

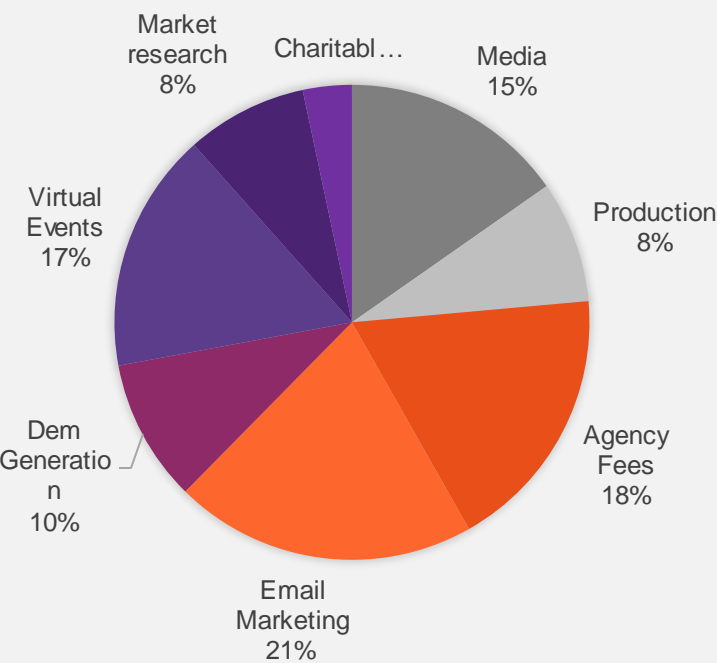


# REGIONAL MARKETING PLAN REVIEW

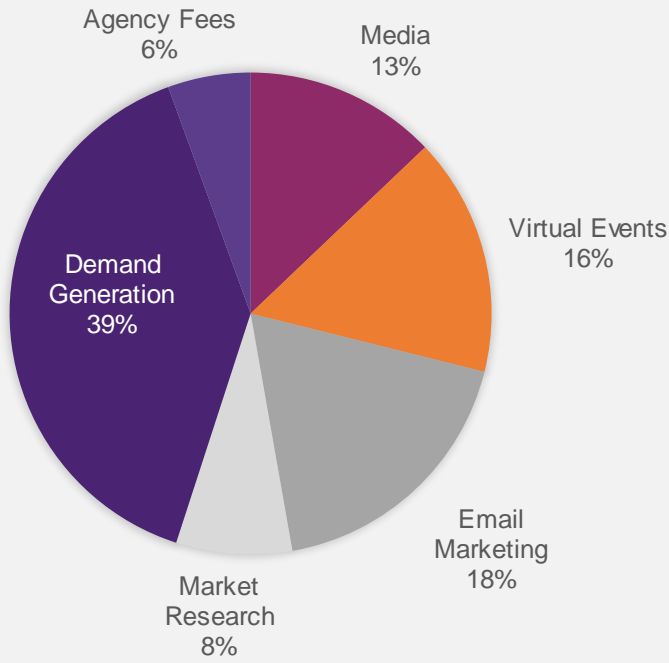
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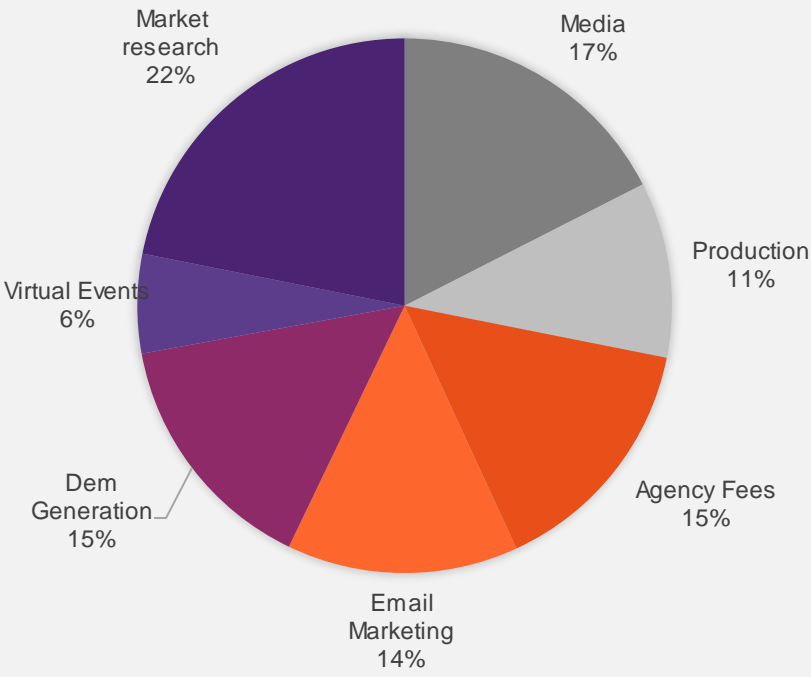
# 2021 BUDGET



