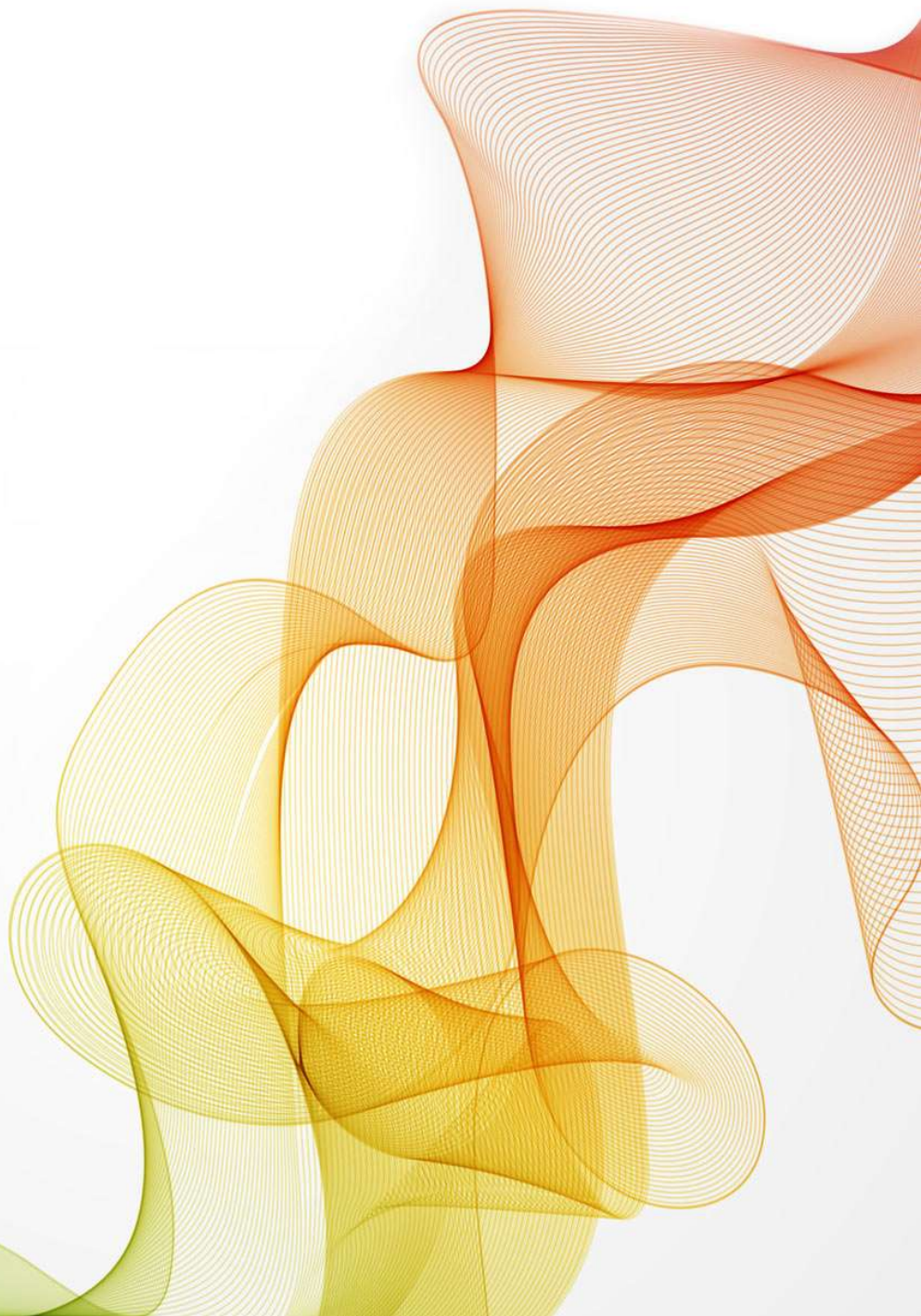


# A Marketing Proposal

Prepared By:

Aaron Rovner @ SaaS Hero



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# Introduction

Thanks for allowing us to present you with this proposal to help Anura build reliable and scaleable lead generation engines via paid search and social!

A little background on SaaS Hero...

We're a performance marketing agency working exclusively with B2B SaaS and enterprise technology companies all over the globe to drive demand for their products via paid search, social, display, video, and conversion rate optimization.

