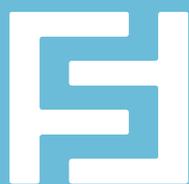




# Marketing Automation Professional Services

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## Offerings & Pricing



Faye  
Business  
Systems  
Group

*Welcome to the software you've always wanted....*

[www.fayebsg.com](http://www.fayebsg.com)

# Evaluation

## CRM & Marketing Automation Services Made For You...

It's impossible to operate a business today without technology. Having a CRM, Marketing Automation and Social Media



Management tools are table stakes for running a marketing and sales operation that successfully attracts prospects, engages it's audience, tracks key metrics, and connects buyers in real-time with account executives. This isn't rocket science and it's nothing you don't already know. So why bring it up?

### You Have A Resources Gap

Knowledge and time are both precious resources. If you're reading this you have a gap in either one or both of these areas. You either lack the knowledge to get the most production and value out of your marketing automation and CRM system or you don't have the time to get everything functioning as it should. You've got too many things competing for your time and something has to change or you won't hit your quarterly or annual goals.

### What's the Solution?

At FayeBSG we provide you the time, expertise, and support necessary to get your CRM and Marketing Automation systems working at the level necessary for you to not only hit your quarterly and annual goals but improve upon them without going over budget.

### We Innovate to Success

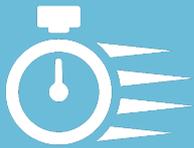
Every company has different needs and that means providing personalized recommendations and strategies that come from learning your business. There isn't a department, company or industry level need that we can't accommodate or build for.

We approach every company with the attitude that, "There is nothing we can't do."

Whether you have proprietary systems, unsupported technologies, or a business need that isn't serviced well by the default configuration of your CRM or Marketing Automation system we find a way to make your company successful.



# Services



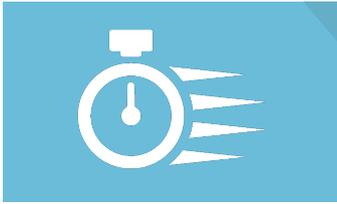
## Rapid Onboarding

Deliverables	STANDARD	PREMIER	CUSTOM*
Unlimited access to Act-On University courses and guides	×	×	×
<b>Six (6) regular check-ins with your Act-On onboarding manager</b>	×	×	×
Marketing Automation Strategy Guide (PDF)		×	×
One (1) mobile responsive email template		×	
One (1) mobile responsive landing page template with lead capture form		×	
Funnel Marketing best practice discussion		×	
Six (6) additional (twelve in total) check-ins with your onboarding manager		×	
Two (2) seats at New User Boot Camp			
Twenty (20) hour marketing services retainer			×
Price	\$500	\$3,000	\$3,500

### STANDARD: ONBOARDING \$ 500

Our basic package is ideal to orient your team to Act-On and their available resources. Great for experienced marketing teams who are familiar with technical deployments and have a defined marketing automation deployment plan.

- » *Unlimited access to Act-On University courses and guides*
- » *Six (6) sessions with your onboarding manager to guide you through your goals and ensure you are set up for success with Act-On*



# Rapid Onboarding

(Continued)

## PREMIER: ONBOARDING

**\$ 3,000**

Our Premier onboarding package is ideal for marketing teams who are familiar with digital marketing, yet haven't clearly defined their marketing automation deployment plan. The services provided in this package will not only orient you to Act-On functionality it will also provide assistance in developing success and deployment strategies for core platform functionality. Included is:

- » Unlimited access to Act-On University courses and guides
- » Marketing Automation Strategy Guide
- » One (1) mobile responsive email template branded to match the look and feel of your corporate website
- » One (1) mobile responsive landing page template with lead capture form branded to match the look and feel of your corporate website. Templates are created using pre-designed layouts. Does not include custom CSS or Javascript.
- » Twelve (12) sessions with your onboarding manager to guide you through your goals and ensure you are set up for success with Act-On
- » Two (2) seats at New User Boot Camp

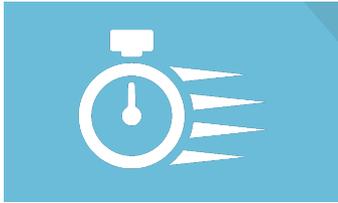
## Onboarding Marketer on Demand Retainer

