

The logo features a central orange oval containing the word "Moxy" in a dark blue, cursive font. Below the oval, the tagline "DIG WHAT YOU DO.™" is written in a dark blue, sans-serif font. The entire logo is set against a background of vertical bars in orange, green, yellow, and purple, which are arranged in a pattern that suggests a stylized sun or a series of columns.

Moxy
DIG WHAT YOU DO.™

2013 RELATIONSHIP MARKETING STRATEGY
MOXY EMPLOYEES ONLY



**Be different.
Be top of mind.
Be Moxy!**

Most staffing firms try and differentiate themselves on service. This cannot be done and if we did this, we are only trying to sell what our competitors are selling. *"We are in the service business and our service is better"* is complete and utter bullshit!

I do not believe this nor do hiring managers. You cannot prove your service is better until after the potential client has used your services. We are in a highly competitive market and the more we sell on service the more we sound just like our competitors and will lead straight to the question, what is your price? We are in the people business not the service business.

Moxy will adopt a Relationship Marketing Strategy for Sales and Recruiting.

Relationship marketing is a strategy designed to foster customer loyalty, interaction and long-term engagement. This customer relationship management approach focuses more on customer retention than customer acquisition.

Relationship marketing is designed to develop strong connections with customers by providing them with information directly suited to their needs and interests and by promoting open communication. This approach often results in increased word-of-mouth activity, repeat business and a willingness on the customer's part to provide information to the organization. Relationship marketing contrasts with transactional marketing an approach that focuses on increasing the number of individual sales. Most organizations combine elements of both relationship and transaction marketing strategies.

Relationship marketing was first defined as a form of marketing developed from direct response marketing campaigns which emphasizes customer retention and satisfaction, rather than a dominant focus on sales transactions.

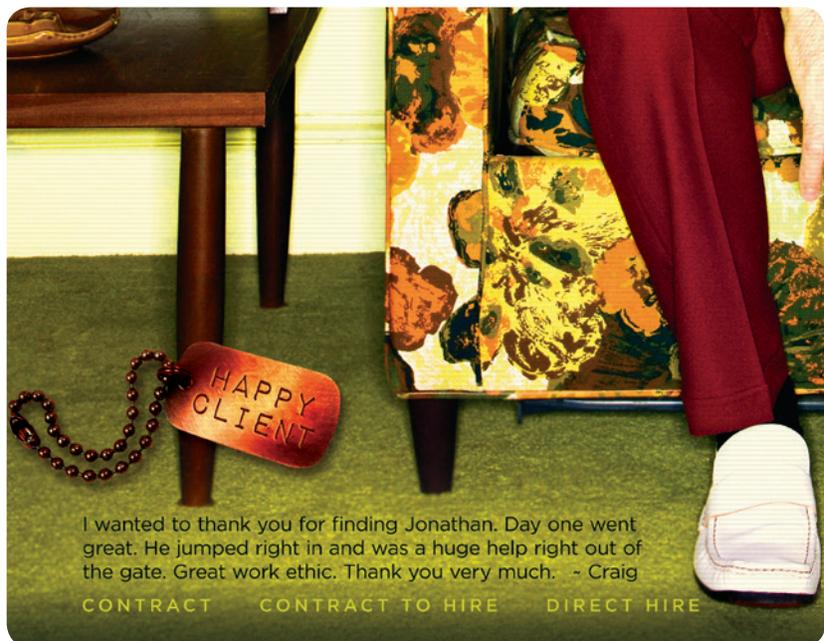
As a practice, relationship marketing differs from other forms of marketing in that it recognizes the long term value of customer relationships and extends communication beyond intrusive advertising and sales promotional messages.

