

Vertical Marketing Plan (Higher Education a.k.a. eCampus)

1. Marketing Plan Goal:

To identify areas within eCampus sales where Marketing can implement tactical deliverables to assist this specific group in meeting and possibly exceeding their 2001 financial goals.

2. eCampus Overview:

eCampus new sales financial goals for 2001 are 12M in bookings. eCampus as a whole (new sales and installed base) has a booking goal of 25M. This represents roughly 22% of [Company's] total bookings goal of 112M.

eCampus targets any and all higher education campuses with 1000 lines or above. At this point sales is harvesting two opportunities:

- 1) The California State University (CSU) Master Purchase Agreement that was secured last year represents a large opportunity for business in 2001. Currently eCampus has secured CSU Hayward and San Marcos campuses, but 15 other campuses are still untapped within the CSU system representing a 2.5 – 3.0M revenue opportunity per campus (37M+ combined).
- 2) [Company] has received a verbal agreement to purchase from University of California (UC) Riverside. UC is an 8 campus system representing roughly 3 – 4M revenue opportunity per campus (25M+ combined).

3. eCampus Marketing Objectives

This section contains broad eCampus marketing objective(s). Section 4 covers tactical deliverables to meet these objective(s), and section 5 contains the timeline for these activities. These objectives are prioritized by their overall importance.

- A. To establish [Company] eCampus marketing messages*
- B. To establish a stronger eCampus presence within [Company] and outwardly to the market.*
- C. Developing and cultivating new strategic higher education targets*

[Company] has a long history (roughly 20 years) and solid experience (a long client list of well known colleges and universities) in the higher education marketplace, but to date has never officially created specific messages for this market or outwardly promoted their expertise in the market. The eCampus group feels that important objectives would be to create effective [Company] messages specific to the higher education market and then promote these messages through various vehicles (ie Internet website, customized literature pieces, direct mail/e-mail marketing, etc...)

eCampus is interested in researching potential higher education customers outside the California area and developing a focused target list for going after future business.

4. eCampus Marketing Support

Marketing will support eCampus in the following areas in order to meet objectives specified in section 3 of this marketing plan:

A. To establish [Company] eCampus marketing messages

1. Development of Key Marketing Messages

Marketing will work with eCampus Sales to develop several effective key messages for the higher education marketplace. These messages will consistently be used through various vehicles.

2. Literature/Sales Support Materials

Currently there is one piece of literature that has been customized specifically for the eCampus market: Conversics. Marketing will continue to create “customized” literature for eCampus as needed and content will be based on key messages. The following pieces have been requested:

- a. [Company] eCampus Solutions Piece – a brochure that covers Conversics but that also includes as part of our solution 3Com Commworks Unified Messaging, E911 and a call accounting package (Pinnacle was requested). These applications are of specific importance to higher education customers. Marketing plans to “update” the Conversics brochure so this could possibly be a part of that initiative.
- b. PointSpan eCampus Brochure – a brochure that covers PointSpan but that does it in such a way that it addresses higher education needs (less call center oriented)
- c. [Company] in Higher Education Piece – a generic brochure that talks about the company’s commitment and expertise in higher education. Would possibly include the company’s higher education history and some specific case studies.
- d. Customer Profiles: CSU San Marcos (PointSpan), University of Minnesota (PointSpan)

eCampus has a standardized presentation they use, which they customize for each customer. Within this presentation, video testimonials are shown. With [Company’s] low name recognition, it is critical to gain credibility through third party endorsements. eCampus would like Marketing to create more of these testimonial videos. eCampus has identified the following customers as ideal candidates for these videos:

- a. CSU-San Marcos (Bill Ward)
- b. U of Minn. (?-need to check with Bill J for contact)

4. eCampus Marketing Support (Cont.)