**\$ 3,500**

Need hands-on help to get you started? Let one of our top Act-On experts help execute your onboarding journey. This includes: 20 hours with a Marketing Automation Specialist. Use this time for things like:

- » Developing list management & list segmentation best practices
- » Setting up your lead scoring system
- » Implementing campaign workflow best practices
- » Assistance with campaign launches
  
- » Unlimited access to Act-On University courses and guides
- » Copy of our Marketing Automation Strategy Guide
- » Six (6) sessions with your onboarding manager at Act-On to guide you through your goals and ensure you are set up for success

*Onboarding packages must be completed within the first 90-days of your Act-On subscription.*



# Rapid Onboarding

(Continued)

## CONTENT MIGRATION

Tier I	10 hours on retainer	\$ 750
Tier II	25 hours on retainer	\$ 1,875
Tier III	40 hours on retainer	\$ 3,000

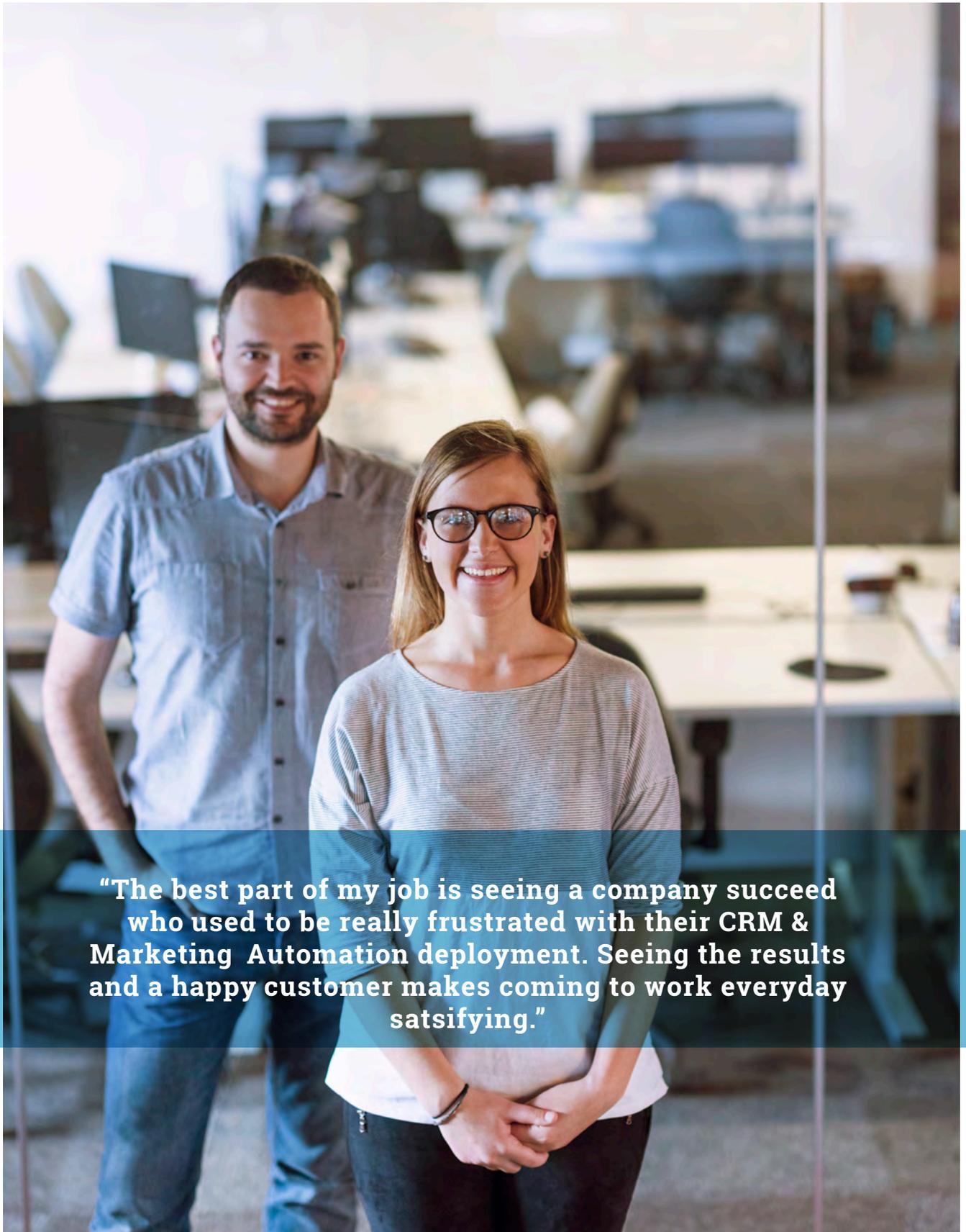
**FayeBSG** will perform an account audit and help you build a phased plan to accelerate the set up of your Act-On account so you can hit the ground running.