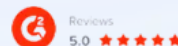
**SaaS Hero gives B2B SaaS leaders a marketing partner they can trust and their sales teams a pipeline they can close.**

Currently, we manage over \$10M/year in ad spend (and rapidly growing!) for our clients across Google Ads, Microsoft Ads, LinkedIn Ads, Facebook Ads, YouTube, and software review sites like Capterra and G2.

Our mission is to become an extension of your team and viewed as a valuable asset to Anura. That means we must be **agile**, work with **integrity**, and be **reliable**.

Our promise to you is to always be accountable for our work and to provide you with good, verifiable data to use to make educated decisions with.

Thanks again for the opportunity and we look forward to working with you!





# Here are our key objectives...

1. **Improve conversion rates by A/B testing** all possible variations of the landing page anatomy.
2. **Report on winning combinations** of landing page experiences.
3. **Create Top-Of-Funnel interest** for Anura solutions through paid social.
4. **Create demand for A** by serving impressions to highly relevant audiences across social, display and video networks.
5. **Restructure Google Ads account** so objectives are clear and results are measurable\*\*
6. **Scale paid search campaigns** through automated bidding.
7. **Generate supplementary paid traffic** from Capterra (and other Gartner Network sites).
8. **Create accurate attribution** in order to identify specifically where new sales opportunities from digital marketing efforts are coming from (keyword, campaign, audience, creative, etc.) so Anura can double down on efforts that show promise of revenue.

*Items marked "\*\*\*\*" are assumptions pending the results of an account audit*

# Here is how we will achieve our key objectives...

1. We will **build custom landing page variations** in Unbounce.
2. We will **create A/B tests on a** using Google Optimize.
3. We will **build a custom reporting dashboard in** Google Data Studio and HubSpot.
4. We will **leverage gated/ungated content** to be used as top-of-funnel content for social and display campaigns.

5. We will **build highly targeted audiences for paid social campaigns** that leverage:

- Customer segments based on previous engagement on a web properties
- First-party customer data
- Behavioral, demographic and interest data

6. We will **conduct detailed keyword research** and **build paid search campaigns** that allow us to buy highly relevant traffic from the following prospects:

- Prospects actively seeking the specific types of solutions / provides
- Prospects actively seeking ancillary terms for similar products/services that ideal Anura customers are likely to search for
- Prospects actively seeking alternatives to key competitors as well as competitors top-level branded terms

7. We will **craft messaging and creative tailored to entice prospects** at each stage of the buying journey, across media channels.

8. We will **create views in HubSpot** that allow us to view leads that are generated from paid search/social campaigns and highlight specifically which campaigns, keywords, and ads they engaged with.

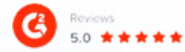
9. We will **add new prospects to existing workflows/email nurture sequences** designed to warm prospects up by explaining exactly how , works and how it will benefit them.



"SaaS Hero delivers more paid search leads in one month than what our former agency delivered in a quarter."

Kristin Wagner, VP, Demand Generation, Playvox





# Here is the plan...

## Drive warm leads from paid ads on LinkedIn, Google, and Software review sites like Capterra

### LinkedIn Ads:

See full funnel breakdown example [here](#)

- Create Campaign Groups organizing campaigns by Funnel Stages:
  - Awareness
  - Consideration
  - Conversion
- Build cold audience segments leveraging all applicable targeting parameters from LinkedIn, e.g.:
  - Job title
  - Company size
  - Job seniority
  - Company industry
  - Revenue
  - Member skills
  - Member groups
  - Matched Audiences (contacts and accounts)
  - etc.
    - See example of Audience Generator template [here](#)
- Create conversation flow maps that use IFTTT (If this, then that) logic to guide prospects to relevant content based on their engagement with the chat bot
- Design experimentation framework to test the following variables in order to achieve the best combination of lead cost and quality:
  - Ad creative
  - Conversation ads
  - Ad copy
  - Headline
  - Audience
  - Form copy testing



- Landing page
- Offer
- Build retargeting audiences based on user behavior segments to target with offers at each funnel stage
- Set up conversion tracking
- Provide dynamic reporting on campaign performance in Data Studio using a connector for LinkedIn Ads via SuperMetrics
  - SaaS Hero will provide this access via our paid SM plan