**ENTERPRISE**  
**723k USD**



**MID-BUSINESS (COL-DR)**  
**90k USD**



**WHOLESALE**  
**110k USD**



# 2021 GOALS



**4,926  
MQLs**

**6.2MM  
MRS**

In value, created

**7:1  
ROI**

ENTERPRISE  
4,125 MQLs

MID-BUSINESS (COL-DR)  
313 MQLs

WHOLESALE  
488 MQLs





OUR STRATEGY

# ENTERPRISE





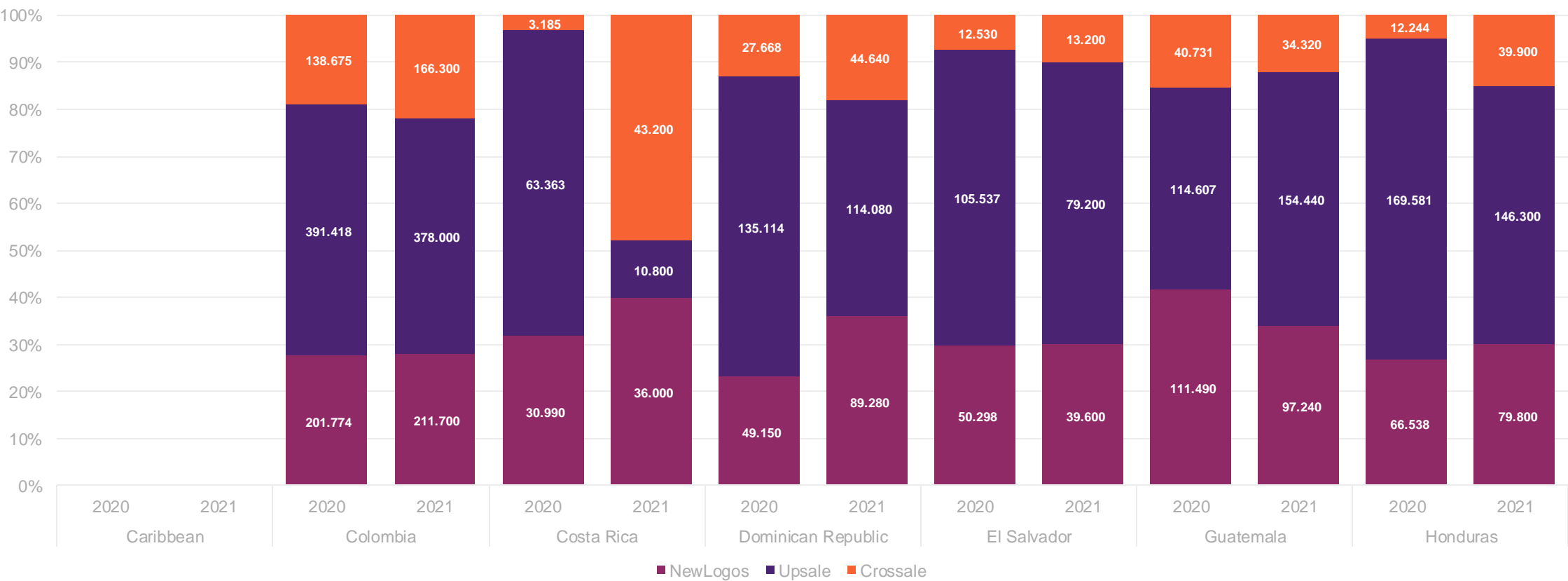
# MARKETING CONTRIBUTION



Sales 2020 vs. 2021 Targets

The Marketing contribution for 2021 will be 15% representing **\$267K of MRS.**

With an 18-months average TCV, ROI will be **\$4.8M or 674%**







32%

68%

IN SYNC WITH  
COMMERCIAL  
TARGETS

## NEW LOGOS

	Sales Goals		Marketing Contribution			
	Customers	MRS	MLs	Customers	MRS	
LATAM	425	\$342 K	636	128	\$51.2K	72% YoY Growth
COLOMBIA	172	\$211 K	276	69	\$86.3k	23% YoY Growth

## UPSELL

	Sales Quota		Marketing Contribution			
	Customers	MRS	MLs	Customers	MRS	
LATAM	459	\$504.8K	1251	69	\$75.7 K	31% YoY Growth
COLOMBIA	386	\$378 K	494	123	\$123.3 K	-2% YoY Growth
CARIBBEAN				50	\$15k	

## CROSS SELL

	Sales Quota		Marketing Contribution			
	Customers	MRS	MLs	Customers	MRS	
LATAM	220	\$175 K	1251	33	\$26.2 K	-27% YoY Growth
COLOMBIA	74	\$166 K	217	54	\$119.4 K	32% YoY Growth
CARIBBEAN				70	\$21k	



# INTEGRATED STRATEGY **B2B**

## AWARENESS

### BRAND POSITIONING

Increase our brand position through paid media in different channels with relevant