We understand how critical the migration of your content is to the success of your future campaigns with Act-On, so we want to make sure that your content and data are moved over to Act-On swiftly and accurately.

Our services cover migration of the following:

- » Campaign Assets: Existing emails, landing pages and forms
- » Media Files: Including images, logos, pdfs, video, etc.
- » Marketing Lists: Master list, list segments, opt-outs, hard-bounce list, etc.

We have developed three standard packages of service hours that meet most customer needs based on the number and type of assets to be migrated. Have a larger or smaller project for us? No problem. We will talk through the details with you and develop a custom proposal to meet your needs.



**“The best part of my job is seeing a company succeed who used to be really frustrated with their CRM & Marketing Automation deployment. Seeing the results and a happy customer makes coming to work everyday satisfying.”**



# Strategy & Consulting

## MARKETING CONTENT ASSESSMENT & STRATEGY — \$ 1,750

The MCAS consulting package is a great way to better target your content marketing efforts. This package will allow our **marketing experts** to evaluate the content resources available on your website, blog, and other digital channels and provide feedback into how this can be positioned based on your documented buyer personas and buyers' journey.

Often, 8-hours is adequate time to assess content/messaging strategy for one business vertical, additional consulting hours are recommended for customers with multiple target audiences.

- » Review of content assets such as: white papers, case studies, infographics, datasheets, articles, etc.
- » Analysis of funnel stage for each piece with recommendations
- » Make recommendations for additional content or content changes
- » Create offer content inventory
- » Identify informational, education, thought leadership content available for target audiences and buy cycle stages
- » Create content development strategy for outbound programs



# Strategy & Consulting

(Continued)

## MARKETING PROGRAM ASSESSMENT ————— \$ 3,500

The MPA consulting package is perfect for marketing teams that are looking to be more deliberate with their marketing automation deployment. Our **expert marketers** will work with you to understand your customer demographic and behavioral personas, and organize your list architecture and segmentation to reflect these strategic initiatives.

Additionally our team will evaluate your current demand generation and marketing automation process and evaluate potential gaps that need to be addressed by your team. These areas of focus will be documented and summarized recommendations will be provided so your team can develop and implement appropriate solutions.

We find that 20-hours is adequate time to assess marketing programs for one business vertical, additional consulting hours are recommended for customers with multiple target audiences.

- » Create segments with existing customer database, including customer pain points, interests, lead source, product or service interest, define audience, etc, assess whether database is categorized by persona
- » Define marketing automation goals and metrics
- » Perform demand gen or marketing automation gap analysis (up to 4-hours) Includes: Assess relevance and quality of the defined audiences, quantify assets and content to be used for funnel stages, deliver a recommendations report on lead flow process with forms mapping, lead scoring set up, as applicable, socialmedia connectors, alerts set up, automated programs and workflows, resources to execute on the program
- » Provide a recommendations report on offers and calls to action strategy
- » Identify informational, education, thought leadership content available for target audiences and buy cycle stages
- » Provide platform and campaign-level review and analysis



# Strategy & Consulting

(Continued)

## MARKETING AUTOMATION PROGRAM STRATEGY — \$5,000

The MAPS consulting package is ideal for marketing teams who are looking to maximize their investment into marketing automation. Our **marketing experts** will work with your team to document your target buyer personas, define the buy cycle stages relating to a marketing automation communication strategy

Based on this discovery process, messaging and content topics will be defined, and automated workflows will be documented to provide your marketing team clear direction as to what offer content should be developed in Act-On to maximize audience responsiveness.

