



EveryPig[®]

MARKETING PLAN



Marketing Plan

Social Media Marketing

Social media efforts will focus on Google, Twitter, Facebook, and LinkedIn networks.

Paid

Facebook

Due to the highly targeted demographic of EveryPig, the paid social media efforts will emphasize look alike audiences. Facebook and Google will target lookalike lists of all demo, trial, and paid users. Facebook will run a dedicated campaign targeting the National Pork Producers Council and veterinarians. A secondary campaign will test the broader pig farming market, as the platform offers specific psychographics, such as Intensive pig farming.

Google will emphasize the Youtube network in order to demonstrate the software.

The campaign will run ads in select pig farming related videos and along with Google ads and Display Network will target select pork production management searches and inquiries. Retargeting will be managed platform wide to reach people who engage with pork production related topics. We anticipate replicating the Google campaign through Bing (Microsoft Ad Center platform) following 30 days of optimization work.

LinkedIn

The LinkedIn campaign will emphasize c-suite and other decision makers at large pork farms and select companies. As LinkedIn ad traffic carries a higher expense, we will segment our ads exclusively to companies with over 100 employees.

Paid media management will be outsourced to a dedicated ad management and media buying firm. The benefit of using an agency is having a team to optimize high performing campaigns, pause poor performing campaigns and test new creatives, targeting and calls to action rapidly. Rather than dedicating an internal resource to this, the agency will also be tasked with keeping up with ad types, ad trends and other growth hacking strategies to lower customer acquisition costs. EveryPig's LinkedIn account has over 600 followers. Ad campaigns have reached almost 80,000 people.



Twitter

Twitter marketing will focus on organic conversational outreach. Our social media manager will track pork production hashtags and live discussions and engage in real-time with EveryPig content. Content will also be published on the page at least twice per week to maintain presence and reach pork production related searches. EveryPig's Twitter account has over 550 followers globally, many who are pork production experts, industry insiders and veterinarians.

Organic

Regular day-to-day posting (with appropriate hashtags) is an essential part of our social strategy. Broadly, the type of content we'll post will fit into the following four categories.

- a. Pork production strategies
- b. Antibiotic Tracking and Stewardship (Antimicrobial resistance awareness)
- c. Management specific tips using EveryPig
- d. Loss of revenue, resources, and other metrics to demonstrate FOMA (fear of missing out) from not implementing EveryPig solutions into management.

The social media manager will be responsible for much of the reputation management by responding to comments, questions, and reviews from customers and prospective users. EveryPig just added an experienced Social Media Manager-James Gilmore.

Content Marketing

Content marketing is essentially a combination of strategies to improve search engine rankings, build audience lists (and nurture them) and become respected thought leaders in a particular field. It's particularly important for an unknown software to establish itself as a source for knowledge in its respective community.

A dedicated content manager will be responsible for posting to all major pig farming forums and social media groups twice a week. We have identified a number of groups with high



high memberships and engagement to assure EveryPig reaches the market at a rapid pace and builds brand recognition.

A digital PR campaign will target industry leading blogs (https://blog.feedspot.com/pig_blogs/). The campaign will have a 3-phase outreach:

- o Editorial outreach by offering free high-quality content to the publications.
- o Cross promotion outreach by offering exchange endorsements through articles on each other's website.
- o Paid placement by negotiating favorable shares via blog, social media, and email blasts.

There are two approaches we can use to incentivize the respective channels':

1. Coupons and discount codes: The channel will be offered an exclusive code for either an extended trial or discount on the paid version to promote the members.
2. Referral incentive program will be used to offer bloggers and influencers a % of each of their referral's membership fees or a flat fee for each active trial user that comes from their website. Our referral program has already been built and is available at <https://everypig-6703101.hs-sites.com/en/refer-a-new-customer>

Email funnel

An email funnel has been established and currently has over 500 qualified leads. The funnel will target all 3 of our customer segments and send weekly newsletters to prospective customers, focusing on the following aspects:

- o Pain points and benefit projections
- o Poor records and communication
- o Lost revenue and not reaching maximum ROI
- o Ease of use of the software
- o Positive press and customer reviews



- o Referral incentive opportunity
- o Subscription urgency
- o Special offers to try the software right away

Additional email contacts will be sourced from

- 1) Data.com
- 2) LinkedIn
- 3) Targeted industry publications

Active customers will be sent bi-weekly emails with tips to make the most use of the software. This will assure customer satisfaction and user retention. The emails will also prompt customers to provide testimonials on various channels and endorse the software to anyone they know.

Referral Incentive Program:

Our goal is to incentivize upper management/C-suite/Owners management pork production companies and employees at veterinary clinics to refer EveryPig to the decision makers at their company. A referral incentive program will provide a profit share to the referring party. Affiliates will be provided with training, promotional banners, and other marketing collateral to help make the most of their efforts.

A unique referral link will be assigned to all affiliates. Affiliates with large industry connections will be provided with dedicated EveryPig landing pages to drive traffic.

Organic Search Marketing (SEO)

It is imperative that EveryPig is found for all relevant searches. The SEO campaign will have 3 phases:

Onsite optimization



The website will be fully optimized to follow all Google and Bing best practices to assure compliance. A dedicated SEO specialist will monitor updates to search engine algorithms to assure compliance and maintain ongoing white-hat search practices.

