

ZUS MKT 2019 Strategic Plan & Programs Overview



Updated: January 9, 2019

The background of the slide features a silhouette of a mountain range against a sunset sky. On the right side, a flag is planted on a peak, displaying the text "\$10M" in a large, blue, textured font. In the foreground, several silhouettes of people are shown climbing the mountain, with one person at the bottom left appearing to assist another, symbolizing teamwork and achievement.

\$10M

Build an *actionable* pipeline of *Sales Qualified Leads* in served and targeted market segments to achieve or exceed \$10M revenue from ZESTRON products, solutions, and services.

ZUS MKT

2019 Goals and Key Performance Metrics

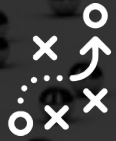


Goal 1: Top-of-Funnel Growth





Goal: Increase total number of leads added to ZESTRON Americas Sales Funnel



Strategy: Raise market awareness of general benefits of electronics cleaning and of ZESTRON solutions to grow both addressable and served markets

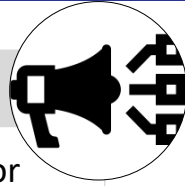


Objective: ≥ 600 new companies or contacts added to Pivotal in 2019 from an MKT Lead Source



Tactics: Execute multi-channel, benefits-based campaigns both branded and un-branded to track attribution of new leads to specific programs and messages

Benefits-Based Campaigns



- Launch multi-channel campaigns for each of Risk Management, Time/Cost/Efficiency, Solutions to Future Challenges, Reliability (corporate image)
- Annual unique website visitors increase by 15% (2018 baseline 27.5K)

Event Marketing



- ≥ 90% average Return On Objectives (ROO) on Tier 1 and Tier 2 shows
- Event Marketing budget variance < 10%
- Average Pipeline ROI on Tier 1 and 2 events ≥ 50%

Social & E-Mail



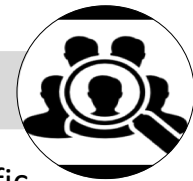
- 30% increase in social engagement (baseline 274 session referrals)
- 10% increase in email newsletter subscribers (baseline = 5500)

Digital Advertising & SEO



- Average position of top 10 (pre-identified) keywords ≤ 1.5
- Organic search traffic increase ≥ 10% (2018 baseline = 12K users)
- Average digital advertising CTR ≥ 0.75% (25% improvement vs. 2018)
- Total digital advertising impressions ≥ 1M (all ad sources)
- Average digital advertising CPC ≤ \$3.50 (all ad sources)

Targeted Promotional Blitzes



- Execute 3 product or market-specific promotional campaigns – 1) Underside/Stencil/Manual, 2) Avionics MRO, 3+) Semicon, Mexico market-specific, Anti-No Clean, pH Neutral
- ≥ 12% Response Rate on blitz communication [(= customers responding/customers exposed)*100]

Goal 2: Lead Conversion Velocity

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High Precision Cleaning





Goal: Reduce the time required to move leads from MQL (new) to actionable SQL (opportunity)



Strategy: Improve Lead Quality through nurturing programs



Objective: Move $\geq 33\%$ of 2019-created MQL to Decision (opportunity added) funnel stage within one calendar year



Tactics: Develop buyer personas upon which to build automated, highly-targeted drip marketing campaigns and quantitative lead scoring to maximize pre-qualified sales opportunities

Lead Scoring



- a. Average predictive lead score ≥ 5 for all contacts assigned MQL or SQL status
- b. 100% 2019-created MQL added to Marketing Automation system with Lead Source and Funnel Stage
- c. 100% of SQL moved from Marketing Automation to CRM for Sales action

Customer Relationship Dev.



- a. ≥ 10 in-person customer visits by MKT Team with SA and/or AT
- b. ≥ 4 Case Studies published
- c. Internally publish 5 buyer personas to reflect target audiences identified in MKT 2018 Workshop

E-Mail & Drip Marketing



- a. 100% 2019-generated MQL added to Marketing Automation system with Lead Source and Funnel Stage values populated
- b. 100% of SQL moved from Marketing Automation to CRM for Sales action
- c. Introduce content for up to 3 automated nurturing workflows and assign $\geq 67\%$ of leads to a sequence
- d. Average $\geq 20\%$ open rate on MKT emails
- e. Average $\geq 2\%$ CTR on MKT emails
- f. $\geq 15\%$ Goal Conversion achievement in drip workflows

Goal 3: Thought Leadership

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High Precision Cleaning





Goal: Position ZESTRON as the pre-eminent subject matter expert and go-to reference source in electronics cleaning



Strategy: Deliver a comprehensive, multi-channel technical content program



Objective: 10 technical studies/papers/ presentations



Tactics: Re-purposed content across channels with a non-sales focus delivered under the ZESTRON Academy brand

Webinars & Training



- a. Deliver 8 ZESTRON Academy webinars
- b. Average ZA webinar registration ≥ 265 (10% increase vs. 2018)
- c. Average ZA webinar attendance ≥ 78 (10% increase vs. 2018)
- d. 75% of ZA webinar attendees assigned a lead score
- e. 2 customized trainings and/or seminars delivered in 2019

