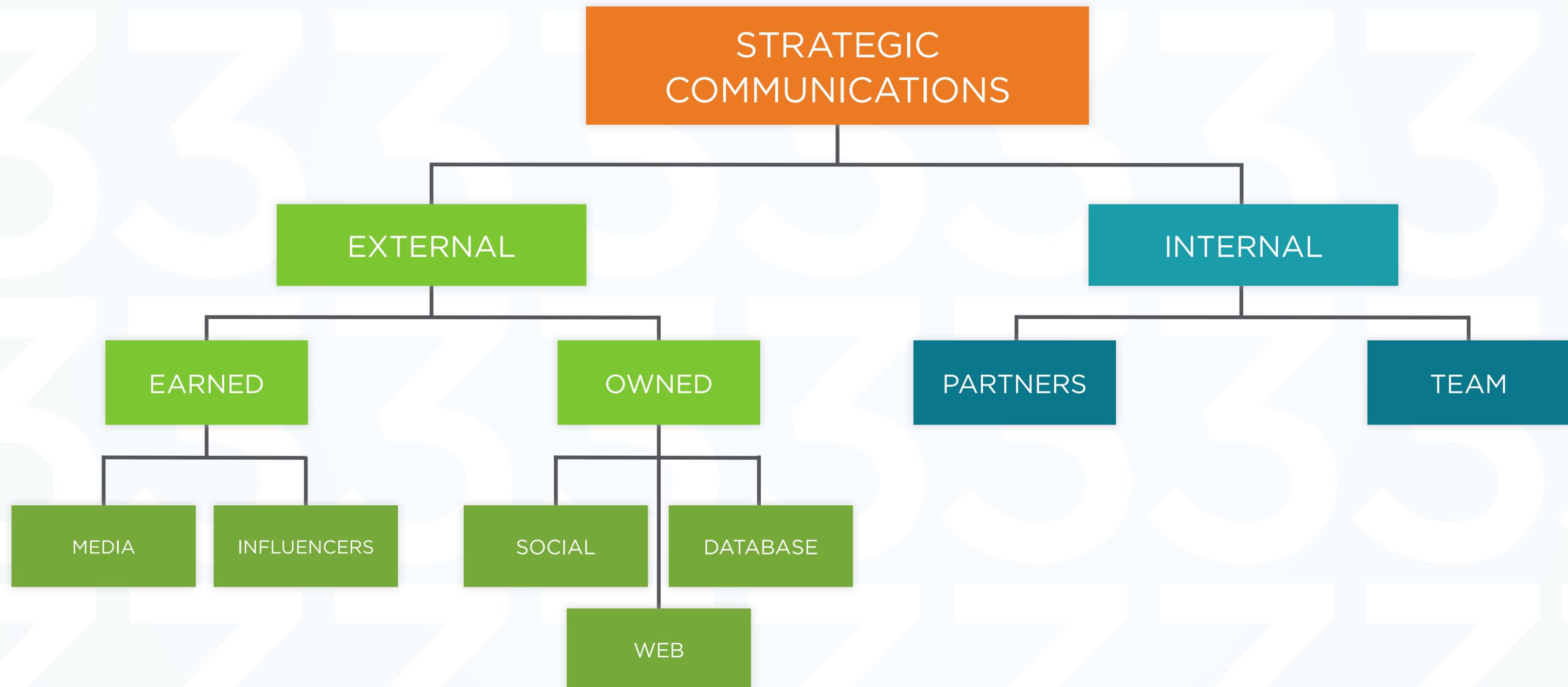


VIDEO & ANIMATIONS



STRATEGIC COMMUNICATIONS OVERVIEW

Root3 extracts the full value out of the content through strategic distribution to target audiences through paid, owned, and earned media platforms.



NICHE AUDIENCE SPECIALISTS



- Do you have a big marketing need or opportunity?
- Does it include complicated, and/or expensive products or services?
- Are you targeting a niche market that is hard to reach, access and influence?
- We capture that opportunity while providing growth and development along the way.

