



**The value of driving
demand creation
through ATLAS.**

Agenda

Benefit of Strategy

Engagement - content

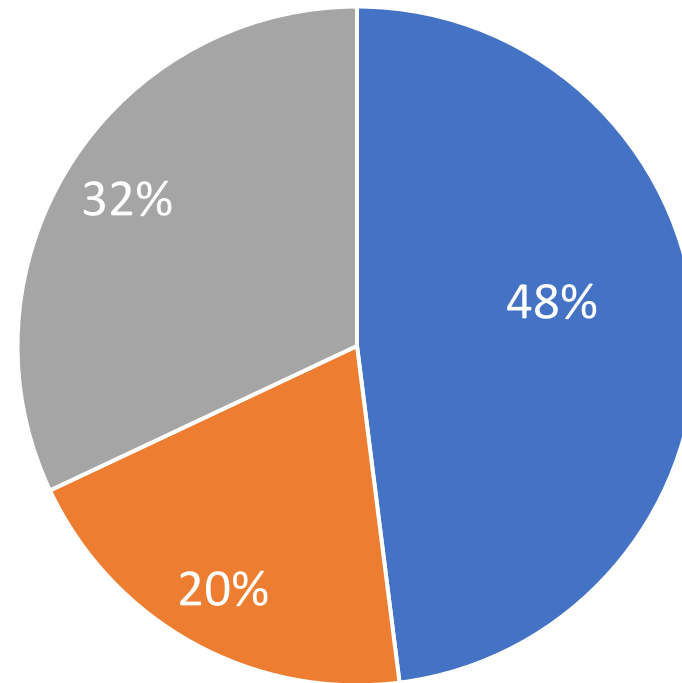
Case Study/Example

Importance of Follow-up



47% of marketers said the reason they failed was lack of strategy

Problem: Effectiveness

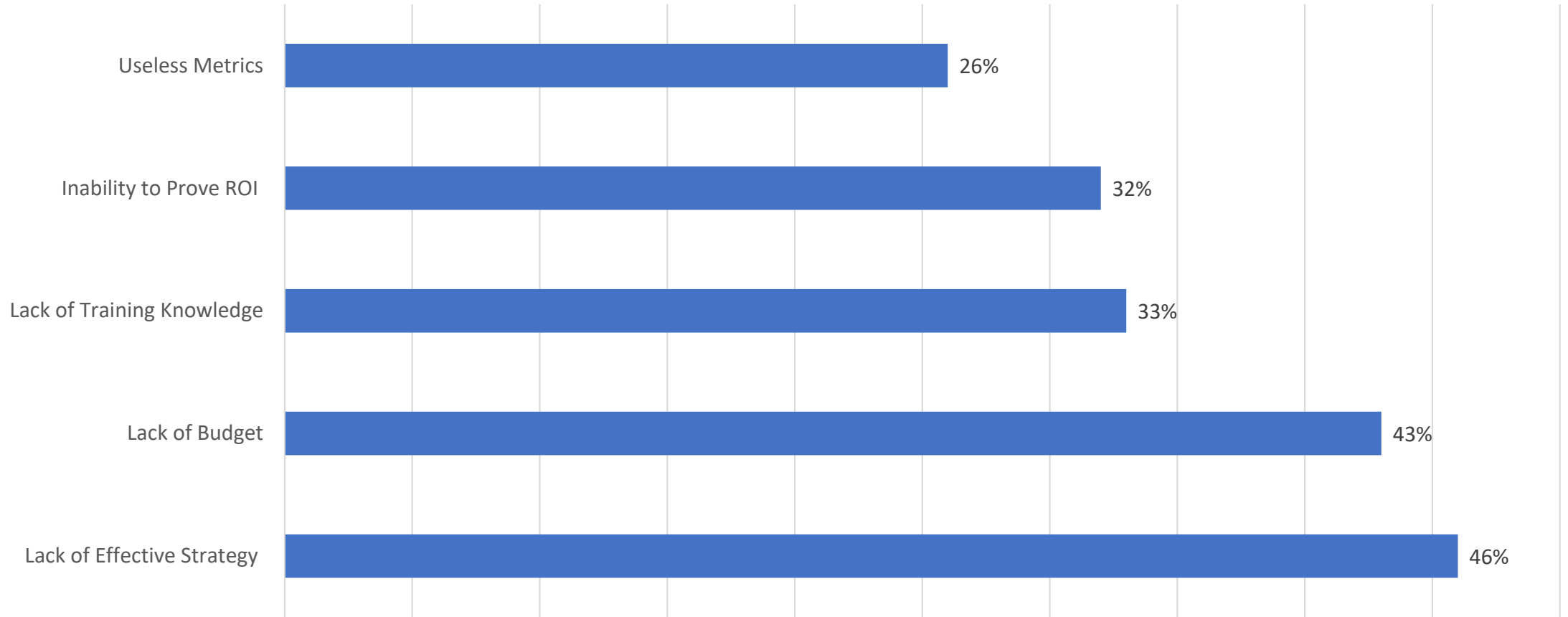


■ Have a strategy But it is verbal, not written down.