Most often, 28-hours is adequate time to develop 3 key personas and the content/messaging strategy for one business vertical, additional consulting hours are recommended for customers with multiple target audiences. Included:

- » Define marketing automation goals and metrics
- » Perform backgroundresearch on industry and client provided competitors
- » Make recommendations for additional content or content changes
- » Target audience definition including definition of segments and buyer personas using Act-On template
- » Buy cycle definition and buyer's journey map
- » Create program strategy map including email messaging strategy
- » Diagram what needs to be built, how leads flow between programs/ channels, how to move customers through the buy cycle stages

**Not seeing what you're looking for? Whether you need help with strategic guidance, campaign development, or content creation, we can design a custom Professional Service package to meet your needs.**

# Focus Point



## ROI

We maximize every dollar spent to ensure you get the highest ROI possible.



## BUDGET FRIENDLY

We work with you to create a plan that works within your budget.



## SECURITY

We ensure that every implementation protects your company assets and data.



# Campaign Development

## MARKETER ON DEMAND

Starting at \$ 1,750  
per month

When you work with **FayeBSG**, you get an extra pair of hands to take on those jobs you don't have the time, or the in-house skills, to do. Think of us as your **MOD Partner** and call on us to assist with account set up, integrate new tools, execute platform activities, set up a new program, and much more. Use this discretionary time with a designated Act-On expert to get caught up, get ahead, or fill in for a missing team member

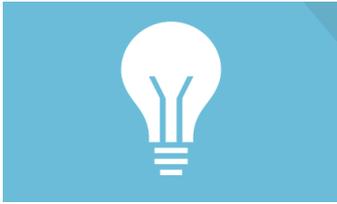
Minimum commitment of 10 hours per month for 3 months.

## SINGLE AUTOMATED CAMPAIGN

\$ 6,000

Are you ready to build your first automated program, but you aren't sure where to start? Let our experts guide you through the process and launch your first automated campaign in record time! Includes:

- » Strategic consulting for one automated program including definition of goals, metrics, target audience and recommend content assets used for automated program (up to 1-hour)
- » Define messaging, cadence, branching steps/criteria, exit criteria
- » Create and document campaign workflow
- » Build campaign architecture, set lead scoring to Act-On standard or existing client rules and identify the segment used for the campaign
- » Production, logo placement and brand colors added to design template, copywriting, and testing for up to five (5) emails and one (1) landing page. Includes one round of copy and design edits
- » Create one (1) mobile responsive email template and one (1) mobile responsive landing page template or thank you page
- » Set up A/B testing as needed, as well as set up sales or marketing alerts
- » Included; if Act-On is connected through a standard CRM connector:
- » Set up the CRM campaign if applicable
- » Map CRM and Act-On list fields as applicable
- » Sync campaign responses with the CRM as applicable
  
- » *Offer or downloadable content asset creation sold separately*



# Campaign Development

(Continued)

## **BASELINE MARKETING AUTOMATION STRATEGY & IMPLEMENTATION** ————— **\$ 12,000**

Designed for customers who are ready to implement funnel based marketing campaigns but don't have the time to do it themselves. Our experts will develop and implement your baseline strategy to help you build a solid marketing automation foundation. This package includes the following:

### **Strategy**

- » Define marketing automation goals and metrics
- » Perform background research on industry and client provided competitors
- » Make recommendations for additional content or content changes
- » Target audience definition including definition of segments and buyer personas using Act-On template
- » Buy cycle definition and buyer's journey map
- » Create program strategy map including email messaging strategy
- » Diagram what needs to be built, how leads flow between programs/channels, how to move customers through the buy cycle stages

### **Implementation**

- » Setup of three (3) automated programs (*top, middle and bottom of funnel*) using predefined workflows
- » Identify and create segment(s) to be used for the campaign, including (if needed) assistance with consolidation of one master list (up to 5 hours maximum)
- » Lead score funnel report and marketing qualified alert configuration
- » One mobile responsive email template, one mobile responsive landing page template, one form template (*No custom design or copywriting*)
- » Asset assembly for automated program – Up to 15 emails, plus up to 12 landing pages; customer to provide copy and images

Need assistance with copywriting? Add \$5,000 to this package to include copywriting and stock images for up to 15 emails and 12 landing pages (must be combined and dedicated to the Baseline Marketing Automation Strategy Implementation package). All topics and outlines to be provided by customer. Offer or downloadable content asset creation is sold separately.