- Social media \$38k
- Content Campaigns \$38k

**TOTAL SPEND \$111k**

## DEMAND GENERATION

### NEW LOGOS

- Demand Gen (events) \$66.3k
- Demand Gen (call center) \$60k
- Social media \$62k
- Market Research \$55k
- Email marketing \$138
- Content & Customer Spotlight \$24.5k

**TOTAL SPEND \$406k**

80% MEDIUM

20% LARGE

## BASE MANAGEMENT

### EXISTING CUSTOMERS

Increase our current customer wallet share

- Content & Customer Spotlight \$23k
- Social media \$29.9k
- Virtual Events \$70k
- Email Marketing \$37k

**TOTAL SPEND \$165k**

### BI

- Market Research \$15k

68% NETWORKING

22% IT SOLUTIONS

## RETENTION

### LOYALTY PROGRAM

- Customer Spotlight \$6k
- Create the program "Always Connected – w/Top 10 customers
- Creating Special Events for them \$10k
- Partner Events \$25k

**TOTAL SPEND \$41k**

**32%** of the growth will come from NL

**68%** of the growth will come from CX





# INTEGRATED STRATEGY COL

## AWARENESS

### BRAND POSITIONING

Increase our brand position through paid media in different channels with relevant

- Social media \$15k
- Content Campaigns \$13k

**TOTAL SPEND \$28k**

## DEMAND GENERATION

### NEW LOGOS

- Demand Gen (call center) 60k
- Social media 18K
- Market Research 20K
- Virtual Events 10 K
- Email marketing 30K
- Content & Customer Spotlight 12K

**TOTAL SPEND \$150K**

80% MEDIUM

20% LARGE

## BASE MANAGEMENT

### DATA BASE BI

- Social media 12 K
- Virtual Events 20K
- Email marketing 25K
- Content & Customer Spotlight 10K

**TOTAL SPEND \$67 K**

68% NETWORKING

22% IT SOLUTIONS

## RETENTION

### LOYALTY PROGRAM

- Customer Spotlight 6K

### BUSINESS INTELLIGENCE

**28%** of the growth will come from NL

**72%** of the growth will come from CX





# INTEGRATED STRATEGY LATAM

## AWARENESS

### BRAND POSITIONING

Increase our brand position through paid media in different channels with relevant

- Social media \$18k
- Content Campaigns \$10k

**TOTAL SPEND \$28k**

## DEMAND GENERATION

### NEW LOGOS

- Demand Gen (events) \$32k
- Social media \$18k
- Market Research 35k
- Email marketing \$8k
- Content & Customer Spotlight \$12.4k

**TOTAL SPEND \$105.7K**

80% MEDIUM

20% LARGE

## BASE MANAGEMENT

### DATA BASE BI

- Content & Customer Spotlight \$13k
- Social media \$17.9k
- Virtual Events \$50k
- Email Marketing \$12k

**TOTAL SPEND \$97.9 K**

### BI

- Market Research \$15k

68% NETWORKING

22% IT SOLUTIONS

## RETENTION

### LOYALTY PROGRAM

- Create the program "Always Connected – w/Top 10 \$5k
- Creating Special Events for them \$5k

**32%** of the growth will come from NL

**68%** of the growth will come from CX





# INTEGRATED STRATEGY CARIBBEAN

## AWARENESS

### BRAND POSITIONING

- Increase our brand position through paid and organic media 5K
- Content Marketing 15K
- BU/Vertical specific and drive demand within our reach network and potential new customers 35K

**TOTAL SPEND 55K**

## BASE MANAGEMENT

### DATA BASE /BI

SDWAN/CLOUD/SECURITY/DWF

- Webinars – 24k
- Email campaigns – 100k
- Social media – 26K

**TOTAL SPEND 150K (Central Budget)**

### EXISTING CUSTOMERS

Increase our current customer wallet share.

## RETENTION

### LOYALTY PROGRAM

- Partner Events- 25K




**TOTAL SPEND 25K**








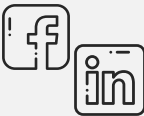
# ENTERPRISE



STRATEGY	NURTURING			DEMAND GEN & BASE MANAGEMENT		BRAND AWARENESS	
TACTICS	 <b>EMAIL MARKETING</b>			 <b>VIRTUAL EVENTS &amp; WEBINARS</b>		 <b>PROSPECTING</b>	
2021	<b>94</b> CAMPAIGNS			<b>127</b> 1-TO-FEW		<b>29</b> ONLINE EVENTS	
	<b>544</b> MQLs			<b>1571</b> MQLs		<b>432</b> MQLs	
	<b>Spend \$175K</b>   <b>ROMI 2404% (24:1)</b>			<b>Spend \$161K</b>   <b>ROMI 5542% (55:1)</b>		<b>Spend \$60K</b>   <b>ROMI 508% (5:1)</b>	
						<b>Spend \$129 K</b>	