Industry Leadership



- a. ≥ 4 technical presentations at industry trade shows or expos
- b. Average Competitive Positioning Index score of all event marketing $\geq 50\%$
- c. Participation in ≥ 5 industry panels, debates, podcasts, and/or workshops
- d. Improve zestron.com Domain Authority by 10% (vs. end-2018 baseline of 36)

Published Articles & Content



- a. Launch “Cleaning Chronicles” blog with ≥ 10 posts through 2019
- b. ≥ 70 content posts (all sources)
- c. 10% increase in External Weblink count (vs. 2018 baseline of 1.8K)
- d. 15% increase in referral traffic (vs. 2018 baseline of 1318 users)
- e. Average position of top 10 (pre-identified in Google Data Studio report) keywords ≤ 1.5
- f. Click-Through-Rate (CTR) on content-specific newsletters, landing pages, and published content $\geq 5\%$

Goal 4: Product Introduction/Positioning

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High Precision Cleaning





Goal: Facilitate the profitable market introduction and adoption of optimally-performing electronics cleaning solutions in the Americas regions



Strategy: Align needs and product knowledge of internal and external stakeholder to optimize the product innovation and revenue lifecycle



Objective: Achieve market share leadership in all served product and application segments in Americas regions



Tactics: Specify and introduce new products for development and own their performance from concept to obsolescence

Product Positioning



- a. Initiate R&D (performance envelope) process for ≥ 3 future products to ensure adherence to innovation and churn metrics over next 3 years
- b. 2x semi-annual product roadmapping tours with SA targeting 'A' customers
- c. **Limit product discounting practices to ensure average xx% margin on defluxing chemistry solution sales**

New Product Introduction



- a. Facilitate the successful completion of 2 α trials for each new chemistry product to be introduced in 2019 or Q1 2020
- b. Facilitate the successful completion of 3 β trials for each new chemistry product to be introduced in 2019 or Q1 2020
- c. Ensure sales readiness to support new products by completing 100% product handover packages

Market Acceptance & Growth



- a. **Innovation Index (revised) revenue \geq 20% of total annual sales**
- b. Convert ≥ 2 'A' customers from competitive cleaning solutions to ZESTRON products
- c. Limit annual customer churn to $\leq 10\%$ (on known recurring chemistry procurement)
- d. $\geq 10\%$ of annual product revenue from strategic growth initiatives in adjacent or developing application segments

Goal 5: ZUS MKT Team Development





Goal: Enable MKT goals achievement through professional development of ZUS MKT team



Strategy: Enhance and expand the skillset of ZUS MKT through continuing professional education and industry engagement



Objective: Each ZUS MKT team member complete 1 training or certification program agreed to be relevant to their role and long-term career goals



Tactics: Seek out learning opportunities in our industry and with role-related organizations in which to participate

Professional Development



- a. Each MKT ZUS team member complete 1 professional development course or achieve mutually-agreed relevant certification
- b. Actively participate in industry associations through event attendance, blog/social engagement, customer visits, and/or peer discussions
- c. Develop proficiency with MKT tools

Goals/Objectives Summary

#	Goal	Strategy	Objective	Tactics
1	Increase total number of leads added to ZESTRON Americas Sales Funnel	Raise market awareness of general benefits of electronics cleaning and of ZESTRON solutions to grow both addressable and served markets	≥ 600 new companies or contacts added to Pivotal in 2019 from an MKT Lead Source	Execute multi-channel, benefits-based campaigns both branded and un-branded to track attribution of new leads to specific programs and messages
2	Reduce the time required to move leads from MQL (new) to actionable SQL (opportunity)	Improve Lead Quality through nurturing programs	Move ≥ 33% of 2019-created MQL to Decision (opportunity added) funnel stage within one calendar year	Develop buyer personas upon which to build automated, highly-targeted drip marketing campaigns and quantitative lead scoring to maximize pre-qualified sales opportunities
3	Position ZESTRON as the pre-eminent subject matter expert and go-to reference source in electronics cleaning	Deliver a comprehensive, multi-channel technical content program	10 technical studies/papers/presentations	Re-purposed content across channels with a non-sales focus delivered under the ZESTRON Academy brand
4	Facilitate the profitable market introduction and adoption of optimally-performing electronics cleaning solutions in the Americas regions	Align needs and product knowledge of internal and external stakeholder to optimize the product innovation and revenue lifecycle	Achieve market share leadership in all served product and application segments in Americas regions	Specify and introduce new products for development and own their performance from concept to obsolescence
5	Enable MKT goals achievement through professional development of ZUS MKT team	Enhance and expand the skillset of ZUS MKT through continuing professional education and industry engagement	Each ZUS MKT team member complete 1 training or certification program agreed to be relevant to their role and long-term career goals	Seek out learning opportunities in our industry and with role-related organizations in which to participate

- ZUS MKT General (N://Papers & Presentations/Sales Meeting 2018/)
- ZUS MKT Budget Track & Reconcile (N://MKT Plan 2019/)
- ZUS MKT Google Data Suite (hyperlinked)
- ZESTRON Cloud & SaaS Computing (N://MKT Plan 2019/)
- Technical Content Plan (N://MKT Plan 2019/)
- Social Media Plan 2019 (N://MKT Plan 2019/)
- Event Marketing Performance Calculator (N://TOOLS, TEMPLATES/)