With the growth of the Internet and mobile platforms, relationship marketing has continued to evolve and move forward as technology opens more collaborative and social communication channels. This includes tools for managing relationships with customers that goes beyond simple demographic and customer service data. Relationship

marketing extends to include inbound marketing efforts, (a combination of search optimization and strategic content), PR, social media and application development. Relationship marketing is a broadly recognized, widely-implemented strategy for managing and nurturing a company's interactions with clients and sales prospects. It also involves using technology to organize, synchronize business processes, (principally sales and marketing activities), and most importantly, automate those marketing and communication activities on concrete marketing sequences that could run in autopilot, (also known as marketing sequences). The overall goals are to find, attract

company-wide business strategy embracing all client-facing departments and even beyond. When an implementation is effective, people, processes, and technology work in synergy to increase profitability, and reduce operational costs.

Relationship marketing refers to a short-term arrangement where both the buyer and seller have an interest in providing a more satisfying exchange. This approach tries to disambiguously transcend the simple post purchase-exchange process with a customer to make more truthful and richer contact by providing a more holistic, personalized purchase, and uses the experience to create stronger ties.



and win new clients, nurture and retain those the company already has, entice former clients back into the fold, and reduce the costs of marketing and client service. Once simply a label for a category of software tools, today, it generally denotes a

Marketing Strategy Essentials

Product: Services we offer. Staffing, a commodity business, to stand out from competition and improve margins, our product has to be seen as different.

Pricing: Being creative with pricing can include amounts and payment terms. Fit Happens™ tiered pricing and consider sharing fees with candidates. Collect money up front with lower fees on the backend etc.

Promotion: Getting our message in the minds of our target audience, candidates and clients. We will surround our target audience and hit them where they live, eat, sleep and breathe. Create awareness and educate.



Place: Staffing is typically delivered from our office. We need to change this and bring more candidates/clients in our office. Lunch and learns etc.

Positioning Statement: Words, thoughts and visions that we want to constantly brand in our clients/candidates minds. **Dig what you do!** Positioning is what makes us you unique and what do we do better than anyone else. Time to fill, accuracy,

specialty niche, reliability, guarantees, technology, sales methods, are examples.

Process: Will integrate sales, recruiting, marketing and even service to ensure consistent delivery of our message by all. Linking sales, recruiting and marketing through relationship marketing strategies will be Moxy's key to success. According to research by the Direct Marketing Association cold calls average about a 4% response rate, and direct mail around 2%.

Together they can generate 10% or much higher. Use marketing in advance of sales calls to capture attention, educate prospects and then position Moxy as the best, coolest and experienced firm to deliver value. Staffing is rarely a one-time close so initial sales/recruiting efforts must be nurtured through constant relationship marketing tactics. We have to keep Moxy top of clients/candidates minds and reinforce our positioning

message and give reasons for recruiters/sales people to make phone calls. For prospects, direct mail to create awareness, educate and position. Clients and warm leads, monthly emails, direct mail sales follow up.

Where is the business? There are basically three types of buyers on the staffing industry.

- 1. The Volume Purchaser:** The heavy user, usually based on price and a vendors list.
- 2. The Boutique Shopper:** Very specialized hiring needs and buy from niche suppliers.
- 3. The Middle Market:** Errrbody else that using staffing. It has the least homogeneous customer base. It consists of small, medium and large companies. Buyers can range from secretaries, HR and/or CEO's. Over 90% are already working with a staffing firm. Competition is the greatest and differentiation is the most difficult. This is where we must be successful.

Where is the opportunity?

Indifference by suppliers/

lack of differentiation: Staffing industry is highly fragmented and companies cannot tell one from the other. Be different and do things you competitors do not.

