



Helicon Digital

A Full-Service MarTech Agency

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Marketing Strategy Overview

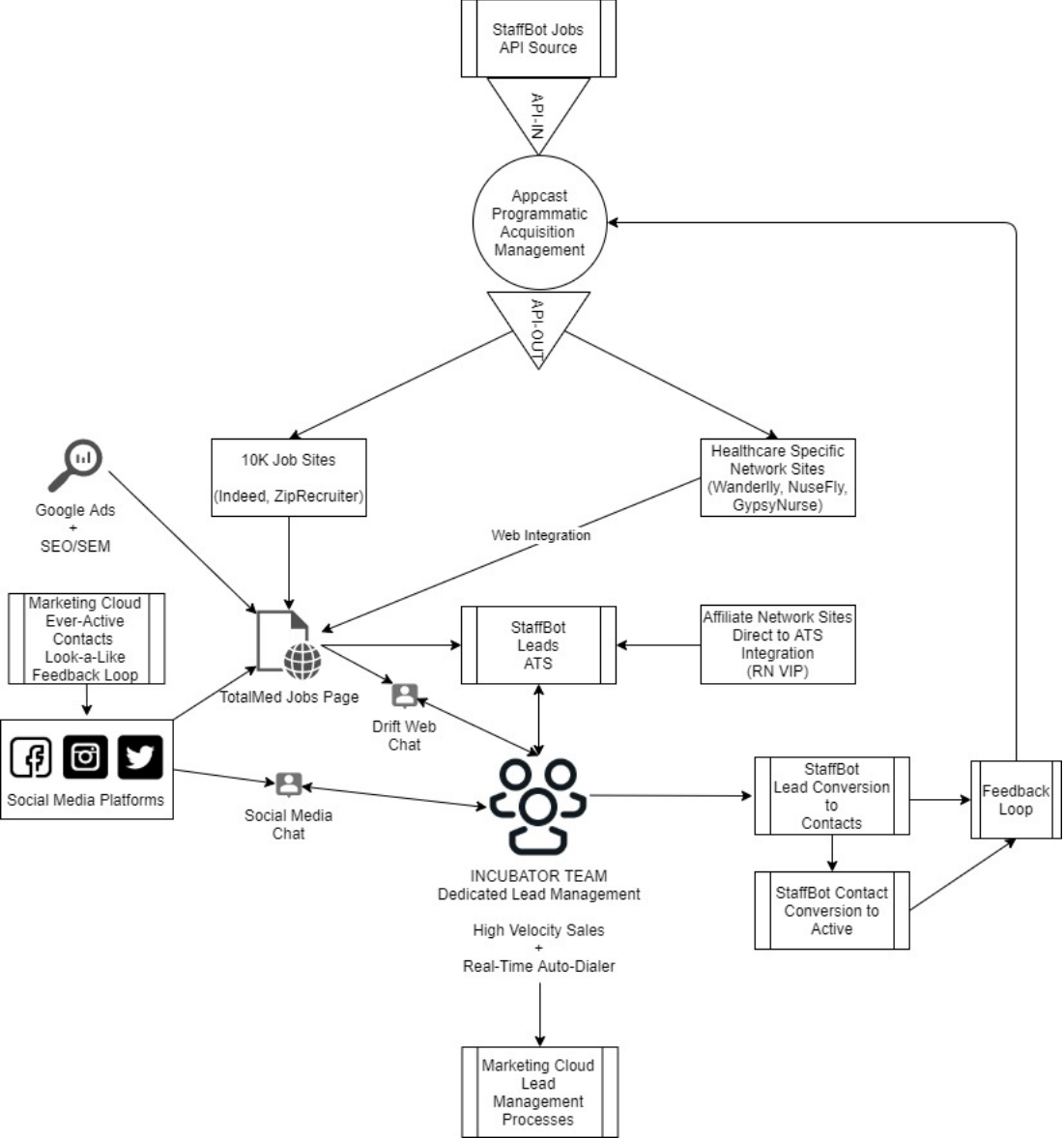
Executive Summary

This presentation was assembled as a prescriptive set of recommendations based on measurable enhancements to our lead generation and Contact engagement methodologies.

