HYPER POINT SWEEPSTAKE SOFTWARE / HELIX INTERNET SWEEPSTAKES

MARKETING EXPOSURE, LEADS, AND REVENUE GENERATION

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COMPANY OVERVIEW

The subject of this marketing plan is a group of companies that specialise in Internet gaming and sweepstake technology. The group is made up of Hyper Point Sweepstake Software at www.sweephp.com and Category 5 Gaming at http://category5gaming.com.

Hyper Point Software is the main service offered, in the form of revolutionary gaming technology that offers digital entrepreneurs and Internet Café sweepstake solutions. Hyper Point Software and Service are currently marketing ourselves as America's Number 1 Service provider for sweepstakes software, sweepstakes machines, equipment leasing and consulting for owner-operators of internet sweepstakes cafes. We specialize in new setups and established businesses that are looking to massively increase their daily profit margins. We lead the nation in the business of Internet Sweepstakes Cafe setup, software maintenance, and game development. An in-depth knowledge of technology and the internet sweepstakes industry enables Hyper Point Software & Service to provide end-to-end sweepstakes cafe solutions and services.

Hyper Point and the Helix Gaming Technology that is marketed on the Category 5 website are largely B2B products. Rather than selling directly to consumers, the business seeks business owners and entrepreneurs to use the technology either in an Internet Café or via the app which Internet marketers can distribute themselves using a unique vendor code. Thus, the aim is to increase the brand awareness for the amusement gaming vending platform, and over time, generate more leads, sales and revenue.

In addition to software sales and independent referrer registration targets, we are hoping to gain traction with added:

- Website traffic;
- Social media followers;
- Press mentions;
- Email subscribers; and
- Advertising enquiries

Collectively, the target and milestones make-up our marketing objectives. The rest of this marketing plan sets out the target audience and the way we intend to reach them.

TARGET MARKET

Although both branches of business target entrepreneurs and business owners, they differ in the type of entrepreneur the target. On on hand, Hyper Point provides solutions for traditional brick and mortar internet café and amusement arcades. Whereas, the Category 5 and Helix solution is aimed at digital entrepreneurs and Internet Marketers who will only market (and make commission from) the digital Helix application. While there is no reason why a traditional business owner could not also become a distributor of the Helix gaming application and their unique voucher code, the marketing plan will segment them and plan accordingly.

The segmentation and characteristics of each target market are explained below:

HYPER POINT SWEEPSTAKE SOFTWARE

The Hyper Point software product is more suitable for physical Internet Sweepstake Café locations because of the subsidiary revenue generator or equipment rental and general Internet Café consultation services offered in conjunction with the software installation.

Internet Sweepstake Cafés are big business. A 2011 report in Business Week magazine estimated that between 3,000 and 5,000 Internet sweepstakes cafes were operating then, and that a search on Google Maps identified 2,823 such facilities in North America. In at least three states, Internet sweepstakes cafes were widespread by 2013. Seven hundred eighty-two had registered with the Ohio Attorney General's office, 79 in Cuyahoga County alone. Florida was widely estimated to have more than 1,000 such storefront operations before introducing legislation banning the Cafés. And an informal survey in North Carolina found 34 facilities with 1,140 computers, or an average of 34 computers per location. Law enforcement efforts have found Internet sweepstakes cafes operating in at least 20 other states, including Arkansas, California, Colorado, Connecticut, Georgia, Hawaii, Illinois, Indiana, Louisiana, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New Mexico, New York, Pennsylvania, South Carolina, Texas and Virginia. Even Utah, the most anti-gambling state in the nation, found Internet sweepstakes cafes within its borders. Internet sweepstakes cafes are estimated to earn more than $10 billion a year (American Gaming, 2015).

The location distinction is important as it may limit the States we can market to. We will monitor the legislative developments and only spend advertising revenue in States where the Internet Cafes are lawful or have survived legal challenges.

Internet Sweepstake Cafés generally have the following characteristics:

- Owner-operated by experienced small business owners;
- Located near arcades, strip malls, pawn brokers and gas stations;
- Located in areas of relatively low affluence; and
- Age restricted.

