

SIMULATION MODULE 3: STRATEGIC PLANNING

This digital campaign will focus specifically on activities designed to help support AlphaScan expanding sales in the application area of surgical simulation training. This focus is recommended due to Blink Industrial (now AlphaScan’s parent-brand) already being well-established in its other primary application area, military aviation simulation training. This campaign is intended to build-upon and complement the recently launched AlphaScan brand campaign which will continue and can be implemented concurrently with the efforts outlined in this proposal.

BLINK INDUSTRIALS/ ALPHASCAN BUSINESS OBJECTIVES

- Expand AlphaScan client base by obtaining new surgical simulations training contracts and consumers.
- Increase sales of AlphaScan’s off-the-shelf surgical training systems.

SWOT ANALYSIS

We conducted a SWOT analysis focused on AlphaScan technology’s brand presence and how it is being communicated to the medical community. While Blink Industrial technology has thrived in the military industry, through AlphaScan the company can expand its audience into surgical VR training. AlphaScan has a solid foundation, its parent company has a positive track record in developing VR hardware and has been found to be efficient and user-friendly, but the lack of marketing for the medical applications has stunted brand salience in this area.

STRENGTHS	WEAKNESSES
<ul style="list-style-type: none"> ● Efficient and user-friendly product (i.e., proven efficiency, safety, cost-effectiveness) ● Recognized as leaders in VR simulation training technology ● Financial stability to expand into new markets ● Leaders in the field with a track record of acquiring and assimilation core development talent in VR hardware and solution ● Recently launched AlphaScan brand awareness campaign including creation of AlphaScan’s own website ● Recently launched AlphaScan social media presence 	<ul style="list-style-type: none"> ● Lack marketing of AlphaScan’s surgical training applications ● Lack of brand salience for AlphaScan in surgical training product category ● AlphaScan is a new technology so there is a lack of user experience ● Apparent lack of transparency around peer-reviewed efficacy and safety studies ● Strong brand salience in military applications has potential for conflicting brand associations with surgical applications

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OPPORTUNITIES	THREATS
<ul style="list-style-type: none"> • AlphaScan’s recently created social media presence is ripe for content to demonstrate the benefits of AlphaScan’s surgical training applications (pictures, videos, testimonial videos) • Blink Industrial’s established military consumer-base presents opportunities to tap into military-based surgical applications • New off-the-shelf product line • Potential to leverage integration of social media presence with websites AlphaScan and Blink Industrial websites • Accessing new audiences through brand partnership/acquisitions • Accessing new audiences in different industries as AlphaScan explores medical and not just military 	<ul style="list-style-type: none"> • Highly competitive market • Consumer-base likely to have rigorous standards for adopting AlphaScan simulation training technology • Niche audience that is typically time-poor • Existing surgical training modalities could be entrenched and tied-to or bound by existing contracts and use-agreements.

PROBLEM STATEMENT & SITUATIONAL ANALYSIS

Blink Industrial incorporated in 2010 and has been on the upswing ever since, causing a stir in the virtual reality training world. The company maximizes investor wealth through cutting-edge technology that has drastically improved training for military organizations.

By 2014, the company became publicly traded and has since sold 24 custom VR training installations to military organizations. Blink Industrial has enjoyed a series of successes over the years including business acquisitions throughout the British Columbia province of Canada and a series of grant and contract wins to further development on AlphaScan.

AlphaScan is the newest tech to be developed by Blink Industrial and is revolutionizing the VR training industry by using visual, auditory, and cognitive elements. By furthering the capabilities of virtual reality, this product is propelling Blink Industrial into new audiences and markets. Recent grants have funded the further development of AlphaScan to explore the medical industry and provide surgical training, which is opening up a new opportunity for the company that has built its reputation through military contracts. However, AlphaScan, and particularly the technology’s surgical training applications, has not been properly digitally marketed and communicated in a cohesive and integrated way.

To help address this, AlphaScan was recently launched as a sub-brand within the brand umbrella of Blink Industrial. This included creating a distinct digital presence for AlphaScan that includes web and social media.

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With this landscape and current state in mind, clear opportunities exist to employ integrated digital marketing tactics to help AlphaScan to expand its consumer-base for both off-the-shelf and custom VR surgical training solutions.

STRATEGY STATEMENTS

- 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.

COMMUNICATION GOALS

1. Raise awareness among the administrators of U.S.-based health systems and medical schools about the value of utilizing AlphaScan training technology including off-the-shelf products.
2. Raise awareness among Blink Industrial’s military contacts regarding the surgical training applications and value of AlphaScan technology.