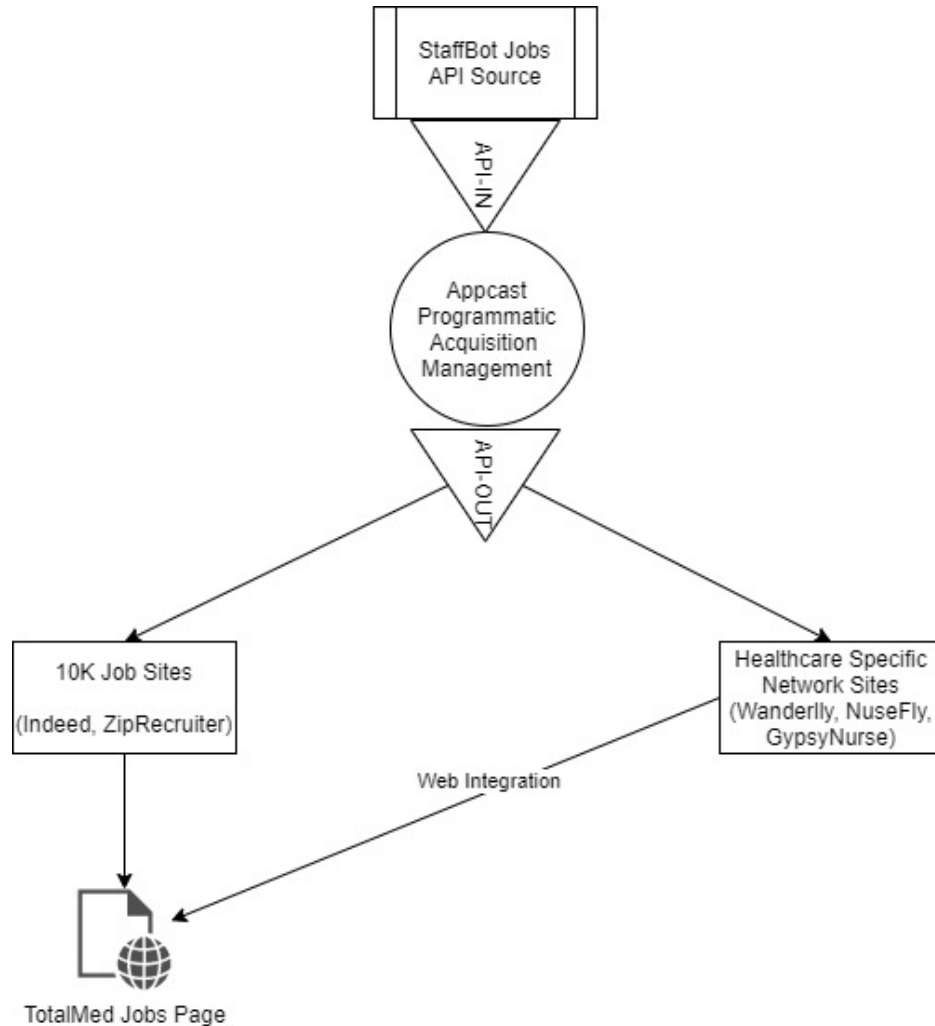
Our focus will be on the following recommendations:

1. Optimize our ability to programmatically target, and capture leads
2. Development of a new team dedicated to lead management
3. Optimize our engagement processes with Contact records
4. Ideal state