CATEGORY FIVE AND HELIX TECHNOLOGY

Separate from the Internet Sweepstake Café segment is a target market that operates in a purely digital space. Category 5 Gaming and its Helix Sweepstake mobile application targets digital entrepreneurs and Internet marketers. Category 5 provides a unique voucher code to an interested party, who then distributes the same code to its network (friends, families, customers). When users download the app and spend money on the Sweepstakes, the referrer / Internet marketer / entrepreneur earns a commission that is automatically calculated on the basis of the unique code.

As a result, no physical location is needed. Nor is a huge capital investment from the entrepreneur. The entrepreneur is responsible for their own marketing, and Category 5 benefits from the increased exposure that results from the entrepreneur's desire to grow their commission pool. The characteristics of Category 5 and Helix's target market are:

- Entrepreneurial / Internet Marketer / Referral Marketer mindset;
- 62% of entrepreneurs are male, and in the Internet gaming space this is likely to be consistent with Café owners, however in the online space the distinction is less relevant, and thus gender won't be a significant part of our strategy;
- Technologically savvy, up to date in SEO, SEM and other social media and marketing trends.
- Financially driven;
- 57% of entrepreneurs are under the age of 45 (Inc.com, 2015);
- 53% of entrepreneurs are college graduates (Inc.com, 2015);
- Opportunists, risk takers, strong networkers.

While the above information is useful in helping to map out potential strategies, channels and marketing messages, it is important to note they are not definitive. The Internet has redefined what it means to be an entrepreneur; it has made it easier to make money from home and easier to pick-up new skills. Therefore, our marketing plan needs to be dynamic and fluid. Split testing must at all times be used to determine the types of user our Helix application is landing well with and the characteristics or demographics they possess.

BRAND STRATEGY

A brand strategy encompasses everything form the way in which we want the brand to be viewed, through to the individual messages that our campaigns will deliver. At all times the individual campaigns must align with the organisations goals and the marketing objectives set out in this plan. A brand is more than just a logo and a product.

Somehow we need to educate consumers that our products are proprietary, technologically advanced and already delivery business owners and referrers significant commission.

- Brand Vision – One of our taglines revolves around leading the nation in the business of Internet Sweepstake Café set up and software development. That means our brand must identify in the same way – i.e. have a nation leading website, provide nation leading support and continually develop nation leading games. We want our brand associated with a professional full-service solution to Internet Café owners and an excellent side income opportunity for stay at home entrepreneurs.

- Brand Values – In any technology product, innovation is at the forefront of our minds. Innovation comes not only in the form of our frequently updated sweepstake games but also in the back end solutions for business owners. We want to help them take care of their accounting, their referral management and traffic source analytics, and give them tools that help them keep a track of their Internet Café or Digital Gaming venture. In addition to Innovation, we also envision a brand value of ongoing partner / customer support and a pledge to grow both our own offering and our customer's businesses. *Innovate, Support, Grow.*

- Branding – In addition to creating a story behind the brand of what we want our branches of business to be like, we also need to give thought to how they actually look. Again, this is more than a logo and a color scheme. Our branding is sleek, clean, consistent and fun. Consequently, we need to improve the overall brand (whether that be one business that serves two distinct customer groups or two businesses with different web presence and websites). The starting point is to create a style guide. A style guide can encompass everything from the tone of voice we'll use to the color scheme you'll employ to the way you'll position certain products or services.

  It is likely that new logos, new websites, new taglines and new social media pages will be needed for both branches of the business. The status quo is currently still under-utilized and lacking in professionalism, modernization and consistency.