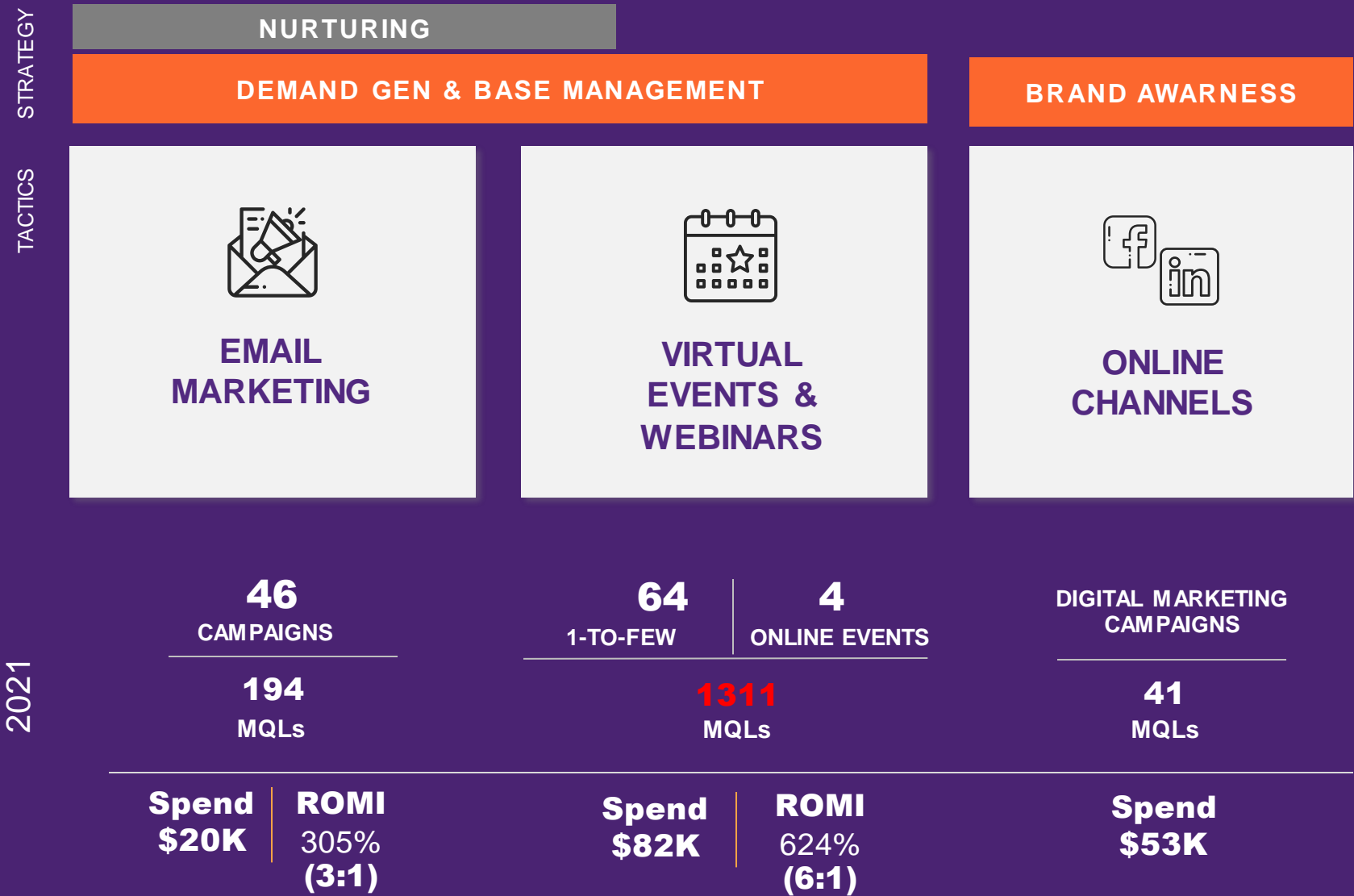
\*does not include cost of market research and content spotlight



STRATEGY	NURTURING			DEMAND GEN & BASE MANAGEMENT		BRAND AWARENESS	
TACTICS	 EMAIL MARKETING			 VIRTUAL EVENTS & WEBINARS		 PROSPECTING	
						 ONLINE CHANNELS	
2021	40 CAMPAIGNS			60 1-TO-FEW   20 ONLINE EVENTS		OnGoing Campaign	
	310 MQLs			210 MQLs		432 MQLs	
		Spend		ROMI		Spend	
		\$55K		471% (4:1)		\$30K	
		\$60K		508% (5:1)		\$45 K	