## See Ad Creative Examples Here!

### Google Ads:

- Conduct comprehensive keyword research that allow us to buy highly relevant traffic from the following types of prospects:
  - Prospects actively seeking the specific types of solutions [redacted] provides
  - Prospects actively seeking ancillary terms for similar products/services that ideal [redacted] customers are likely to search for
  - Prospects actively seeking alternatives to key competitors as well as competitors top-level branded terms
  - Design experimentation framework to test the following variables in order to achieve the best combination of lead cost and quality:
    - Ad format (single image, responsive, etc.)
    - Ad copy
    - Headline
    - Audience
      - Customer match audiences
      - In-market
      - Affinity
    - Audience segmentation based on product usage and funnel stage
    - Form copy testing
    - Landing page
    - Offer
- Build retargeting audiences based on user behavior segments
- Conversion tracking set up and implementation
- Provide dynamic reporting on campaign performance

- Ongoing account optimization in order to ensure account-wide optimization score > 90% targets are met

## Capterra Ads:

- Create comprehensive Capterra listings in the following categories:
  - ( Software
- Design experimentation framework to test page position in order to achieve the best combination of lead cost and quality
- Build retargeting audiences based on user behavior segments
- Set up conversion tracking
- Provide reporting on campaign performance

Summary							Yesterday Mar 8, 2022
<input checked="" type="checkbox"/> <b>Sign-ups</b> Account default goal 511 of 511 campaigns <a href="#">EDIT GOAL</a>							
<input type="checkbox"/> Conversion action	Action optimization ↓	Conversion source	All conv.	All conv. value	Status	Actions	
<input type="checkbox"/> Registration: Step 1 Completed (Captured Email)	Primary	Website	492.57	492.57	Recording conversions		
<input type="checkbox"/> Registration: Step 2 Completed (Entered Co. Details)	Primary	Website	308.25	308.25	Recording conversions		
<input type="checkbox"/> Registration: Step 3 Completed (Completes Registration)	Primary	Website	219.78	219.78	Recording conversions		
<input type="checkbox"/> Customer validated email / set password	Primary	Website	132.03	132.03	Recording conversions		
<input type="checkbox"/> Test added to an assessment - Between 5 and 20, >50	Secondary	Website	24.98	0.00	Recording conversions		
<input type="checkbox"/> Test added to an assessment - Less than 5, >50	Secondary	Website	22.72	0.00	Recording conversions		
<input type="checkbox"/> Test added to an assessment - Less than 5, <=50	Secondary	Website	20.50	0.00	Recording conversions		
<input type="checkbox"/> Test added to an assessment - More than 21, >50	Secondary	Website	19.37	0.00	Recording conversions		
<input type="checkbox"/> Test added to an assessment - Not filled out, >50	Secondary	Website	17.95	0.00	Recording conversions		
<input type="checkbox"/> Test added to an assessment - Between 5 and 20, <=50	Secondary	Website	17.01	0.00	Recording conversions		

Here is an example of a PPC account we manage that generates ~500 free trial registrations/day

## Google Optimize set up & conversion rate optimization

- Set up Google Optimize account
  - Plan 2 A/B tests to launch with
    - H1 text

- Header image
- CTA
- Navigation
- Set up experiments based on specific goals to test impact of on-page experience
- Integrate GA4 goals with Google Optimize

## Landing page design & conversion rate optimization

Generating qualified traffic is half of the equation when running effective paid search campaigns. Ensuring a great user experience by optimizing copy and landing page layout in order to achieve the highest conversion rate is equally important.

- Write landing page copy
- Design landing page layout
- Implement session tracking & heat mapping software
- Plan 2 A/B tests to launch with
  - ongoing A/B tests will be implemented as traffic milestones are met (we will decide what those are based on baseline metrics from campaign results)
- Ongoing copy/layout adjustments as traffic is generated

## See Landing Page Examples Here!

## Create workflow process to continue to build value for new leads & trigger sales cycle

Prospects converting on a form or landing page to download a lead magnet is important, making sure they are properly nurtured and their information is stored in a CRM is critical to ensuring that no opportunities are missed and that new prospects have the highest probability of being converted to paying customers.