MARKETING PLAN

The activities which we believe will return the best investment on each marketing dollar spent are predominantly digital. While traditional marketing efforts will be used, especially in respect of direct marketing to existing Internet Café owners, the bulk of this plan will be dedicated to digital mediums.
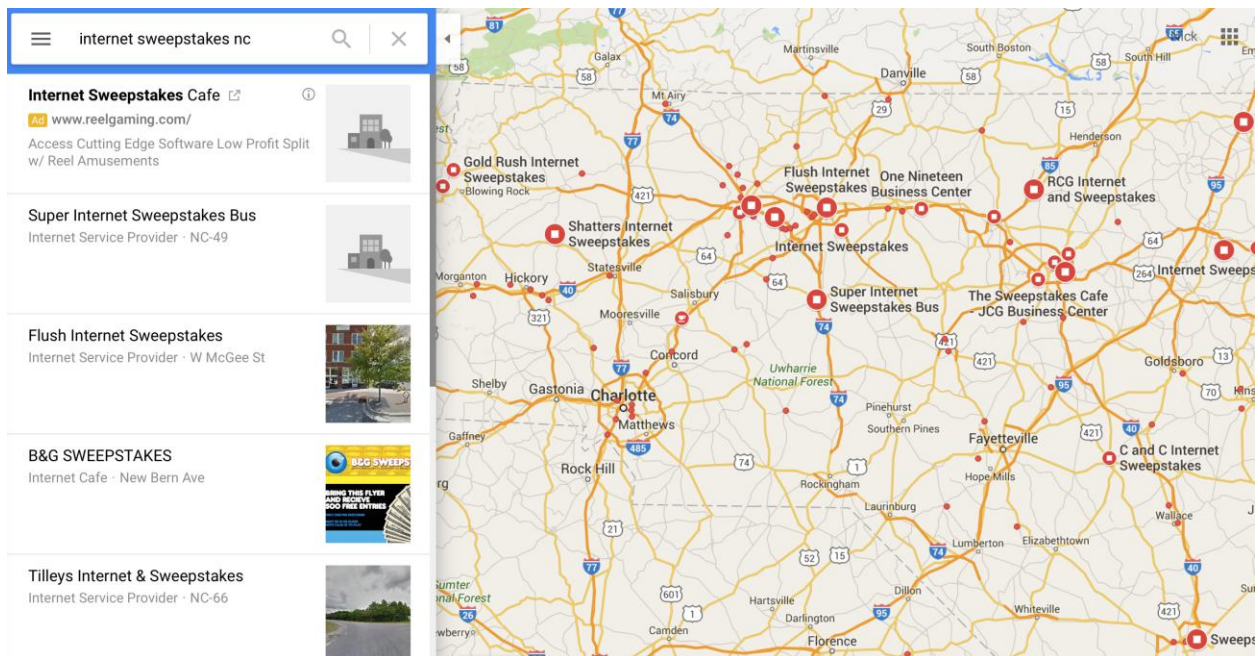
TRADITIONAL MARKETING

DIRECT MARKETING AND COLD CALLING

With a large number of existing Internet Sweepstake Cafes already in operation, there exists an opportunity to seal a change in the software they use. By soliciting new Hyper Point Software clients through direct marketing to existing Internet Sweepstake Café locations, we can guarantee a relevant prospect and can develop cold calling, meeting appointment scripts, presentations and demonstrations in order to close them.

It will be important to be able to give knowledgeable feedback on a number of our competitor's products and be able to illustrate the competitive advantage and unique distinctions that the Hyper Point product has. This will be maintained in a sales manual that in addition to the previously mentioned scripts and presentation templates, will feature easy to sell guides for new sales representatives as they are hired.

In order to find the Internet Sweepstake Cafes to market to, Goolge Maps gives the best starting point. The screenshot below shows a basic map search for Internet Sweepstake Cafes in NC.

The approach can be used in all locations where the Cafés are still legal and can also be extended to include searches for regular Internet Cafés, Pawn Brokers and other small businesses that could be converted into Internet Sweepstakes Cafés. The search results from Google Maps listings should be added to a database of industry contacts and maintained along with contact person (decision maker), contact numbers, email addresses (to add to email marketing campaigns and MailChimp database).

80% of prospects say "no" four times before they say " yes", so it is important to keep in regular contact with our prospects through either our regular email newsletters, personalized messages offering specials or a further presentation, and through sales phone calls.