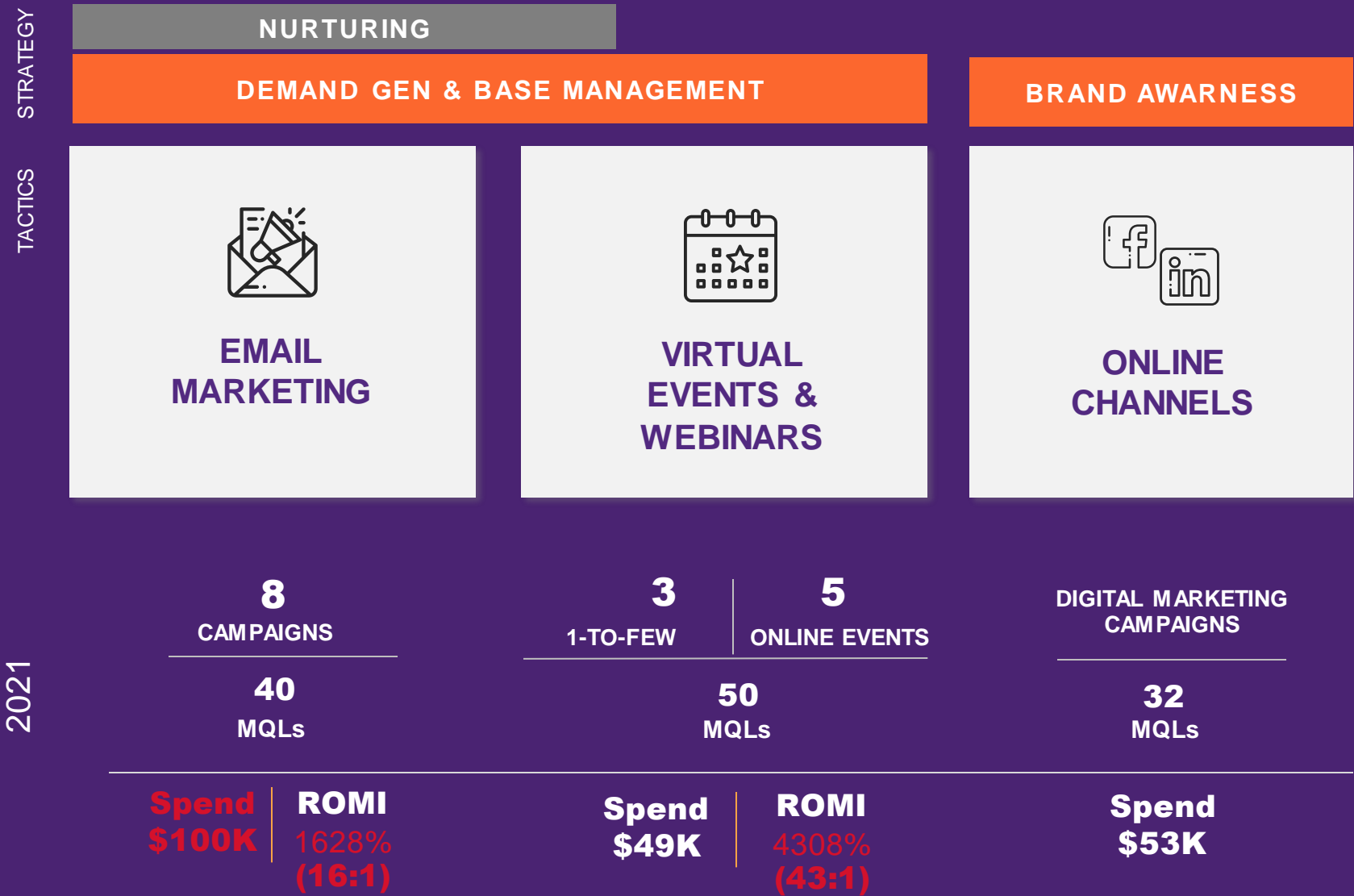
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\*does not include cost of market research and content spotlight



# COLOMBIA SCHEDULE



ENE

FEB

MAR

APR

MAY

JUN

JUL

AGO

SEP

OCT

NOV

DIC



## EMAIL MARKETING

NURTURING – CAMPAIGN (ONGOING)

SDWAN

MANAGED  
DIA

INDUSTRY  
SECTOR

CROSS SELL UPSELL CAMPAIGN  
CONNECTIVITY & SECURITY

CROSS SELL UPSELL CAMPAIGN CLOUD IT

CROSS SELL UPSELL CAMPAIGN UC&C

CROSS SELL UPSELL CAMPAIGN CIBERSECURITY



## VIRTUAL EVENTS & WEBINARS

SDWAN  
WEBINAR

BPO WEBINAR

OEA

RETAIL

FOOD

RETAIL  
FORUM

HEALTHCARE

CONSTRUC.

VIRTUAL VISIT

CIBERSECURITY

LOGISTICS  
& TRANSP.

EDUCATION  
CONVERSAT.

HOSPITALITY

INDUSTRY  
SECTOR

FINANCIAL

MALLS

MANUFACT.

VIRTUAL COFFEE (ONGOING)



## PROSPECTING

CALL CENTER CAMPAIGN (ONGOING)



## ONLINE CHANNELS

SOCIAL MEDIA POSTS: 12 POSTS MONTHLY

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NOTE:  
ON THE IMPACT ON COVID-19

As with any other area of the business, COVID-19 had a significant impact in marketing operations. On-site events had to be taken online, budget cuts took our prospecting efforts to a half. We had to redesign our content calendar and support both a new offer (WFH Solutions) and new sales support inquiries from a now remote team.