Lead Optimization Ecosystem Overview

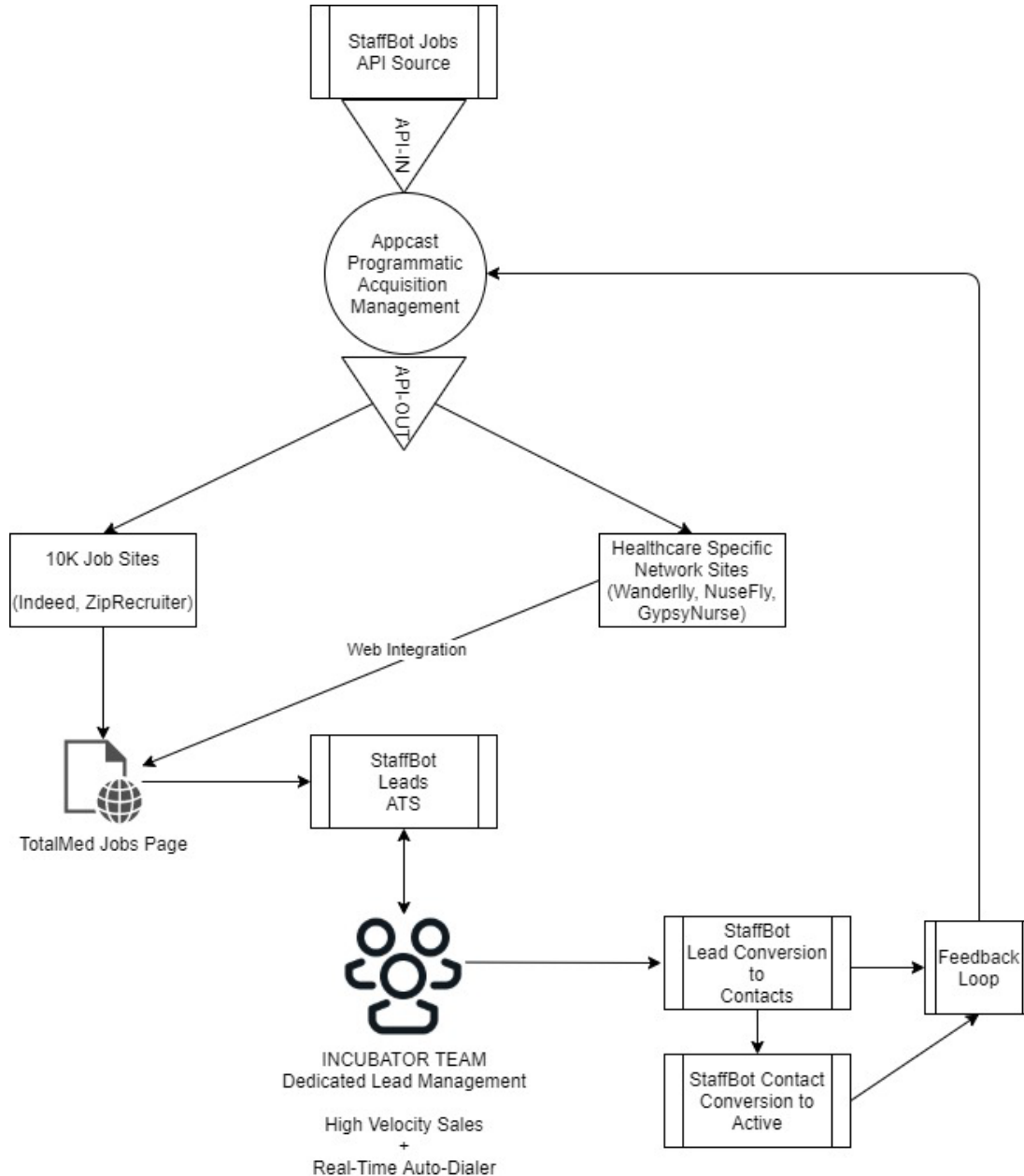


Appcast Programmatic Acquisition Management



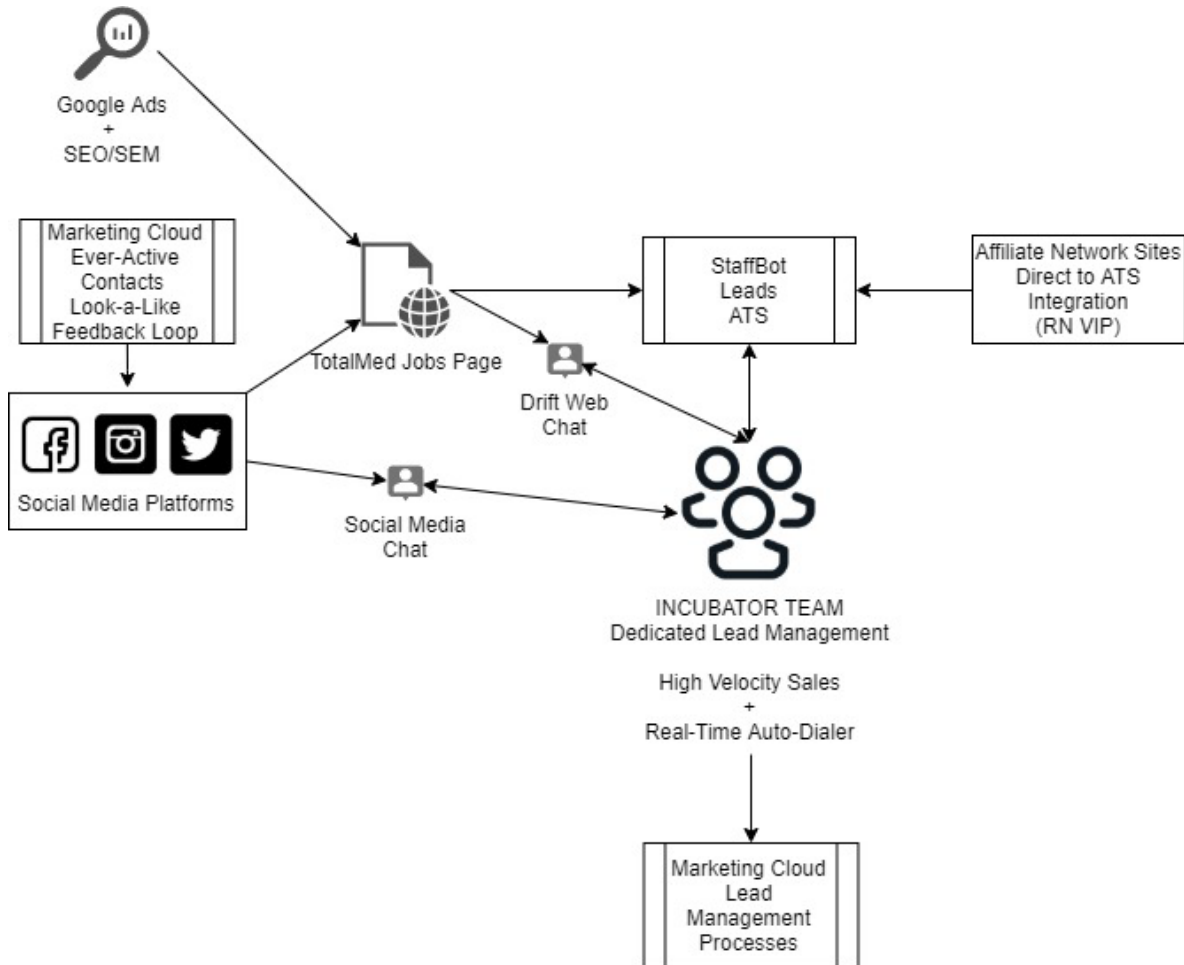
- Appcast is a programmatic platform that provides plug and play one-to-many API job site integration
- A single outbound API will be configured within StaffBot and integrated with Appcast
- Appcast touts an out of the box integration with 10k job site API endpoints
- Appcast supports custom integrations with any API endpoint
- Each API is configured with specific job details and carries a link to a TotalMed.com application page and form