DIGITAL MARKETING

WEBSITES

Hyper Point – The Hyper Point Sweepstake Software website will need to be more in depth than the Category 5 Gaming version. This is because the software, the Internet Sweepstake Café notion and the subsidiary services will all need explaining. Therefore, we imagine a redefined website featuring the following pages (and selling touch points):

-   Landing Page / Home Page: The website needs updating. We appreciate we need to give it a more modern feel. As software and technology experts our site should be fresh and up to date featuring quality video content and deep keyword content. One aspect of the landing page we are proud of is the various calls to action we use. We have strong calls to action that ask the user to "Call Today", to "Contact Us", and to send an enquiry using the web form. These will be kept but made even stronger on the updated website. The web form may be renamed for a "Free Consultation" offering visitors the chance to have their current Sweepstakes Café business assessed for efficiency and potential Internet Sweepstake Café owners the chance to talk through the potential, the risks and the formation steps. We need to decide whether the preferred conversion is an email enquiry (which also adds to our email marketing newsletter list) or a phone call. The one that is preferred will be the method promoted (i.e. we may need to remove the strong call to action of sending an email if we want phone calls). Again, this is dynamic and will

-   Services: This is our opportunity to list the different aspects of Hyper Point Services. While the software is obviously a focal point for us, we should also use the opportunity to list the availability of equipment rental, the general consultation services in respect of operating an Internet Sweepstake Café and any future services that emerge (e.g. General casino and slot game software).

-   Game Demonstrations: The current game demonstration page features small screenshots that cannot be expanded. While they give website visitors a general overview of the types of games Hyper Point create, they do not explain how they work, the entertainment value they provide or the type of hardware required to run them. We plan to make this page of the website more interactive by showing a video of the software in operation (similar to the informative video at Category 5 Gaming) or one step further an allow users to actually play the game

demonstrations from the website. By making the demo more engaging, we will open up more opportunities because website visitors / prospects will better understand how our software operates (both front end and back end) and be able to appreciate how the software could work in their Café and for their customers.

Likewise, for the the Category 5 Gaming website, more video content should be used to outline how entrepreneurs can make money form distributing their unique code. The video content, that also act as demonstrations can either continue our current theme of animated instructional videos or feature real users and success stories (thus providing social proof).

-   FAQ / Blog – One potential idea for the "How to Start and Internet Sweepstake Café" page is to transform this into a regular blog. Blogs are essential for SEO and as we are already found wanting in this area we could start writing more regular content to help those efforts and attract more website visitors. The articles will carry on the theme of how to open an Internet Sweepstake Café and could include titles such as:

    Tips for Choosing the Best Internet Sweepstake Software for Your Café
    How to maximize profit in Internet Sweepstake Cafes?
    Are Internet Sweepstake Cafes Legal?
    How to Internet Sweepstake Cafes Make Money?
    Reviews of Internet Sweepstake Software
    Interviews with Real Café Owners (Using Hyper Point)*
    News on Legislative Changes in Internet Sweepstake Space

    * The success story theme can also be used for Category 5 Gaming to showcase how everyday entrepreneurs and referral marketers are making money from the Helix application.

GOOGLE

Unfortunately, Google restricts the promotion of the following gambling-related content through its Google AdWords pay-per-click platform (offline and online gambling, online gambling related information, online games played for money or prizes, online casino based games, regardless of whether money is exchanged). This may include ads that promote Internet Sweepstake Café software.

However, it is worth noting that some software related ads have been approved. For instance, the search term "gaming software" returned an ad for a gambling website, see below:

Additionally, keywords unrelated to gambling but relevant to the Helix Application referral programme could be used. For instance, the type of people interested in that opportunity would be looking for Internet marketing jobs, referral marketing jobs and side income opportunities. Those terms all enjoy some search volume (as the below table indicates):

Keyword	Avg. Monthly Searches	Suggested Bid
side income ideas	210	
referral marketing ideas	110	1.86
referral marketing software	90	39.51
referral marketing program	70	13.99
side income jobs	40	0.78
referral marketing companies	30	21.61
referral marketing system	20	13.54
referral marketing statistics	20	8.39
earn side income	20	1.14
referral marketing platform	20	29
best side income ideas	20	
best side income	20	
side income business ideas	10	
earn side income online	10	
side income from home	10	
side income for stay at home moms	10	
side income sources	10	
side income for student	10	
side income 2015	10	

Note, the competition is high for some of the search terms, so keywords will need to be chosen sensibly, and the overall strategy of broad and exact match will need to be adjusted frequently during the early incubation period (first two months).

As a result of the uncertainty over one, the possibility of paid search, and two, the success thereof of a paid search campaign, search engine optimisation (SEO) will become an important part of the digital

strategy to acquire new customers.