# LATAM SCHEDULE



ENE FEB MAR APR MAY JUN JUL AGO SEP OCT NOV DIC



DEMAND  
GEN



BRAND  
AWARENESS

VIRTUAL SUMMIT EVENTS	BOTH		EDUCATION SUMMIT		BPO SUMMIT			FINANCIAL SUMMIT		DC SUMMIT	
		CUSTOMERS									
CUSTOMER SPOTLIGHT	CUSTOMERS										
1ON 1	BOTH		XSELL STRATEGY IAAS /LARGE ACCOUNTS	FOLLOW UP SDWAN/VIRTUAL DEMOS (ALL) XSELL STRATEGY UCC, MEDIUM ACCOUNTS					ON GOING 1ON1 ER VERTICAL.2PER Q		
WEBINARS	CUSTOMERS		SDWAN (REGIONAL)		CLOUD IT /FINANCIAL SECTOR/ PANEL (ALL)	DISASTER RECOVERY (HOW TO DEVELOP A DR PLAN )	HCS	TALKING ABOUT SECURITY (INTERNATIONAL SPEAKER)		IT TRENDS PANEL	
	PROSPECTS		PRESENTATION OF PORTFOLIO /CTA:EXTERNAL SPEAKER( ALL)								
EMAIL CAMPAIGNS	CUSTOMERS		XSELL CAMPAIGN BY PRODUCT / CONNECTIVITY & SECURITY (ALL)	XSELL CAMPAIGN BY VERTICAL (GOVERN/DR)		XSELL CAMPAIGN BY PRODUCT/CLOUD IT, DISASTER RECOVERY& UCC (ALL)		XSELL CAMPAIGN BY PRODUCT / CYBERSECURITY (ALL)			
	PROSPECTS		PRESENTATION WHO WE ARE AND PORTFOLIO					CAMPAIGNS BY VERTICAL			
LOYALTY PROGRAM LAUNCH CAMPAIGNS	BOTH			WHAT TO EXPECT IN TERMS OF ECONOMIC ISSUES THIS2022 (ALL)		TECH TRENDS WORKSHOPS		COST AND PORDUCTIVIT Y WORKSHOP		WORKSHOP TBD	
MEDIA TOUR CAMPAIGN(PR)						WHAT TO EXPECT FROM US/ON HAND PRESENTATION					



# CONTENT DEVELOPMENT SCHEDULE

[illegible]



# DWF CAMPAIGN PLAN



	Q1			Q2			Q3			Q4			Q1 (2022)		
	ENE	FEB	MAR	APR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ENE	FEB	MAR
INTERNAL ENGAGEMENT	Jan (Taster Event)														
EMAIL	Focused on CEO & HR			Vertical Focused comms											
				Focused on IT											
WEBINAR/ EVENT	March														
SOCIAL MEDIA	Atleast one post per month to drive additional lead generation														
WEBSITE	Introduce DWF (Jan)	Add DWF Video (Feb)	Content update (Use cases and testimonials added periodically as well as any product update)												



# SDWAN CAMPAIGN PLAN



	Q1			Q2			Q3			Q4			Q1 (2022)		
	ENE	FEB	MAR	APR	MAY	JUN	JUL	AGO	SEP	OCT	NOV	DIC	ENE	FEB	MAR
INTERNAL ENGAGEMENT			Completed 2020												
EMAIL		Vertical Focused comms once every 2 months													
WEBINAR/ EVENT				March						Oct					
SOCIAL MEDIA		At least one post per month to drive additional lead generation													
WEBSITE	Content update (Use cases and testimonials added periodically as well as any product update)														





OUR STRATEGY

# MEDIUM BIZ





# STRATEGY

## COLOMBIA

**ACPM: 50**

**Brand awareness 6K**

- Media tour
- Social media
- BTL (buildings)

**Demand Generation 23.5K**

- Prospecting 10K MQLs year 110
- Social media targeted 5K Mqls 20
- Emails 0.5K Mqls: 25Mqls
- Webinars – Virtual Events: 8K Mqls 8M

**Market Research 4K**

**TOTAL spend 45K**

**MQLs 163**

**ARPC: \$250**



## DOMINICAN REPUBLIC

**ACPM: 21**

**Brand awareness 11K**

- Media tour
- Social media
- Advertising

**Demand Generation 26K**

- Virtual Events (webinars)
- One to One and One to Few
- Email Marketing
- Prospecting (Cold Calling)

**Market Research 3K**

**TOTAL 2021 BUD 45K**

**MQLs: 150**

**ARPC: \$258**



# COLOMBIA SCHEDULE



ENE

FEB

MAR

APR

MAY

JUN

JUL

AGO

SEP

OCT

NOV

DIC



## EMAIL MARKETING

NURTURING – CAMPAIGN (ONGOING)

SDWAN

MANAGED  
DIA

INDUSTRY  
SECTOR

CROSS SELL UPSELL CAMPAIGN  
CONNECTIVITY & SECURITY

CROSS SELL UPSELL CAMPAIGN CLOUD IT

CROSS SELL UPSELL CAMPAIGN UC&C

CROSS SELL UPSELL CAMPAIGN CIBERSECURITY



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WEBINAR

BPO WEBINAR

OEA

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EDUCATION  
CONVERSAT.