# Content Design

## ASSET ASSEMBLY

**\$ 350**

EMAIL, LANDING PAGE, OR LEAD CAPTURE FORM

per asset

We will assemble one email message, landing page, or lead capture form using the copy, design file, images, and instructions that you provide. You will provide a mock up and assets, or choose from one of our all-purpose templates.

This does not include professional copywriting, custom design work or custom CSS.

## QUICK START: CREATIVE

**\$500**

Be ready to make an impact - have **FayeBSG** create templates that match your company brand with placeholders for text and images that you update. Start your automated marketing with:

- » One mobile responsive landing page template
- » One mobile responsive email template
- » One mobile responsive lead capture form

Branded to match the look and feel of your website; template will be created using pre-designed email and landing page layouts.

## CUSTOM ASSET DESIGN

**\$ 1,500**

EMAIL, LANDING PAGE, OR LEAD CAPTURE FORM

per asset

Our design experts will combine high-impact visual design with compelling calls to action to maximize engagement and responses for your email campaigns. Custom design includes:

- » Responsive design, coding, and testing of a custom asset as a reusable template that is uploaded to your Act-On account
- » Promotional copywriting, graphic design, and stock images
- » Web forms include a branded all-purpose confirmation email or confirmation page
- » View examples of custom design work in our gallery at:



# Training Programs

Let us help you promote your brand, generate more demand, and expand your reach! Whether you're new to Act-On or a seasoned veteran of marketing automation, we can help you learn the foundational and advanced functionalities of the Act-On platform through a variety of private training workshops. We offer courses that are geared to help you implement and set up your account, as well as help you market in every stage of the buyer's journey using the Act-On platform.

During these workshops, you're going to learn how to fully leverage the Act-On platform, and you're going to see it in action as YOU begin working in your own Act-On profile at the same time!

## **CUSTOM WORKSHOPS (Virtual)** ————— **\$ 1,500** per one-hour course

Looking for a convenient, cost-effective, and flexible way to help your team learn the Act-On platform regardless of geographic location? This is your solution. You and your team will learn from the Act-On experts and ask questions as you normally would in a traditional classroom! You can have as many as 20 team members join each course, and you will receive a copy of the course recording for future reference.

## **STANDARD WORKSHOPS (Two-day On-site)** ————— **\$ 7,500** + travel & expenses per engagement

In these workshops, we bring the knowledge to you. Choose four (4) standard courses, and our Learning Consultants will show you the platform, discuss its uses, and help you with hands-on practice on the spot! These workshops will help you learn Act-On quickly get your answers in real-time, and gain the experience you need to pursue and exceed your marketing automation goals.

## **CUSTOM WORKSHOPS (Two-day On-site)** ————— **\$ 10,000** + travel & expenses per engagement

Learn how the Act-On platform fits your specific goals, your company's brand, your content, and your audience. With the custom workshop, you will learn the basics and advanced features of the Act-On platform based on what's important to you within the comforts of your office location. We tailor your learning experience based on your goals and requirements for success.

# Engineering

## Feature Enhancements



Is there a feature or tool in Act-On that's missing a little something extra to support your marketing or sales needs?

Our engineers can provide your team a solution that's tailored to your exact need.

## Custom Integrations



Is Act-On missing an integration to a business crucial sales or marketing tool? Do you have a proprietary or home grown system that needs to integrate with Act-On? Our engineers can make that happen!

Talk to an Account Executive for more information.