Dissatisfaction with service:

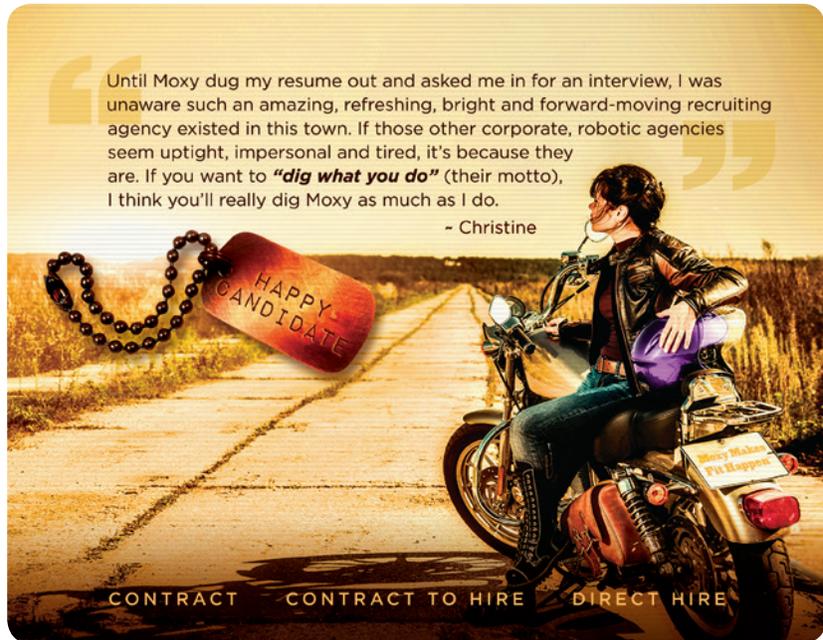
Companies are not doing what it takes to keep their customers satisfied and loyal. We will show our clients that we care and that no one can match our commitment to them and to delivering results.

How is Moxy going to take advantage of our competitor's weaknesses? **BUILD RELATIONSHIPS!**

Why relationships? Simple, they are essential for all business. True relationships make us more successful and make everyone's job easier.

A few other compelling reasons:

- » In the middle market, where differentiation is most difficult, the selection of vendors is often driven by the customer's attitude towards the people who work for that company.
- » People buy emotionally. 70% purchase decisions are made on emotional criteria, yet in sales many companies focus on product, feature and benefits, the rational appeals. For staffing, one of the most critical emotions is trust. People will not tell you the truth until they trust you.



» True relationships give us the opportunity to fuck up. Not often, of course. We all make mistakes and relationships allow for recovery.

» Bottom line is that people do business with people they like and trust.

Why Relationship Marketing and why it works?

In competitive markets opportunities for differentiation are rare. Everything you do can and will be copied. There are few things that you cannot copy, who you are (brand), talent, and your true relationships! RM works because it gets back to the basics. It focuses on people, trust and delivering results that matter. It treats clients/candidates like humans not numbers. It is emotional and builds trust, goodwill and respect.

A Few other things that RM accomplishes while improving the effectiveness of our sales/recruiting team and improving service to our clients/candidates:

- » Grabs attention and creates awareness.
- » Gently tells our story-the way we want to tell it.
- » Patiently educates while adding value.
- » Keeps us top of mind.
- » Differentiates us from our competitors.
- » Gives sales/recruiters more opportunity to sell and recruit.
- » Assures no prospect, client/candidate is ever neglected.



Persistence and Activity is how we roll. Relationships take time to build and patience and persistence are keys to success in Relationship Marketing.

Historically over 90% of sales people give up within the first 4 attempts. More than 50% will give up after the first call. Professional relationships do not even begin until after the 6th attempt.

Contact # 1 = 50% sales people give up.

Contact # 4 = 90% sales people give up.

Contact # 9 = 90% chance of being called when prospect is ready to buy.

Contact # 12 = likely the only one who has shown this level of commitment and interest in the prospect.

The challenge here is to be persistent without becoming a pain in the ASS. Moxy will adopt professional persistence. We must continually find reasons to communicate with our clients/candidates. We must share ideas, educate and become the experts in staffing and relationships.