HOSPITALITY

INDUSTRY  
SECTOR

FINANCIAL

MALLS

MANUFACT.

VIRTUAL COFFEE (ONGOING)



## PROSPECTING

CALL CENTER CAMPAIGN (ONGOING)



## ONLINE CHANNELS

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# DOMINICAN REPUBLIC

## SCHEDULE



ENE FEB MAR APR MAY JUN JUL AGO SEP OCT NOV DIC



DEMAND  
GENERATION

VIRTUAL SUMMIT EVENTS

EDUCATION  
SUMMIT

BPO SUMMIT

FINANCIAL  
SUMMIT

DC SUMMIT

WEBINAR

Workshop – IT  
Management  
Tools

Success  
Story  
Panama

Elearning  
Workshops

Success  
Case

Tech Trends  
Workshops

1ON 1

Building  
Administrators  
/ Portfolio  
presentation /  
Why C&W

Business  
Associations/  
Portfolio  
presentation /  
Why C&W

Target Businesses per Vertical / Portfolio Presentation (1/month). Who are we?

EMAIL CAMPAIGNS

Unsolicited proposal campaign

New Features (ongoing - 1/Q)



BRAND  
AWARENESS

MEDIA TOURS  
CAMPAIGNS

Intro to C&W  
Business

Thought  
Leadership

Meet the  
experts

DATA BASE





OUR STRATEGY

# WHOLESALE



# MARKETING OBJECTIVES

- Understand the market evolution and trends in terms of demand, bandwidth consumption and product portfolio (focus on Market research and business Intelligence)
- Drive Demand among our current customers (new product portfolio Ex IPTV)
- Position C&W Networks as the strategic allied with the solution ecosystem to support our customers needs
- Generate MQL in countries with current operation and in new markets and segments.
- Retain & Grow (where possible) current customer base + generated demand for selected prospects.



# MARKETING PLAN

- Position C&W Networks as the integral carrier provider (Through new line of Solutions – B2B Portfolio)
- Transition from the concept of Networks to the Strategic Partner of an Ecosystem of Solutions
- Generate Awareness among the Wholesale community, Carriers, ISP, Cable operators and Integrators positioning our Ecosystem vision
- Access to markets where we don't have presence
- Access current markets and new markets with new product lines and access to new niche of customers and Business

Target Customers	Current Customers Potential Customers	IPTV (ISPs, Cable Operators Integrators)	New Solutions Ecosystem Current Customers – Leads
<b>Marketing</b>	<p>Position C&amp;W Networks as the integral carrier provider</p> <ul style="list-style-type: none"> <li>• Email marketing, SMS campaigns</li> <li>• Presentation template for Customer Engagement by Sales Team (including new solutions Portfolio) <ul style="list-style-type: none"> <li>➢ Direct mail</li> <li>➢ Storytelling (tell out story, customer testimonials in all the region)</li> </ul> </li> <li>• Social Media (Linkedin , Email)</li> <li>• Demand Generation <ul style="list-style-type: none"> <li>• Social Media (PPC,)</li> <li>• Call Downs</li> </ul> </li> </ul>	<p>Position our IPTV with differentiators and Drive demand in current customers and new markets and segments</p> <ul style="list-style-type: none"> <li>• BTL Approach <ul style="list-style-type: none"> <li>• New data based developed in countries where we don't have business today</li> <li>• Cold Calling (prospecting)</li> <li>• Emailing (to generate awareness and schedule appointments)</li> </ul> </li> <li>• Second Phase <ul style="list-style-type: none"> <li>• Awareness on social media</li> <li>• Digital Events : Webinars, Virtual Coffees</li> </ul> </li> </ul>	<p>Website Update Content Sections Digital Journey</p> <p>Targeted Social Media By segment, promoting and communicating our CVP withing the new portfolio</p> <p>Managed Networking IT Solutions UCC Hospitality (Resellers)</p> <p>White Papers and Content development Webinars Retention (Value added) Drive Demand and Awareness</p> <p>Alliances with distribution channels and cable operators.</p>