- Create workflow automation campaign that is triggered after leads are generated
- Automatically import leads into HubSpot via Zapier integration & alert corresponding sales rep about the lead
  - Build "round robin" lead distribution so leads are distributed to sales reps evenly as they come in, if necessary
- Create custom view in CRM to easily view leads generated from paid ads
- Pass UTM parameters from lead forms into CRM contacts in order to identify campaign

data associated with each lead (e.g campaign name, audience, etc.)

## Create dynamic reporting in Google Data Studio

Having detailed, dynamic reporting is critical to holding an agency partner accountable while being able to provide additional stakeholders information on campaign progress and performance.

- Build boilerplate reporting structure in Google Data Studio
- Hook in additional data sources via Super Metrics (e.g. LinkedIn Ads, CRM contacts, etc.)
- Ongoing report customizations as necessary

See example of a custom report below:

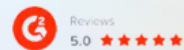






"SaaS Hero fuels our consistent growth. Our sales team couldn't be more thankful for the work they do for us."

Adam Fox, CEO, TripMaster



## Your dedicated team



### Caroline Strafuss, Account Manager

Caroline will be your dedicated **Account Manager** and main point-of-contact while working together. She'll run account review calls, provide status updates, and be the driving force behind the strategies executed on your behalf.

Location: Tampa, FL

[LinkedIn profile](#)

### Ozren Buric, Campaign Manager

Ozren will be your dedicated **Campaign Manager** and the brains behind all of your paid campaigns across search, display, and video. He'll be more behind-the-scenes, but his work will be at the forefront of Anura's success.

Location: Rijeka, Croatia

[LinkedIn profile](#)



### Sam Delos Santos, Account Coordinator

Sam will lead **project management** in addition to account management support and operations. She'll



be providing regular updates on landing page experiments, new campaign objectives, copy and creative production, and all of the other tasks necessary to ensure a smooth project workflow and delivering projects on time.

Location: San Diego, CA

[LinkedIn profile](#)

## Mirna Hari, Director of Paid Media

Mirna will lead **campaign strategy** in addition to supporting campaign operations. She'll be working closely with the team to ensure marketing objectives are clear, measurable, and that agreed upon KPI's are being met and reported on.

Location: Zagreb, Croatia

[LinkedIn profile](#)



## Mickey Biogradlić, Marketing Operations

Mickey will lead **marketing operations** which encompasses conversion tracking set up, event tracking implementation and all other technical components of conversion tracking and attribution.

Location: Sarajevo, Bosnia

[LinkedIn profile](#)



## Mandy Miller, Director of Operations

Mandy will oversee all aspects of **account operations** and project management to ensure things are running as smoothly as possible, internally.

Location: Wilmington, NC

[LinkedIn profile](#)

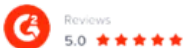


"The SaaS Hero team is easy to work with, organized, and knowledgeable. We've been very pleased with their attentiveness to our requests as well as their willingness to help solve problems and make our campaigns better."

Katie Russell, Senior Marketing Manager, Shop Boss







# Summary

This plan is designed to execute on a comprehensive marketing strategy over a 4 month period (not including a ~3-4 week timeline necessary to build all landing page variations).

## Tier 1 Package - 1 Ad Channel (LinkedIn or Google) Ads + Landing Page design and Conversion Rate Optimization

Name	Price	QTY	Subtotal
<b>Plan Integration Fee</b> This includes conducting audience/keyword research, building LinkedIn Ads account/Restructuring Google Ads account, building campaigns on LinkedIn, ad creative design, creating one dedicated landing page, writing landing page copy, writing ad copy, setting up conversion tracking, setting up reporting, and setting up workflow automations	\$5,000.00	1	\$5,000.00
<b>Monthly Retainer</b> This covers managing & optimizing all campaigns on Google or LinkedIn, designing ad creative (5 new pieces of ad creative), optimizing landing page performance, and reporting on campaign performance.	\$2,500.00	4	\$10,000.00
Subtotal			\$15,000.00
Total			\$15,000.00

## Tier 2 Package - 2 Ad Channels (Google Ads & LinkedIn Ads) + Landing Page design and Conversion Rate Optimization

Name	Price	QTY	Subtotal
<b>Plan Integration Fee</b> This includes conducting keyword and competitor research, building campaigns on Google and LinkedIn, ad creative design, creating one dedicated landing page, writing landing page copy, writing ad copy, setting up conversion tracking, setting up reporting, and setting up workflow automations	\$6,750.00	1	\$6,750.00
<b>Monthly Retainer</b> This covers managing & optimizing all campaigns on Google and LinkedIn, designing ad creative (5 new pieces of ad creative), optimizing landing page performance, and reporting on campaign performance.	\$4,750.00	4	\$19,000.00
Subtotal			\$25,750.00
Total			\$25,750.00