■ Have no strategy

■ Have a documented strategy

Biggest Marketing Obstacle

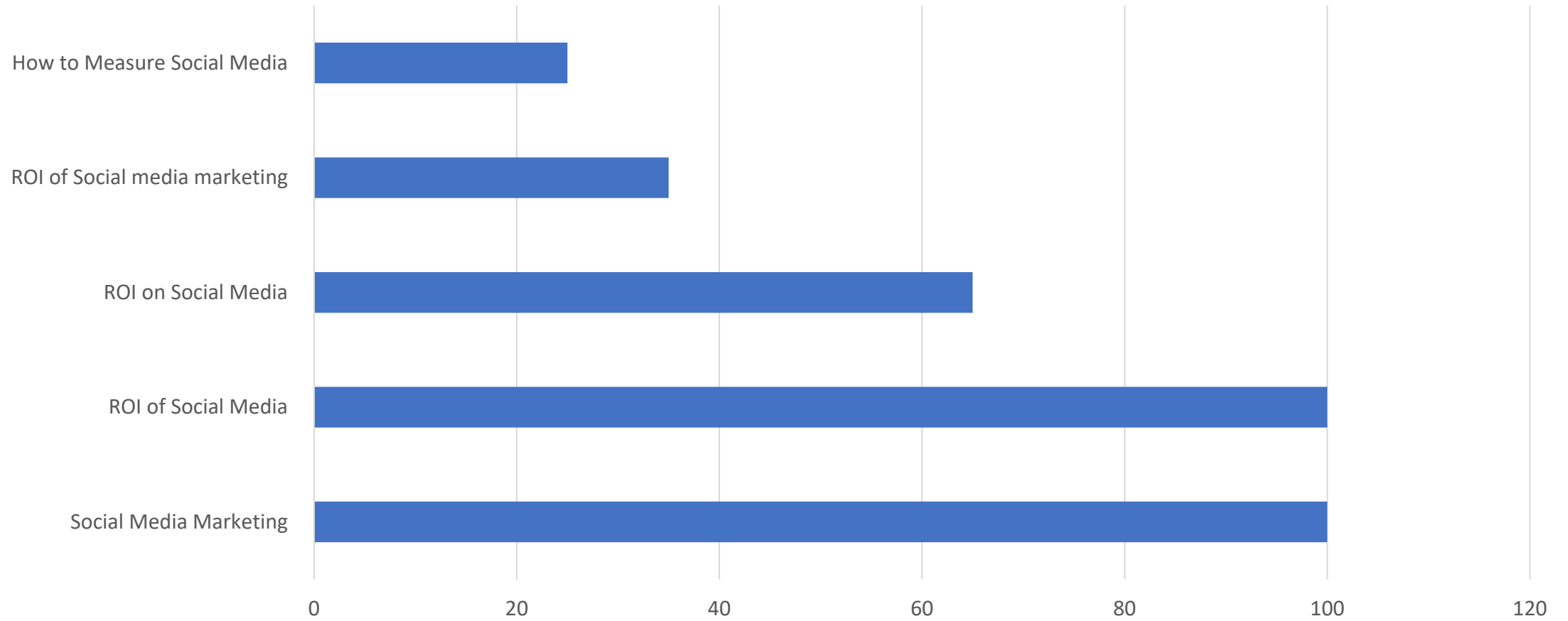


Strategy: What it is not

- “We have a Facebook strategy”
- “We have an Instagram strategy”
- “We have a Content Marketing Strategy”
- “We have a search strategy”
- “We have a ----- strategy”



ROI?

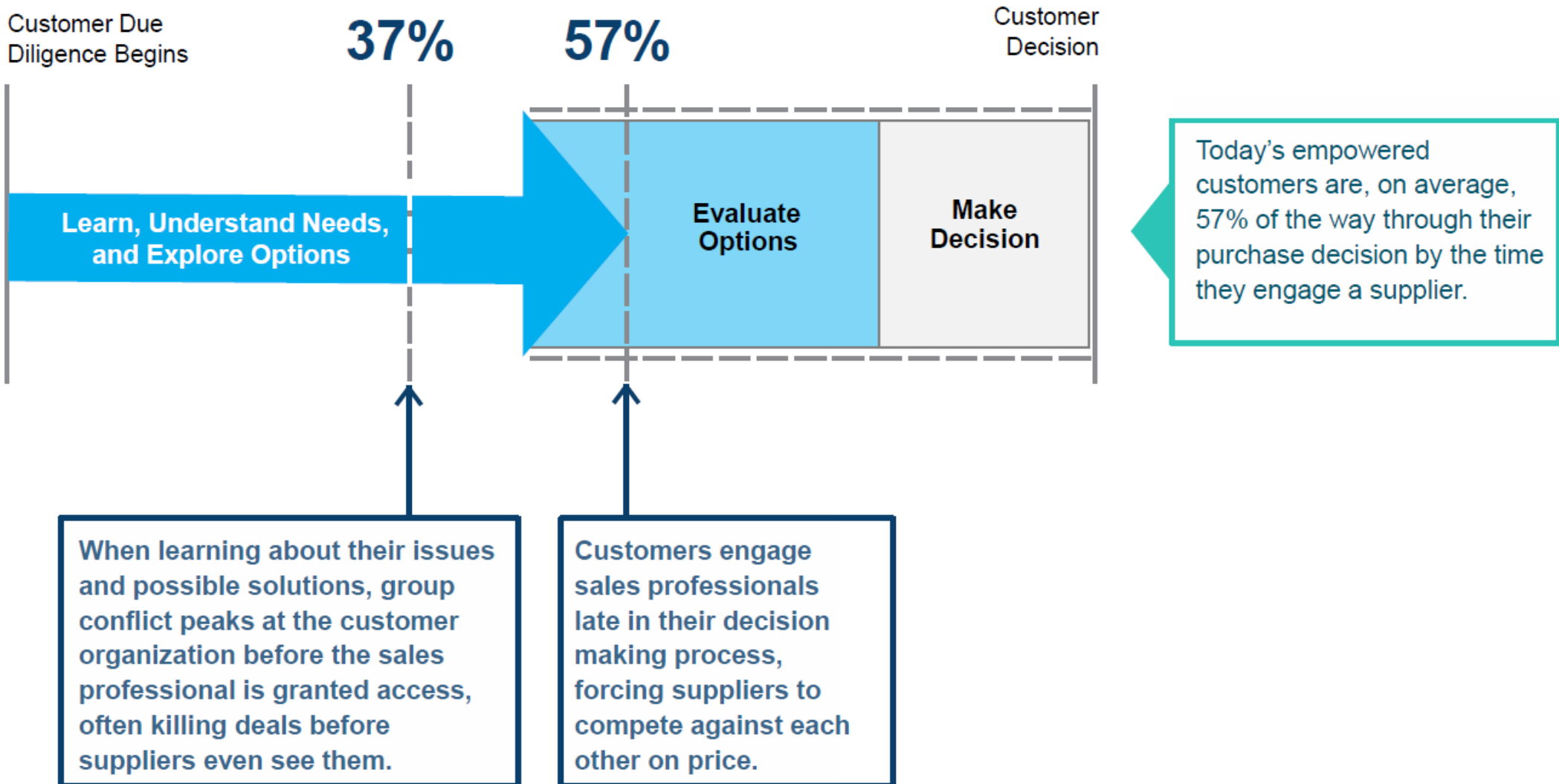




Shiny Penny Challenge

Fundamental shifts in customer behavior

Customer Purchase Decision Process



50% of content does not drive engagement.



Lead Customers through the content

Content Distribution

- Direct Marketing- put content in front of audience
- Key word search helps your customer find you at the right time.
- Social: same ideas; just difference

“Up to 2/3 of a brand's profits might rely on effective customer engagement”
Constellation Research



Research Shows that improved omni channel/digital engagement increases profits

22%

Improved engagement increases Cross-sell by

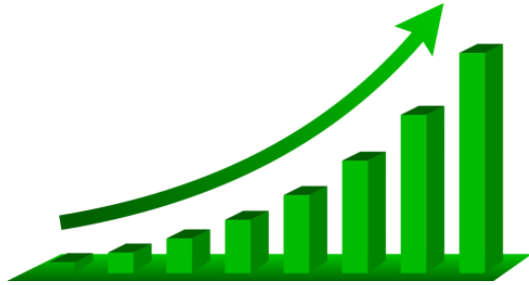
13%-51%

Drive up-sell revenue

5%-85%

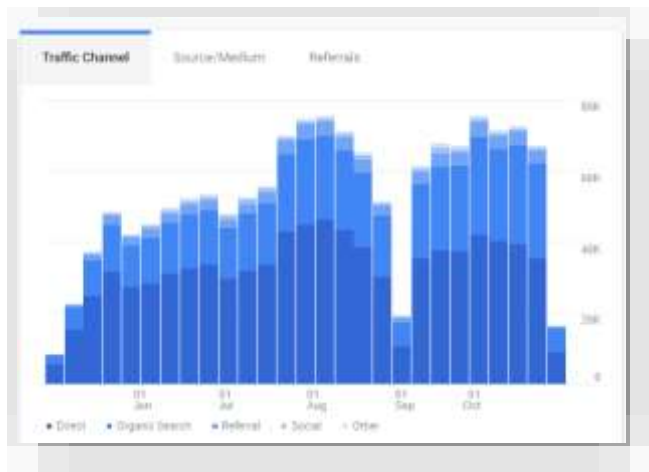
Increases order size

Success Stories



Retailer Success highlights

Of those retailers who we have been able to measure sales increases



Increased Engagement

Overall increased site engagement during campaigns. Increased organic search during campaigns. There is a strong correlation between engagement and



Avg. Open Rate*

Multiple Stories about growers reaching out to sellers. Also growers trying fungicide that have never tried it before



Lead into Will

> Campaign Planning

- Does your sales team need help with this topic/product?
- What do you want your customers to learn?
- What do you want to sell?
- What will get the grower to buy? How do you determine success?



Email Campaign Results

Campaign Name	# Sent To	# Opened	Opened % Rate	# Clicked Through	Click Through Rate
1	31	15	48%	3	9%
2	372	179	48%	0	
3	34	20	59%	3	9%
4	370	126	34%	33	9%
5	91	38	42%	9	10%
6 – Ascend Campaign	34	17	50%	10	30%
7	42	15	36%	0	
8	395	162	41%	24	6%
9	395	158	40%	12	3%
10	395	166	42%	32	8%
11					
12 – Fungicide Campaign					
TOTALS	2159	895	41%	126	6%

Campaign Sales Results

Ascend Campaign

- Sent to: 91 Growers
- Opened: 38 Growers – 169% Growth
 - 2018: \$78,520
 - 2017: \$46,461
- Overall Sales – 120% Growth
 - 2018: 1926 (Units)
 - \$345,046
 - 2017: 1578 (Units)
 - \$286,419

Fungicide Campaign

- Sent to: 395 Growers
 - \$837,980
- Opened: 166 Growers
 - \$542,783
- Overall Sales
 - ~\$1,094,000

Campaign Analysis

Ascend Email Call to Action

- 3/91 Customers Clicked “I’m Interested in Offer”
 - 2/3 Customers bought

Thank you for being a loyal seed customer. We want your seed to succeed so we're offering customers the chance to redeem \$1 off an acre for an Ascend Purchase.

Fungicide Email Call to Action

- 1/395 Customer Clicked “Contact Me!”
 - Customer did not buy product

We understand the investment it takes to apply to a fungicide. However, there's a huge opportunity this year with our yield potential and weather conditions to make a positive ROI. Click below if you'd like us to contact you with more information.

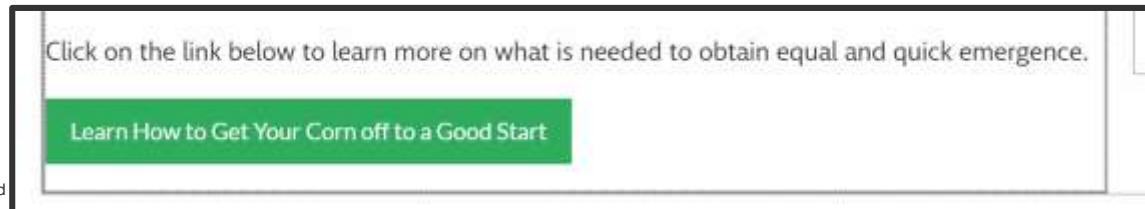
Campaign Analysis

Ascend Articles

- *Help Corn Reach New Heights*
 - 55 Views
 - 20 view from referring articles/banners (5 different sources)
- *How Does Your Seed Hit the Ground Running*
 - 95 Views
 - 91% direct views
 - 16 views from referring article
 - Should I Plant or Shouldn't I?

Fungicide Articles

- *Watch Out: Diseases in Your Area*
 - 78 Views
 - 7 referring views
- *How to Make Money with Low Commodities*
 - 67 Views
 - 6 referring views



> Campaign Follow - Up

- What are the click/open rates?
- Sales results? Did we help the sales group?
- Any trends?
- What worked?
- How can we improve for future campaigns?