# NETWORKS MARKETING DASHBOARD 2021



STRATEGY

NURTURING

DEMAND GEN

PROSPECTING

BRAND AWARENESS

TACTICS



EMAIL MARKETING & VIRTUAL EVENTS



PROSPECTING



RESEARCH  
AND DATABASE

2021 KPI'S

8

CAMPAIGNS

6

EVENTS

7,9K

EFFECTIVE CALLS

3

DDB & ANALYSIS

140

Leads

60

Leads

288

MQL

+900

CONTACTS

\$28.000

SPEND

\$12.000

SPEND

\$30.000

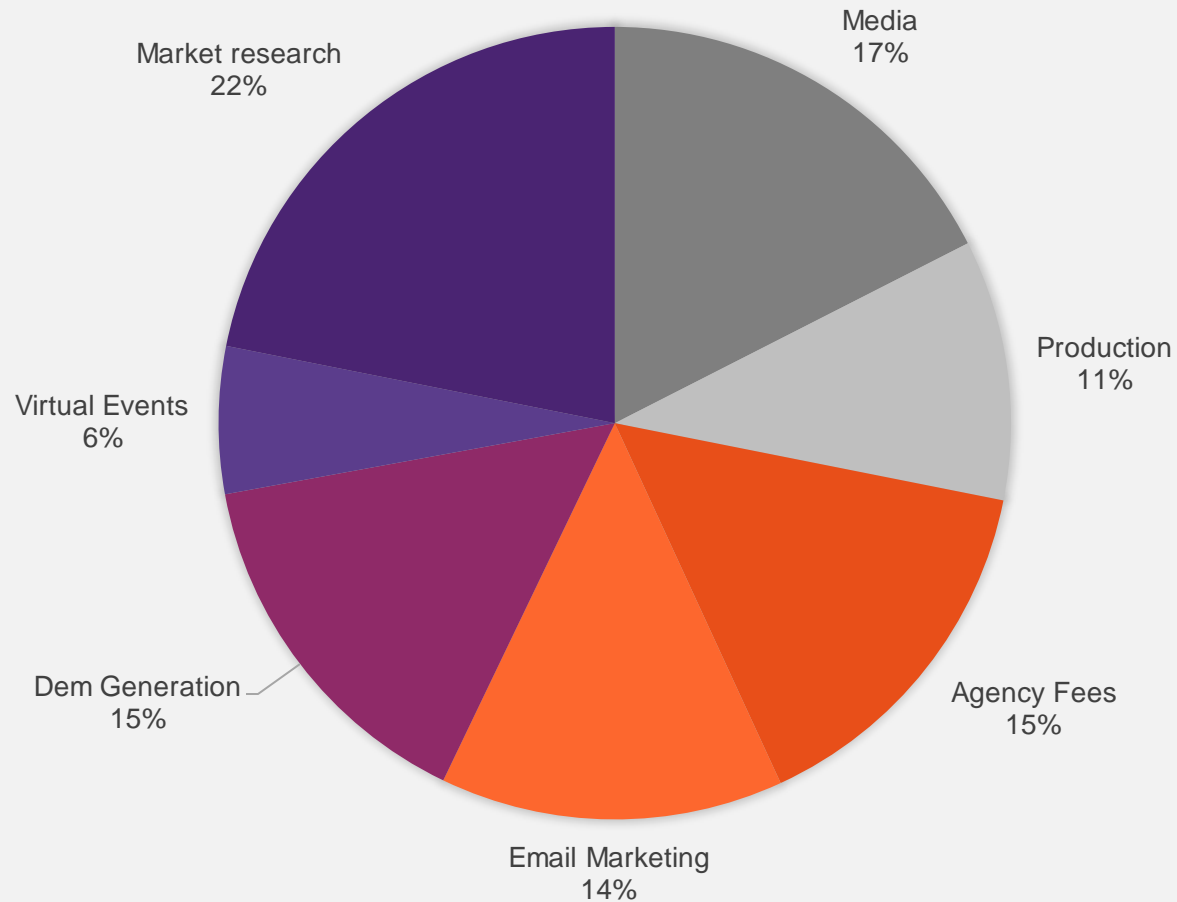
SPEND

\$40.000

SPEND



# NETWORKS BUDGET 2021



CHANNEL	KPIs (PER MONTH/ ACTION)
Social media (BOOST)	LinkedIn: Reach +20k people Engagement: 8% Interactions:3k
KPIs media buy (projection): LinkedIn	Impressions: 81k ppl Clicks to form: 260 Registration (leads): 6 MQL: 2
Email marketing (projection):	Open rate: 27% Clics: 2% Conversions(MQL): 4%
Webinars (projection):	Open rate: 29% Clicks: 6% Registration: 15% (de visits) Attendance: 25% (of registrations) Leads: 4% (of attendance)
Call Downs (Colombia and Caribbean):	Effective Calls: 660 Monthly leads per operators: 12 for Colombia + 12 for Caribbean Total monthly MQLs: 24 Effectivity based on the goal: 100%



# SCHEDULE



ENE

FEB

MAR

APR

MAY

JUN

JUL

AGO

SEP

OCT

NOV

DIC



## EMAIL MARKETING

NURTURING – CAMPAIGN ALWAYS ON

Awareness and solidarity campaign

Introduction of the ecosystem "Infinite Solutions from C&W Networks"

IPTV Clients Campaign

Cybersecurity Campaign

Christmas Campaign



## VIRTUAL EVENTS & WEBINARS

CLOUD WEBINAR

IPTV Wine Testing - VIP events



## PROSPECTING

CALL CENTER CAMPAIGN (ONGOING)



## ONLINE CHANNELS

SOCIAL MEDIA POSTS: 12 POSTS MONTHLY

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