COMMUNICATION OBJECTIVES

In order to achieve the communications goals that are the core of this campaign, we have identified the following measurable communication objectives, which we believe are achievable by September 1, 2022. This timeframe was chosen to allow for campaign completion before the next Blink Industrial annual shareholder meeting at the end of September.

1. Increase traffic to the AlphaScan website’s surgical simulation training web pages by 10% by September 1, 2022.
2. Increase engagement with surgical training-related content on AlphaScan’s LinkedIn and Twitter by 10% by September 1, 2022.
3. Create a baseline-level of engagement with AlphaScan surgical training-related email content among Blink Industrial military contacts by September 1, 2022.

TARGET AUDIENCES

Secondary research and audience analysis was conducted to build audience personas and identify their common demographic and psychographic profiles. Research suggests that our audience encapsulates healthcare business leaders and highly skilled experts in the medical profession (within and outside the military); these are influential decision-makers who will adopt technologies for their practice and/ or

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organization after exploring its full potential and implications and anticipating its outcomes from a systematic and scientific lens.

AUDIENCE SEGMENTS	<ul style="list-style-type: none"> ● Leadership of Public & Private Healthcare Systems & Hospitals ● Leadership of Medical Schools ● Practicing Surgeons ● Analysts focused on medical training technologies ● Senior military doctors
DEMOGRAPHIC PROFILE	<ul style="list-style-type: none"> ● Age: 30-60 ● Education: Advance Science Degrees, Highly Educated & Skilled Experts ● Professional Position: Senior Role/ Leader/ C-Suite/ Dean/ Provost/ Top of their field ● Based in the United States
PSYCHOGRAPHIC PROFILE	<ul style="list-style-type: none"> ● Curious; Astute, Analytical & Investigative mindset ● Seek Precision; engaged in fields with zero tolerance for inaccuracy ● Service-oriented; invested in societal safety & impact ● Seek Credibility; pursue reliability through peer-review and evidence of excellence ● Decision-makers; with slow, deliberative but decisive buying behavior
PREFERRED CHANNELS/ CONTENT TYPES	<ul style="list-style-type: none"> ● LinkedIn, Twitter ● Word-of Mouth (endorsement from respected colleagues/ counterparts) ● Coverage in respected specialized journals and credible publications

TACTICS & EVALUATION

A range of integrated digital tactics across AlphaScan’s website, LinkedIn, Twitter, and email marketing platforms will be implemented towards achieving the communications objectives. The content and messaging for each tactic will be (1) guided by brand positioning, (2) the value proposition that has been developed for AlphaScan’s surgical training applications including new off-the-shelf products, and (3) the current best practices for the channel or format of distribution.

In terms of guiding principles for content development, we will refer to the Heuristic-Systematic Model of persuasion, focusing on a balance of both quick facts that will appeal to our specified audience but also leaning heavily into deeper engagement - in line with Daniel Kahneman’s ‘slow thinking’ - to engage our expert audience in more complex information about AlphaScan.

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- **Create and share original LinkedIn and Twitter content focused on AlphaScan surgical training -**
Content types will include custom graphics, video and shared content. Posts will often function as a stepping-off point for users to explore more in-depth related AlphaScan web content.
 - *Evaluation pathway*
 - *Impressions*
 - *Reach (the number of followers a post reach)*
 - *Potential Reach (the number of accounts reached based off of a share by a follower)*
 - *Click-through rate*

- **Identify analysts and journalists active on LinkedIn and Twitter applicable to surgical simulation training to act as sources of social media content to be amplified -** Testimonials and review-based posts will be prioritized to help demonstrate value.
 - *Evaluation pathway: referrals from influencers/ambassadors' networks.*
 - *Tracked links*
 - *Traffic sources*

- **Designate a page on the website allowing potential clients to enter their contact information to receive e-mail marketing messages -** Offer incentives for sharing our website and social media accounts to additional potential clients.
 - *Evaluation pathway*
 - *Clickthrough rate*
 - *Open rate*
 - *Conversion rate*

- **Create a section on the AlphaScan website dedicated to surgical training specific content -**
Content will include testimonials as brief videos to help demonstrate the value of AlphaScan technologies including off-the-shelf offerings.
 - *Evaluation pathway*
 - *Clickthrough rate*
 - *Open rate*
 - *Conversion rate*

- **Create Blink Industrial military contact “leads list” and use email marketing software to periodically share information about AlphaScan’s surgical training applications**
 - *Evaluation pathway*
 - *Click-through rate*
 - *Open rate*
 - *Conversion rate*