We will identify the right customers for our business and not try to be everything to everyone. Who will be a client and who will be a resource? We will find out why these people want to buy from us. We will talk to our clients/candidates and collect as much data as we can that explains what drives them to utilize our services. Communicate, communicate and then communicate some more on a consistent basis.

Identify who are our best clients/candidates and then develop a relationship strategy for each target audience. This strategy will define the rational and emotional reasons why they want a relationship with Moxy. It will outline a communication plan that will do the following and much more:

- » Grab attention
- » Create Awareness
- » Educate
- » Position
- » Add Value
- » Generate Opportunity for continued communication

Our communication plan will take a direct approach. We will target specific clients, decision makers and candidates. We will use a grass roots campaign that is real, authentic, open and transparent.

- » Direct Mail
- » Email Campaigns
- » Newsletter
- » Social Media
- » Direct Sales techniques
- » Direct recruiting techniques
- » PR opportunities
- » Advertising
- » Speaking engagements
- » Trade Groups
- » Volunteer Work
- » Local groups and association involvement
- » Create a Moxy loyalty/rewards program

A few exciting more indirect methods will be utilized as well:

- » Constant networking
- » Partnering with vendors who offer complimentary services (ESS, VentureNet etc.)
- » Launch **Tech on Tap**
- » Launch **Women in IT**
- » **Life is short dig what you do campaign**

Moxy will own the process of:

- » Choose our ideal prospects
- » Define the position message we want to convey to each audience
- » Define how we use direct marketing to deliver this message
- » Identify decision influencers and market to/build a relationship with these peeps
- » Become a credible source of information, a thought leader, an evangelist to educate and position ourselves as experts

Moxy will own the process of:

- » Show people we understand what is important to them
- » Share information or prospects, clients/candidates can actually use

- » Help people be more successful in their lives and career
- » Treat people like people and not numbers. We are in the people business for the love of God!

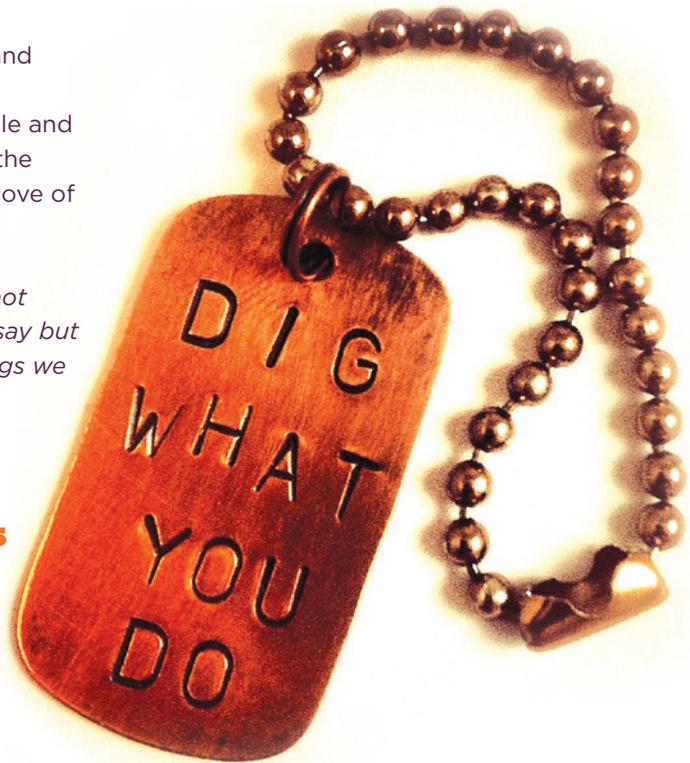
Remember, people will not always believe what we say but they will believe the things we do!

Moxify the value of our current clients /candidates.

Marketing experts say that it costs 6 times more to win a win client vs. retaining one you already have. With the client list we have a huge opportunity to generate large amounts of profit by deepening these existing relationships. Instead of trying to figure out how many cold calls we want our sales/recruiters to make we should be concentrating on how to add value.