Content development

The objective is to assure the website ranks for all relevant keywords. To accomplish this content will be published weekly on the website's blog internal with appropriate keywords embedded. A dedicated writer will be assigned to developing unique copy for EveryPig. The content will be focused on both the business side of pig farming, and ethical farming practices, which tend to have the highest levels of engagement.

Content development

In order to reach top 3 rankings, we will publish editorial content on a weekly basis to external blogs, forums, business listings, and other press channels. Search engine algorithms react to this process by increasing the website's positioning under the notion that if a 3rd party channel is willing to host content it is presumed to be of high quality. An SEO agency will be used to target a high-quality link building network, in addition to the content marketing efforts targeting industry specific publications, which will have the highest search benefit.

Marketing Collateral:

The following marketing collateral will be built to promote EveryPig and assure brand consistency:

- o Explainer video for each of the 3 customer segments
- o Email funnel for each of the 3 customer segments
- o Email funnel for cold leads
- o Social media organic content
- o Social media ad content
- o Search PPC and display ad content
- o Affiliate marketing banners
- o SEO blogs
- o Press content



- o Media kit showing the benefits of partnering up with EveryPig and its projected growth
- o Sample press

Conversion Optimization Strategies

EveryPig will constantly test and optimize EveryPig's marketing outreach by using the following techniques. This will help continuously improve our core KPIs, with the objective being to increase on-site engagement, grow lead capture and referral traffic rate, and decrease bounce rates:

Conversion Rate Optimization.

All we're trying to do here is maximize the rate at which website visitors convert (particularly on the product and demo pages). We do this by split-testing copy and positioning.

This is accomplished through our heatmap software, which monitors user engagement on the page. We will also split test various UX / UI elements (button colors) and call to actions on the page.

Reviews and referrals

After every completed demo, we will ask our prospective customers to review the product to help improve our search rankings and reputation on sites like Google, Trustpilot, and more. We'll incentivize our customers to do so as social proof is an important part of the decision-making journey when it comes to SaaS products and helps us build trust.

In addition, we will prompt customers to share the demo with other pork producers, vets, and management companies. This will be conducted through a referral program on the website. Referrals will be tracked live by the software, and any that result in paying users will receive a profit share. The referral incentive program will be available to all website visitors and will be promoted to active customers and leads through the email funnel.



Retargeting

Customers who engage with EveryPig social media, website, and ad content will be retargeted via Facebook and Google networks.

Visitors who reach product, demo, trial or contact pages on the website will be prompted with special offers to test out the system. Customers who interact with content will be prompted with engagement focused retargeting.

Traffic Analysis:

Our marketing will focus on continuously analyzing and improving the following KPI's:

- o Traffic reach cost
- o Open rates (email funnel)
- o Traffic delivery cost / CPC
- o Traffic conversion to demo or trial user
- o Demo or trial user to paid user
- o Content engagement (social, referrals, etc.)

Financials

Financials		Week																					
Expense	Hourly Rate	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22
Personnel																							
Content writer	\$ 45	\$ 400	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113	\$ 113
Content outreach	\$ 25	\$ 250	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100
Social media manager	\$ 35	\$ 210	\$ 210	\$ 210	\$ 210	\$ 210	\$ 210	\$ 210	\$ 210	\$ 280	\$ 280	\$ 280	\$ 280	\$ 280	\$ 280	\$ 280	\$ 280	\$ 280	\$ 280	\$ 280	\$ 280	\$ 280	\$ 280
Analytics expert	\$ 75	\$ 450	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75	\$ 75
PR management	\$ 55	\$ 600	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375	\$ 375
Paid ads (SEM & Social)	\$ 75	\$ 800	\$ 225	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150
SEO specialist (link building)	\$ 55	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275	\$ 275
Marketing manager	\$ 75	\$ 375	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225	\$ 225
Paid Media																							
Paid Media Social (linkedin)		\$ 140	\$ 140	\$ 140	\$ 140	\$ 140	\$ 140	\$ 160	\$ 160	\$ 160	\$ 160	\$ 160	\$ 160	\$ 160	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 180	\$ 200	\$ 200	\$ 200
Paid Media Social (youtube)		\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 160	\$ 160	\$ 160	\$ 160	\$ 160	\$ 160	\$ 200	\$ 200	\$ 200
Paid Media Social (facebook)		\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 100	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 130	\$ 160	\$ 160	\$ 160	\$ 160	\$ 160	\$ 160	\$ 200	\$ 200	\$ 200
Google/bing network		\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 150	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 200	\$ 250	\$ 250	\$ 250	\$ 250	\$ 250
Blog & influencer paid placement		\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 300	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 400	\$ 500	\$ 500	\$ 500
Total Marketing Budget		\$ 4,150	\$ 2,388	\$ 2,313	\$ 2,313	\$ 2,313	\$ 2,313	\$ 2,393	\$ 2,393	\$ 2,613	\$ 2,613	\$ 2,613	\$ 2,613	\$ 2,693	\$ 2,693	\$ 2,693	\$ 2,693	\$ 2,743	\$ 2,743	\$ 2,943	\$ 2,943	\$ 2,943	\$ 2,943



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