Lead Dedicated Processes and Team



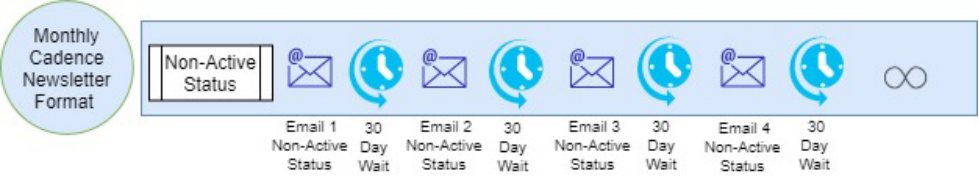
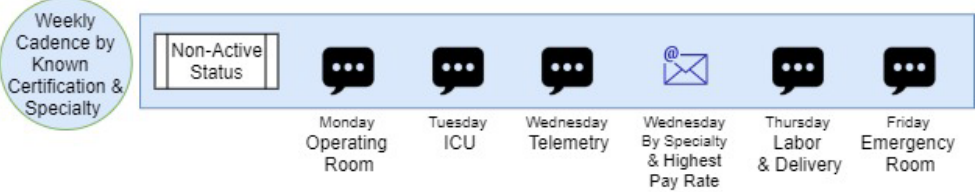
- A feedback loop via the StaffBot ATS will be established. This feedback loop will provide data for an Appcast programmatic optimization of job feeds to individual job sites and our healthcare specific network sites. When conversions occur in our ATS the data associated with the converted record will be used for machine learning within the Appcast platform
- An Incubator Team will be dedicated to lead real-time management utilizing High Velocity Sales in StaffBot. This team will operate using an auto-dialer that will connect an outbound call with the applicant immediately upon submission from the website. This team will be tasked and bonused based on their ability to convert qualified leads to contacts.

Dedicated Omnichannel Support



- Leads from all channels will be managed and will converge on the TotalMed website. Our existing Drift web chat integration, and social media chat will be managed by the Incubator team as we refine our omnichannel processes
- We will work to acquire more affiliate network sites like RN VIP for StaffBot integration. A standardized process for StaffBot integration will be developed and available for future affiliate partner websites
- Our existing integration with Marketing Cloud will continue to provide a refined and targeted look-a-like audience for Social ad campaigns

Contact Engagement Optimization



Weekly known certification and specialty – Contacts in StaffBot with a known certification and specialty will receive an SMS message, and an email.

- The SMS will not be pay specific, but will contain dynamic messaging associated with their specialty
- The email will contain dynamic content associated with their specialty, featuring - highest pay assignments - fastest turnaround & crisis - invitation to browse for more assignments



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