Moxifying our existing clients with proactive service:

- » Schedule a staffing strategy planning session with a Moxy Team
- » Create job profiles for future hiring needs
- » Profile needs and preferences of hiring managers at client site
- » Conduct a staffing audit
- » Host practice interviews for candidates
- » Host interview writing classes (bring in guests)
- » Highlight/Market out available talent



Moxy Visits:

- » Pick up or check on time-sheets
- » Drop off pay stubs
- » Reviews of our contractor performance
- » Tour Facility
- » Get introduced to other managers from managers
- » Introduce other Moxy peeps
- » Handle collections in person
- » Any and all reasons to get in front of our clients
- » Walk in all interview/starts

Moxy Info delivered Moxy style:

- » Provide reports to clients/candidates
- » Share articles
- » Lunch and learns for clients/candidates
- » Hold focus groups and share info
- » Send out available talent bio's
- » Deliver leads

Moxy thanks you:

- » Hand written thank you cards clients/candidates
- » Small thoughtful gifts for out temps, HR and Hiring Managers
- » Gifts for the gatekeepers
- » Online Bday cards
- » Client and candidate anniversary lunches
- » On-site contractor award/recognition
- » Staffing success stories contest
- » Make up our own Moxy holiday or promotion
- » Concerts, sporting events, beers, coffee with clients/candidates

Moxy Research:

- » Survey decision makers about hiring needs/challenges
- » Survey candidates about challenges finding the perfect fit
- » Survey candidates about what they like most/least about using staffing firms
- » Survey HR about strengths/weaknesses of local staffing firms
- » Start a best practices campaign
- » HR focus groups
- » Candidate focus groups

As you can see Moxy's marketing strategy will be based on relationships...people. Our strategy will be as real and authentic as our team members. It will effectively communicate our message to our target audience or audience and be a direct reflection of who we are and what we are all about. Helping people dig what they do.

Low cost ideas:

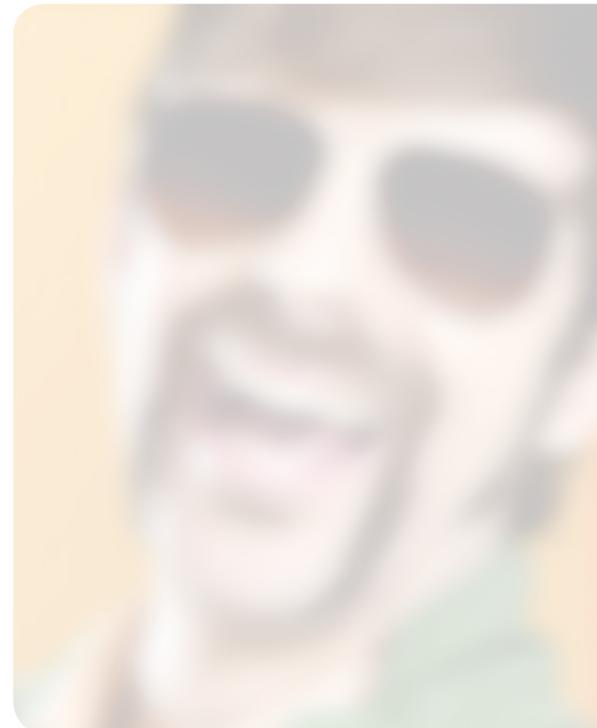
- » Email with meaningful and relevant information. Will be used as a relationship building tool, education, special offers, candidate marketing etc.
- » Postcards, the least expensive form of direct mail advertising. Think of these as tiny Moxy bill boards that grab attention and keep Moxy top of mind with our candidates/clients. Will also drive traffic to our website. Will be used to capture attention of new prospects, promote offers, and to reinforce our message.