## Tier 3 Package - 3 Ad Channels (Google Ads, LinkedIn Ads & Capterra Ads) + Landing Page design and Conversion Rate Optimization

Name	Price	QTY	Subtotal
<b>Plan Integration Fee</b> This includes conducting keyword and competitor research, building campaigns on Google, LinkedIn and Capterra ad creative design, creating one dedicated landing page, writing landing page copy, writing ad copy, setting up conversion tracking, setting up reporting, and setting up workflow automations	\$8,000.00	1	\$8,000.00

Name	Price	QTY	Subtotal
Monthly Retainer This covers managing & optimizing all campaigns on Google, LinkedIn, and Capterra designing ad creative (5 new pieces of ad creative), optimizing landing page performance, and reporting on campaign performance.	\$7,000.00	4	\$28,000.00
Subtotal			\$36,000.00
Total			\$36,000.00

Plan Integration Breakdown & Deliverable Timeline

Task	Details	Expected Completion Date
Landing page copy	Write copy for PPC optimized landing pages covering 3 key elements:  - Benefits - Features - Social proof  Placeholders for dynamic text insertion will be identified and as well as A/B tests focused around landing page copy.	1 week after kickoff
Landing page design	Custom landing pages designed using Unbounce and leveraging <div></div> brand assets (colors, font, imagery where necessary, etc.)	2 weeks after kickoff



Task	Details	Expected Completion Date
Google Ads ad copy	<p>Write ad copy for Google search and retargeting campaigns.</p> <p>Search campaigns will leverage Responsive Search Ads.</p> <p>Display campaigns will leverage Responsive Display Ads.</p> <p>All ads will utilize all available headlines and descriptions in order to achieve the highest ad quality ratings.</p>	2 weeks after kickoff
LinkedIn PPC ad copy	<p>Write ad copy for LinkedIn PPC campaigns for both cold and warm audiences.</p> <p>Cold audience copy will focus around TOF downloadable content.</p> <p>Warm audience copy will focus around a combination of benefits, features, and testimonials. That will allow us to learn which messaging resonates best with prospects.</p>	2 - 2.5 weeks after kickoff
Ad creative design	<p>Design sets of ad creative to be used for Google and Facebook retargeting campaigns.</p> <p>Ads will be designed as 1080x1080, 1200x628 and 600x600 pixels to leverage Google Responsive Display and Facebook ad formats.</p> <p>All creative will leverage brand assets (colors, font, imagery where necessary, etc.),</p>	3 weeks after kickoff
Google Ads campaign build out	<p>Conduct keyword research &amp; analyze existing account data and build / re-build Google PPC account structure using STAG framework.</p>	3 - 3.5 weeks after kickoff

Task	Details	Expected Completion Date
LinkedIn Ads campaign build out	<p>Create cold audiences using built-in targeting parameters as well as Custom Audiences leveraging existing contact data from / [REDACTED]</p> <p>Build cold traffic campaigns using the lead generation objective for promoting TOF eBooks and downloadables.</p> <p>Build warm traffic campaigns using a combination of lead generation and traffic objectives to retargeting audiences / Matched Audiences to promote more transactional offers (e.g. Request a demo).</p>	3 - 3.5 weeks after kickoff
Capterra Ads campaign build out	Create listings in relevant product categories and work with Capterra account management team to set up ad account and establish preliminary bids.	3 - 3.5 weeks after kickoff
Conversion tracking set up & testing	Set up tracking for all necessary conversion actions that need to be tracked on Google, Facebook, Capterra and Microsoft using Google Tag Manager.	3.5 - 4 weeks after kickoff
Workflow automation set up	Build workflows that pushes new contacts from form submissions on Unbounce and Facebook/LinkedIn lead gen campaigns into CRM, assigns contacts the appropriate sales team member, notifies all necessary [REDACTED] team members, pushes contact into appropriate existing email workflow.	3.5 - 4 weeks after kickoff

*\*\*\*Please note that the projected completion dates are subject to change based on a variety of factors (structure of existing campaigns / ad accounts, Client feedback, etc.)\*\*\**