B2B NICHE AUDIENCES

EXAMPLES

Original Equipment Manufacturers

Hospital Joint Ventures

Technology Platforms

Managed Service Organizations



MARKETING EFFICIENCY & SALES INTEGRATION SPECIALISTS

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



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

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

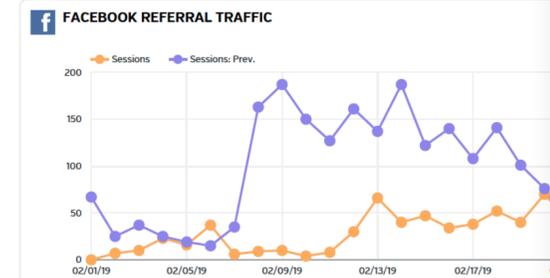
REPORTING & OPTIMIZATION

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

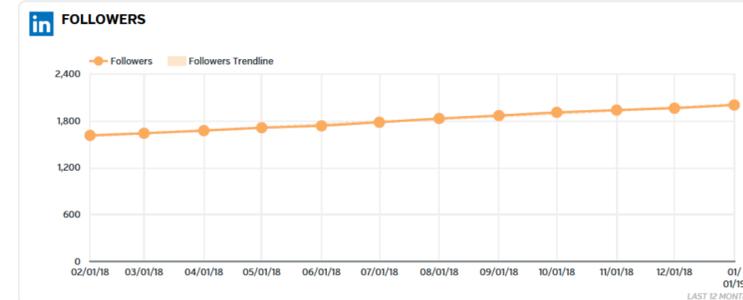
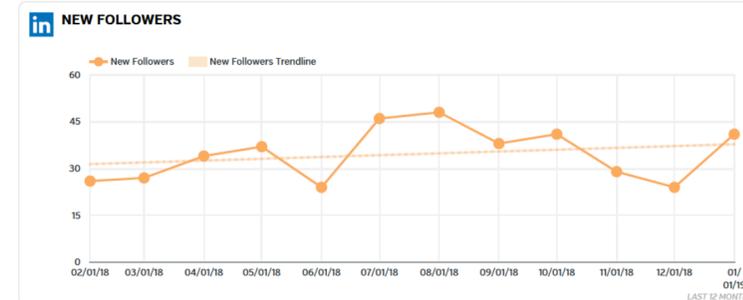
LIKE SOURCES
Restored Likes From Reactivated Accounts
Your Page
Search
News Feed
Page Suggestions
Other

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

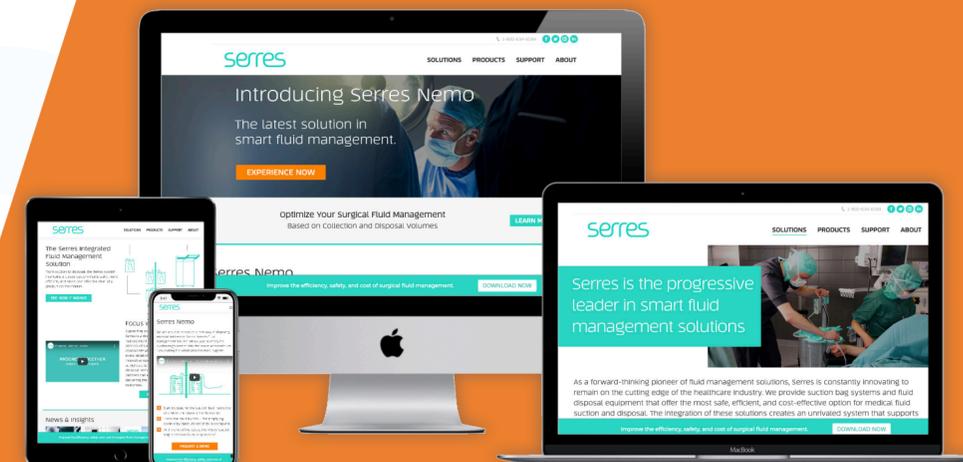
CASE STUDY: ORIGINAL EQUIPMENT MANUFACTURER

PROBLEM

- » Hospitals throw away or burn enormous amounts of plastic waste after every surgery.
- » Those disposal methods also expose staff and patients to airborne infections.
- » European medicalequipment manufacturer Serres developed a process that solves both problems. Its solution has become industry standard all over the world - except in the U.S.

OPPORTUNITY

- » Root3 developed a go-to-market strategy in the U.S. that utilized the sustainability message to prompt hospitals to prioritize this solution over others that could produce more results in cost reduction or revenue improvement.



CLIENT EXPERIENCE

OEM



OEM PARTNERS



TECHNOLOGY



ENERGY



PE PORTFOLIO



90-DAY TIMELINE

PHASE 1 - FIRST 30 DAYS

- » Kick-off meeting
- » Begin immediate execution and support
- » Launch research
 - › Review existing brand messaging and collateral
 - › Competitive/comparable intelligence
 - › Interviews with executive team and customers

PHASE 2 – 30-60 DAYS

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

PHASE 3 – 60-90 DAYS

- » Develop a strategic PR & communications plan
- » Refine plan based on input
- » Finalize editorial calendar for next 90 days

CONTINUOUS SUPPORT

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

BUDGET

This is normal text copy that can be edited

- » this is a list that can be edited
 - › this is the secondary list that can be edited



root3marketing.com

773.799.8200