Hyper Point and Category 5 Gaming both rank poorly on Google's search result pages for keywords that are likely to be used by their respective target markets. An overhaul of our SEO strategy is therefore required in order to start competing with the companies that dominate the search impression share. The starting point to good SEO, and an easy fix for us to implement is stronger meta tags, header tags, anchor tags and page descriptions. These measures help Google's robots match pages to their content and to the relevancy of a Google user's web search.

As an example, the page at http://sweephp.com/how-to-start/ features the following characteristics:

http://sweephp.com/how-to-start/

meta tag	**value**
Title:	How to Start |
Description:	Sweep HP

And, this is how the page is returned on a search engine:

How to Start |
Sweep HP
http://sweephp.com/how-to-start/

We plan to make this more relevant by adding a more informative title, a longer robot friendly description (50 characters) and one that matches the page content.

This is needed for all pages on both websites. The following tables show search volume for Internet Sweepstake Software, proving there is room to grow leads and sales from SEO efforts:

Keyword	Avg. Monthly Searches
internet sweepstakes software	90
internet sweepstakes software companies	30
internet sweepstakes cafe software companies	30
internet cafe sweepstakes software	30
internet sweepstakes software providers	30
internet sweepstakes cafe software	20
purchasing internet cafe sweepstakes software companies	10
best internet sweepstakes cafe software	10
orion internet sweepstakes software	10
iit internet sweepstakes software	10
best internet sweepstakes software	10
frontier internet sweepstakes software	10
flo tek internet sweepstakes software	10
fantasy internet sweepstakes software	10

internet sweepstakes software games	10
maverick internet sweepstakes software	10
figure 8 internet sweepstakes software	10
tumi internet sweepstakes software	10

Google Analytics will be used to monitor the success of the organic search efforts, and rankings will be taken at the start of the campaign and compared with results over time. Analytics will also be able to verify the success of any PPC campaign and give us valuable information about the website(s) set-up. For instance, a high bounce rate or low session length may indicate that the website wasn't relevant to the visitor or that a conversion (email or phone call) was made too tricky.

SOCIAL MEDIA

Hyper Point currently link to Facebook and Twitter accounts on their website. However, the links are currently broken. We will need to clean these links up and begin to get more active on social media. Social media is especially crucial to the Category 5 Gaming and Helix application side of the business, as it provides a platform for our independent referrers the chance to showcase their success and recruit more members (Isagenix do an excellent job of this) using the appropriate handles and hashtags.

This is how we intend to gather leads, sales and independent digital code distributors from our social media activity:

- Facebook – Regular conversations with both business owners and independent referral participants is another important aspect of our marketing plan. In the short term it makes sense for a Sweepstake software company to host sweepstakes and competitions through our Facebook page. For Hyper Point that could be giving away the software for free for one lucky Internet Sweepstake Café owner. The advantages of a competition such as this (which can easily be run on Woobox or Shortstack) is that all entrants (if the condition of entry is that the entrant owns an Internet Sweepstake Café) are potential leads and there are very few tire kickers. Spreading the word of the competition is easy too – simply post about it on the blog, include it in a newsletter to all contacts, and run a small scale ad campaign targeting website visitors (with a lookalike audience (gambling restrictions permitting)).

  On a more day to day level, the posts should be more informative than simply direct selling posts. We should feature Internet Sweepstake Café owners and their experiences using Hyper Point, the happenings in the industry with the occasional new game release and video tutorial.

  For Category 5 Gaming and the Helix application, we should develop share links on all of our digital code creators allowing the referrers to automatically copy it to their social networks (including Facebook). Ongoing posts for the Helix 5 digital code should include the introduction video, success stories and referral marketing membership offers and tips.

  From a promotion point of view, it will easy to hold competitions with ongoing leaderboards that recognise the best performing independent distributors / referrers. Rewards should be offered for excellence in commission earned, players signed up and impressive individual

marketing efforts. If the prize is worthwhile the independent digital code distributors will strive to achieve success and the Category 5 brand or Helix will gain from the exposure.