## **SaaS Hero Services**

SaaS Hero shall be responsible for the following marketing services, depending on the tier of engagement chosen by the client:

- Building, executing and optimizing all paid search/social campaigns on Google, LinkedIn and Capterra
- Implementing and optimizing ads built specifically for the purposes of driving paid traffic
- Writing landing page copy
- Designing/optimizing landing pages
- Writing ad copy
- Building automated workflow
- Building custom report in Google Data Studio
- SaaS Hero shall provide copies of all creative and copy used for website and marketing campaigns to Client
- SaaS Hero shall provide weekly reporting on all campaign activities to Client, unless otherwise agreed upon

## **Billing**

Client will be required to pay the one-time Plan Integration Fee at time of signing this agreement (net 7). The first invoice for the Plan Integration Fee will be sent upon completion of this agreement by the Client.

The first monthly retainer invoice will be sent with net 30 payment terms upon launching campaigns. All subsequent monthly retainer invoices will be sent to the Client 30 days after the previous invoice.

## **Term**

The Marketing Term will begin immediately following the completion of this agreement and will last for 4 months plus a ~4 week period to complete all of the items outlined in the proposal section of this agreement related to the Plan Integration.



After the initial term is completed, the agreement will continue on a month-to-month basis.

## **Cancellation**

In the event the Client wishes to cancel this Agreement, the client shall inform SaaS Hero in writing by sending an email to [aaron@saashero.net](mailto:aaron@saashero.net) at least ten (10) business days prior to the effective cancellation date. Upon receipt of a cancellation request, SaaS Hero and the Client will work together to determine the best course of action to conclude the marketing activities based on current objectives and initiatives at that time.

## **Independent Contractor**

SaaS Hero is an independent contractor and agrees that neither it nor its personnel is or will become an employee, partner, agent, or principal of [Anura](#). This agreement does not in any way create any type of partnership, association, joint venture, or other business relationship. SaaS Hero is responsible for providing compensation for its employees and subcontractors. Nothing in the parties' agreement shall be construed to give SaaS Hero or any of its personnel any authority to bind [Anura](#) with respect to contracts or representations or any other matters. SaaS Hero Contractor is solely responsible for paying when due any taxes, including estimated taxes, incurred as a result of the compensation paid by [Anura](#) for services under the Agreement. This includes but is not limited to any federal, state or local income taxes, social security or unemployment tax, or any other taxes.

## **Confidential Information**

The parties agree that any written, printed, graphic, spoken, or electronically or magnetically recorded information furnished by one party to the other is the sole property of party providing the information. This proprietary information includes, but is not limited to, customer requirements, customer lists, financial information, marketing information, and information concerning employees, products, services, prices, sources, operations and subsidiaries. Each party will indefinitely keep this confidential information it receives in the strictest confidence, and will not disclose it, or allow it to be disclosed, by any means to any person except with the other party's approval, and only to the extent necessary to perform the services under this Agreement. This prohibition also applies to either party's employees, agents, and subcontractors. On termination of this Agreement, each party will return any confidential information of the other party in its possession to the other party. Improper disclosure of party's confidential information is a material breach of this Agreement. Either party will notify



the other immediately of any disclosure of confidential or privileged information and cooperate in discovering the source of the disclosure.

## Indemnification

Each party agrees to indemnify and hold the other party harmless from any and all liabilities, claims, or demands (including the costs, expenses, and attorney's fees on account thereof) arising out of or resulting from either party's intentional or negligent acts or omissions, or from any violation of any municipal, state or federal laws, rules or regulations applicable to the performance of the services under this Agreement. Each party agrees to notify the other party of any written claims or demands made against the party for which the other party is liable hereunder.

## Entire Agreement

This Agreement, together with any exhibits, schedules, or other documents referenced, supersedes any and all agreements, either oral or written, between the parties with respect to the rendering of services and contains all of the representations, warranties, covenants, and agreements between the parties with respect to the rendering of those services. Any modification of the agreement will be effective only if it is in a writing signed by an authorized representative of the party to be charged.

Desired Package (select one): Tier 1 ☐ Tier 2: ☐ Tier 3: ☐

Signature:

Full Name:

Date:

Title:

SaaS Hero

Signature:

Full Name:

Date:

Title:

