

SIMULATION MODULE 4: DIGITAL MESSAGING

The following editorial calendar and example posts have been created to provide additional detail and further the recently created digital campaign plan for AlphaScan.

DIGITAL CAMPAIGN STRATEGY STATEMENTS RECAP

- Raise awareness about AlphaScan’s surgical simulation training applications and off-the-shelf offerings by creating and sharing original and engaging content on AlphaScan’s new LinkedIn and Twitter.
- Consistently integrate AlphaScan web content with social media posts and email marketing content to consistently provide pathways for target audiences to find more detailed information.
- Leverage existing Blink Industrial military contacts through email marketing to help raise awareness and identify new clients for Alpha Scan surgical simulation training within medical divisions of the military.

STRATEGIC MESSAGING FRAMEWORK

We’ve employed a strategic messaging framework that aligns with our strategy statements and is designed to maximize message richness in order to establish strong emotional connections between consumers and AlphaScan while also ensuring that key information about the product is not lost. This approach includes frequent use of visual imagery including high-quality photos and video paired with clear, engaging, and informative written content and brand elements including a new AlphaScan logo.

With best practices for each channel and platform in mind, this framework can manifest differently per content type. For example, our email marketing to existing Blink Industrial military contacts employs rich imagery sparingly due to the no-nonsense nature of the message and military operations.

In contrast, content such as testimonials and reviews shared on LinkedIn and Twitter, heavily employ rich visuals including video.

By hitting the right balance between emotional and rational, the message will be more appealing to those in the medical field and the military and further both the communication and business goals outlined in our digital campaign.

EDITORIAL CALENDAR

In order to achieve our communication objectives, we conducted research to get the best idea of when to post on our social media to give us the best chance to create awareness and increase engagement.

The best strategy to increase engagement is to have a consistent presence on social media. Our editorial calendar is designed to strategically place each post to create and maintain this consistency, ultimately to increase and maintain engagement.

We discovered that the best time to post on LinkedIn is between 10 am – 12 pm on Wednesdays and Thursdays. Similarly, the best time to post on Twitter is between 12 pm and 4 pm on Fridays. Though

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typically a low-traffic period, to help maintain a consistent presence for AlphaScan on Twitter our calendar includes regular posts on Tuesdays.

Each LinkedIn and Twitter post will direct our audience to either the website or the testimonial blog. Once we have used this schedule for the month of March we will be able to utilize our evaluation plan to adjust the schedule to be more effective towards achieving our goals.

MARCH						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
	1. Press Release – Share on all platforms (Blog site, LinkedIn, Website & Twitter)	2. LinkedIn Post – Testimonial (Link to blog)	3. LinkedIn Post – Review based (Link to blog)	4. Twitter Post – Alpha Scan video content (Link to Website)	5.	6.
7. Blog Post – share on all platforms(Website, LinkedIn & Twitter) Email Marketing	8. Twitter Post – directing followers to surgical training page on website	9. LinkedIn Post - Testimonial – Surgical Training (Link to blog)	10. LinkedIn Post- Review based - (Link to blog)	11. Twitter Post- Alpha Scan custom graphic (Link to Website)	12.	13.
14. Blog Post – share on all platforms(Website, LinkedIn & Twitter) Email Marketing	15. Twitter Post - directing followers to surgical training page on website	16. LinkedIn Post - Testimonial – Surgical Training (Link to blog)	17. LinkedIn Post – Review based - (Link to blog)	18. Twitter Post - Alpha Scan video content – (Link to Website)	19.	20.
21. Blog Post – share on all platforms(Website, LinkedIn & Twitter) Email Marketing	22. Twitter Post - directing followers to surgical training page on website	23. LinkedIn Post - Testimonial – Surgical Training (Link to blog)	24. LinkedIn Post – Review based - (Link to blog)	25. Twitter Post - Alpha Scan custom graphic – (Link to website)	26.	27.
28. Blog Post – share on all platforms(Website, LinkedIn & Twitter) Email Marketing	29. Twitter Post - directing followers to surgical training page on website	30. LinkedIn Post - Testimonial – Surgical Training (Link to blog)	31. LinkedIn Post - Review based - (Link to blog)			

LINKEDIN SAMPLE POST



AlphaScan technology, a new virtual reality training program, launched today. AlphaScan uses special brain wave technology to increase the real-time immersive experience and shorten training time for soldiers and surgeons. This technology is ready-made and easily implemented!
<https://bit.ly/3JFYGwp>

TWITTER SAMPLE POST



Newly launched AlphaScan technology uses special brain wave technology to increase the real-time immersive experience and shorten military and surgical training time. <https://bit.ly/3JFYGwp>

EMAIL VISUAL



Blink Industrial introduces AlphaScan for surgical training

After years of research and experience, Blink Industrial has developed its new AlphaScan™ technology to revolutionize the VR training industry.

AlphaScan is the only training product of its kind, using real-time brain wave activity as training system inputs for significantly improved accuracy and speed in training.

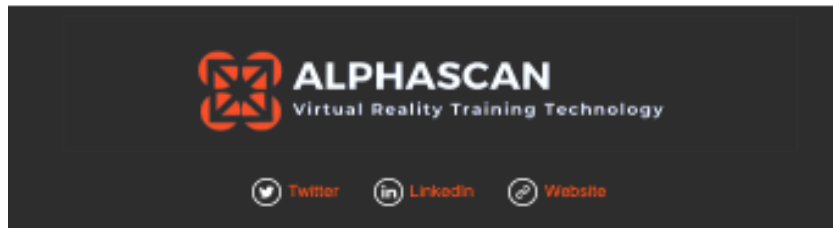
As a valued partner, you've seen how AlphaScan has revolutionized military aviator training by employing real-time immersive simulation experiences to dramatically shorten training time and get highly-skilled operators in the air and in service faster than ever before.

Whether supporting deployed personnel as field surgeons or providing comprehensive care to military personnel and their families -- AlphaScan can be utilized to help produce military medical operators who function at the highest levels of human performance.

We can help you save time so they can save lives.

We're inviting you to attend a small-group event with three other commanders to hear more about how AlphaScan can be used to optimize military surgical training.

[Register your interest »](#)



EMAIL TEXT

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BLOG POST EXAMPLE

I've never experienced anything like it. I was skeptical at first, I mean the only VR experience I had before AlphaScan was a table tennis game on my nephew's PlayStation and I don't need to tell you that the operating on the human body is significantly more complex.

The first thing you should know is that it works.

I've experienced surgical training on both cadavers and live patients and while there is still no substitute for reality AlphaScan makes me think VR simulation training might one day be able to provide an experience that takes us wonderfully close.

I find myself remembering, learning, and ultimately acquiring skills in a way that is indistinguishable from what I've experienced from in person training. Honestly, after about 3-months of residency completed using the hybrid model (part AlphaScan part traditional) I couldn't tell you from memory which sessions were VR simulation, and which weren't.

Plus, I swear I am learning faster than last year, experiencing less burnout and my test scores are as good or better.

AlphaScan is also better for my schedule. Since the AlphaScan learning modules are there waiting for me and all I need is access to the VR training head and handsets, I can flex my study time. Which now that I

think about it probably helps reduce the chances of burnout as I am more likely to have the chance to take downtime when I feel I need it rather than when my schedule allows for it.

That's all from me for this week!

PRESS RELEASE EXAMPLE



THE FUTURE IS HERE: ALPHASCAN

February 20, 2022

Toronto, Canada – Blink Industrial, Inc. today announced AlphaScan™, the future technology for revolutionizing the VR training industry.

AlphaScan™ integrates brain wave data with virtual reality technology, resulting in a deeply immersive training experience for soldiers, military pilots, and surgeons that dramatically increases training speed and accuracy. The release of AlphaScan™ will expand the variety of solutions offered to clients in the military context and beyond, including new off-the-shelf offerings and custom simulation systems for surgical training. AlphaScan™ will be available for pre-order beginning Friday, March 7, 2022 in the United States and Canada.

Blink Industrial is a publicly traded company under the BLI-V symbol on the Toronto Stock Exchange with \$17.1 million in earnings in 2021. The heart of its innovation is its cutting-edge proprietary VR training systems. In 2014, Blink Industrial won a US Department of Defense contract worth \$5.2M to develop a proprietary virtual reality training system for soldiers and military aircraft pilots, based on its AlphaScan™ technology. To date, Blink has sold 24 custom VR training installations to military organizations. In 2015, Blink was awarded a \$450K CAD Canadian Technology Development Grant to apply AlphaScan™ technology to medical applications. This new application of Blink's proven technology uses individuals' brain waves as input for a complex surgery training simulation system.

"AlphaScan is the only training product of its kind. AlphaScan's approach is unique, and its commitment to innovation in training is unparalleled in our industry. Its VR training systems have changed the game for military training methodology."

– Loretta Smith, Military Science Expert

"[AlphaScan] should speed the training of much-needed surgical specialists for Canada's hospitals."

-- Mark Willingham, Director of the Canadian Technology Development Grant Program

Read more: www.blinkindustrial.com