Long term there may be an opportunity to launch some sweepstake software as a Facebook application (even if the app is only designed to collect new email addresses or create exposure in the brand name. Here is an example - https://www.facebook.com/playluckyslots)

- Twitter – We currently operate the Twitter account at @vendhelixupwork and frequently utilize the hashtags #vendhelix #internetsweepstakes #sweepstakesapp. However, the hashtags are still in their infancy and do not yet command their own individual attention. Therefore, it is our intention to create the Gaming and marketing Referral Programme with associated hashtags to share news and relevant content to all members of the programme. The programme could then also become a separate page on the website with information as to how to join.

- LinkedIn – The business professional networking site will work well for both aspects of the Sweepstake business. For Hyper Point there is an opportunity to locate and contact existing Internet Sweepstake Café owners and pitch the Hyper Point software. The following screenshot shows a quick search for "Internet Sweepstake Café Owners", the search returned a number of results that can be leveraged to make more sales:

LinkedIn can also be used to create and contribute to groups (e.g. Internet Sweepstake Cafes). If we were to engage with discussion groups, much of the content we would use would already exist from our blog segment.

For the Helix digital application and personal sweepstake distribution programme the rules are essentially the same. Target entrepreneurs, target referral marketers and contribute to the corresponding groups regularly, but we'll also keep an eye out for (and search for) profiles

where users are "seeking opportunities". These members, and generally unemployed but educated types, shape as excellent potential targets. Once engaged in the programme and distributing the digital codes, they can be left to use LinkedIn as their own independent business and marketing medium.

PR

A media target list to distribute feel good stories about one particular business might not be appropriate for an industry that currently suffers negative PR and is unlikely to be thoroughly supportive of the software. Instead, we imagine that the most potential through PR is to position ourselves as the Internet Sweepstake Café experts. Because the industry gets a good deal of publicity (albeit sometimes negative and often in the realm of whether they are legal), PR is still an avenue to go after, because all of these articles need an expert quote, need an opinion or need clarification. We intend to become the voice (whether that is by being the experts, the guys in the corner of the small Café owner and who argues that the Cafes work well in the community to create jobs, or the legal opinion that sums up the positions of the legislature). If the article reads something such as, "Experts in the area Hyper Point Software suggest that there are in excess of 3000 Internet Sweepstake Cafes in the country creating 5000 jobs" it's a win for our marketing strategy. To create these type of opportunities, introductions will be sent to key newspapers, blogs, magazines and journalists. It is also anticipated that he opportunities will come to us if we keep up to date with a quality blog and strong organic search results (these two will work hand in hand).

PR for the Helix side of the business is not as essential because the individual ambassadors basically become their own influencers and public relations channel.

EMAIL MARKETING

Regular contact via MailChimp will be a feature of the marketing strategy for both branches of the Sweepstake business. Over 70% of Americans have admitted making a purchase because of a call to action they saw in an email and therefore the opportunity to generate sales for Hyper Point and referrers for Helix is significant. A strong email will feature engaging content, offers / specials / incentives, contact information and social media links and as the subscriber list increases, the opportunity to sell advertising space.

Hyper Point will be able to build a strong database thanks to publicly available information (from Google Maps for example) and by hosting promotions for free software (attracting entrants that already run a Café). Emails will then feature industry news, new game introductions, offers, benchmarking (if information available from the back end software on the performance of other Cafes) and success stories.

Helix will use the constant contact to distribute tips to the marketers. For instance: "How to boost your blog posts", or "how to reward application users without spending money", or "We've got your marketing covered – ten social media posts for you to use".

BUDGET

Hyper Point Monthly Media Mix / Budget Allocation

Media Vehicle	Impressions	Spending	Response Rate	Sales	Cost per Sale	Conversion Rate	Referral Registrations	Cost per Referral
Google AdWords	8250	**$400.00**	10	1	$400.00	10%		
Facebook Advertising	3600	**$350.00**	1	0.1	$35	10%	20	$17.5
Promotions	2500	**$1000.00**	5	0.5	$500	10%	50	$20
SEO	5000	**$2000.00**	10	1	$2000	10%	20	$100
Reputation Management	500	**$250.00**	1	0.1	$25	10%		
Email Marketing*	3200	$**500.00**	10	1	$500	10%	50	10
Total Media:		**$4500**	-	**2.8**		**10.0%**	**0**	

* Current database size means MailChimp free initially