- » Personal Letters Keep them personal and to the point. Write like you speak and be yourself and less is better. Used for warming cold calls to clients/candidates, follow up, leveraging referrals, re-opening communication with former clients and candidates.
- » Social Media Used to engage clients, prospects and candidates into meaningful dialogue that can yield tremendous results in terms of referrals, feedback, customer service and brand reputation. Use a Moxy blog to position ourselves as experts and show that we dig our about clients/candidates. Also highlight how cool it is to work at Moxy and we truly dig what we do. A free way to truly humanize our business while keeping it real and authentic.
- » PR Used to create the Moxy story and who we are. A good story is worth more than any paid advertisement will ever be, in my opinion. Stories about us, our clients, candidates and how we are helping local people dig what they do. Contributions that we are making to the community and why. Educational info that we as experts share, newspaper, blog, local SHRM Newsletters, speaking engagements. Used to build or image, support our community and the ones we serve, great for SEO.
- » Referrals Word of mouth is extremely effective and cheap. All you have to do is freaking ask! Ask our candidates and are clients, conduct candidate/client surveys and ask. Ask, ask, ask!!!!!!

- » Moxy Affiliate Networks used to increase business and referrals. Set up an official Moxy program that shares % of sales with our affiliates who refer or close business. Affiliates can set up links on websites, distribute marketing material, we design their material that included Moxy info. So many possibilities here to have people spreading the Moxy love and get paid for it.
- » Barter Used to advertise for Moxy and decrease costs. Create Moxy bartering network that helps other small businesses. Local, established businesses we can barter design work for advertising on menu's, coffee cups, printing, etc.
- » Surveys Used to develop new sales/recruiting opportunities and gather data. Customer satisfaction surveys, industry trend surveys, industry challenges surveys, salary surveys, instant polls
- » Create an **"Idea Virus"** a concept created by Seth Godin. A marketing message that spreads from one person to another without our intervention. Some are educational, entertaining or there is some kind of reward for sharing. Used to engage the recipient and entice them to share with others. Refer a friend, contest, videos, infographs, apps, etc.
- » Visibility used to create name recognition and awareness. Donate services to high profile organizations and media events, create and sponsor events, barter for air time and with local TV and Radio. Offer expertise with the media and charity work

- » Testimonials. Use them everywhere. In emails, direct mail, social media, website, make an on hold message
- » Drop offs used to capture attention, stand out, and stay top of mind. Snacks, promos, educational info, sales material, hot candidates etc.
- » Interns used for market research, completeive studies, prospect list, surveys
- » Be controversial without being obnoxious. Pick a fight, 37 signals says *"Look at some of the unwritten rules and figure out how to break them. Shine some light on competitors and their weaknesses. This take guts and you cannot be controversial without offending a few peeps. BUT, if you find a way to connect with your target audience then controversy can be a GOLD MINE!"*
- » Communication tools we have already paid for. Checks, pay stubs, invoices, email footers etc...
- » Improve our service process, increase quality, consistency and enhance our clients/ candidates experience. Create a defined, repeatable process, that consistently delivers the greatest experience your customer/ candidate has ever had. This starts when they walk in the door, pick up the phone or when they hit your first touch point.

Look at some of the unwritten rules and figure out how to break them.



Relationship marketing goes hand in hand with the Moxy's branding method of choice, Primal Branding.

PRIMAL BRANDING

» **Creation Story:**

How we got started.

» **The Creed:**

Who we are and why we exist.

» **Icons:**

Quick concentrations of meaning that cause your brand and values to spontaneously resonate.

» **Rituals:**

Repeated interactions that people have with our company.

Touch points made with our brand, must be pleasant and engaging.

» **Pagans/Nonbelievers:**

Part of declaring who we are and what we stand for also declares what we are not and will not stand for.

» **Sacred Words:**

Our own language that make people feel connected.

» **Leaders:**

The catalyst, visionaries and risk takers that set out, against all odds, to recreate an industry and the world with a sense of self, community and opportunity.