## Personalized Support

### We provide personalized support to over 400 customers...

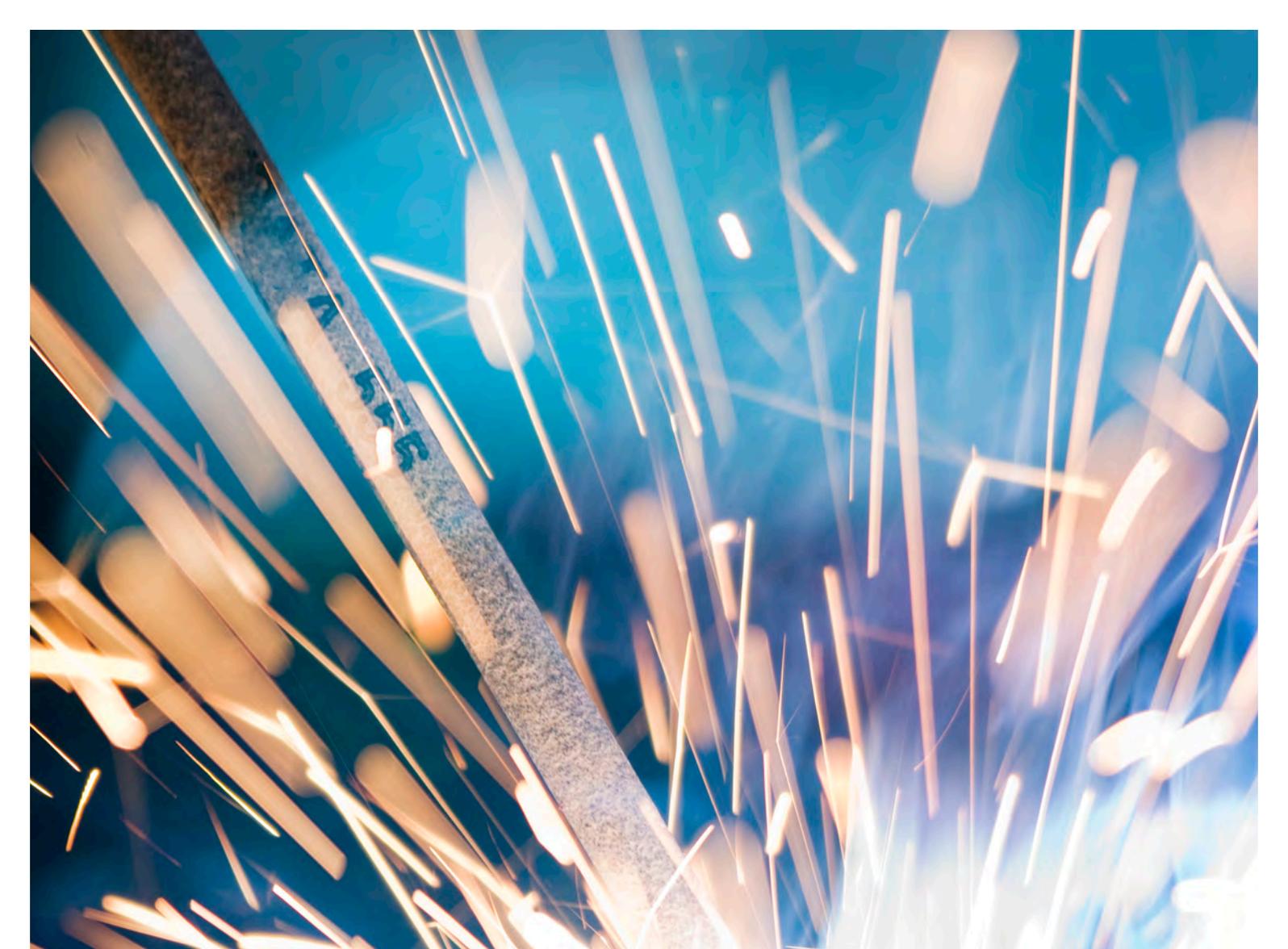
**S**upport is what makes the difference when you're on a deadline or your caught in a pinch at the 11th hour.

We pride ourselves on making sure that in those moments are customers have someone they can reach by phone to help them solve a project or system critical issue. You'll rarely

need us but you can be confident we'll be there for you when you do.

We're proud to support companies from all over the globe as the #1 SugarCRM and Act-On Software Channel Partners.





# Marketing Automation Professional Services

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## Contact Us:

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