B. To establish a stronger eCampus presence within [Company] and promotion outwardly to the market.

1. Website

Once the literature is completed it or elements of it should be used and placed on the Internet website. eCampus would like a “dedicated” area specifically for higher education customers and prospects to see information that speaks their language (non call ctr oriented, addressing specific concerns, etc...). No one else currently does this, and could give [Company] a strong hold in this particular market. This would also give added credibility to [Company] commitment to higher education.

2. Corporate Positioning Guide

First revision of the Positioning Guide will be enhanced in the area of eCampus to carry the key messages established for this market.

3. Tradeshow

In order to continue to promote [Company’s] presence in the higher education market, the company will take part in two higher education tradeshow:

[Company] will sponsor the ACUTA show which runs from 7/29 – 7/31 in Orlando. This show overlaps with ICCM, therefore no resources are available to have an actual presence at the show.

[Company] will exhibit at the EDUCAUSE show which runs from 10/28 – 10/31 in Indianapolis. Marketing will send out an e-mail marketing piece inviting customers to visit Intecom at the show in September. Leads from the show will be cultivated by sending follow up e-mail marketing pieces. See Direct Mail/E-mail Marketing below for more information.

4. eCampus Marketing Support (Cont.)

4. E-Mail Marketing

Campus officers are so bombarded with mail, that e-mail would be the most effective way to communicate marketing messages. E-mail marketing campaigns should be value-added messages. Below are descriptions of various e-mail marketing campaigns requested by eCampus for 2001:

- a. CSU Campaign- Early May. CSU holds a meeting in late May that all campuses attend. At this meeting, [Company] will be demo'ing PointSpan. Campaign should be sent out to meeting attendees and provide a "teaser" regarding the PointSpan demo, as well as an offer to link to the PointSpan white paper so they can read up prior to the demonstration. Contact list to be provided by Sales.
- b. UC Campaign-June. E-mail should revolve around PointSpan, its benefits and opportunities. Contact list to be provided by Sales.
- c. Strategic Target Campaign-July. E-mail should introduce prospective customers to [Company] and be based on the new literature that was developed on [Company] in the higher education market. Should be some call to action so targets can be reduced to those interested. Sales will look through Marketing's database (Harte-Hanks) as well as conduct research to determine targets.
- d. Pre-EDUCAUSE Campaign-September. Campaign is prior to the tradeshow, inviting potential attendees to visit the [Company] booth at the show. Campaign should require them to bring card to claim a small prize or to be entered to win a larger prize. Those who visit and enter can then be captured for post-EDUCAUSE campaign (see below.) List of attendees should be provided to appropriate Sales contact so he can narrow the focus.
- e. Post-EDUCAUSE Campaign-early November. Targeted to those who visited the booth and showed interest. Contact list should be developed at show.
- f. Strategic Target Campaign Follow-Up-October. E-mail should be sent to those who responded to first campaign. Campaign should be focused on PointSpan benefits and opportunities.

5. Press Releases

Press release opportunities will be with campuses installing PointSpan such as CSU-San Marcos (Beta for PointSpan-May/June) and University of Minnesota (installing PointSpan-Summer). These releases should be targeted to key higher ed. Periodicals.

C. Developing and cultivating new strategic higher education targets.

1. E-mail marketing campaigns

See Strategic Target Campaigns above for more information.

5. Timeframe

Objective	Activity	April	May	June	July	August	Sept	Oct	Nov	Dec
Key Marketing Messages	Development	X								
	eCampus Solutions Brochure		X							
	ECampus PointSpan Brochure		X							
	[Company]/Higher Ed. Brochure			X						
	Customer Profile: CSU San Marcos			X						
	Customer Profile: Univ. of Minn.						X			
	Video Testimonial: CSU San Marcos			X						
	Video Testimonial: Univ. of Minn.						X			
[Company] Presence & Mkt Promotion	Tradeshows				ACUTA			EDUCAUSE		
	Positioning Guide				X					
	Website				X					
	E-mail Mktg.		CSU	UC	Strategic		Pre-EDUCAUSE campaign	Strategic Follow-up	Post-EDUCAUSE campaign	