



## QuantixSRS Brand Guidelines

Company/Product Name	QuanixSRS® (SRS = Sustainable Road Surfaces)
Tagline	Making the world a better place, one road at a time.
Primary Brand Color	#e5af0b 
Secondary Brand Color	#3c3b3b 
Primary Brand Font	Gotham
Secondary Brand Font	Arial

QuantixSRS®  
Paving the way for the future.



## QuantixSRS Product Details

### **Technology = Road resurfacing "product"**

Lasts for 50 years

Makes roads and highways free of cracks and potholes

Environmentally friendly (CA Prop 65 compliant; Meets TX-DOT 330D specs)

Can be used with reclaimed road materials to produce new "pavement" or pothole patch mix

### **Product Name = SmartPave®**

Products will be sold through distributors.

Users may order a product sample via the website. These orders will be filtered to their Distributor based on their address.

Users may request a quote via the website. These requests will be filtered to their Distributor based on their address.

All website form/order information will be imported into the CRM (TBD during budget planning).

### **Applications/Product Line**

Pothole Repair - Cold Climate

Pothole Repair - Hot Climate

Pothole Repair - Extreme Climate

Resurfacing Mix - Cold Climate

Resurfacing Mix - Hot Climate

Resurfacing Mix - Extreme Climate

New Construction Mix - Cold Climate

New Construction Mix - Hot Climate

New Construction Mix - Extreme Climate

### **Target Markets**

Municipalities

State/City/Town DOT

Government Agencies

Enterprise property management firms

Facility Managers for hospitality, healthchare, schools/colleges, stadiums, etc.

Architects (large firms designing corporate structures)

Construction/Development Companies (large firms building what the architects design)

## QuantixSRS Yr 1 Initial Marketing Plan

Description of Deliverable/Asset	Complete By	Ongoing?
Finalize company name / branding / product names / product packaging	30 days	
Partner with Sr Management re: setting the budget for marketing SmartPave based on go-to-market strategy (print, paid digital, website, chatbots, CRM, Marketing automation software, etc.)	30 days	Yes
Partner with R&D-Product Development/Sales Team/Distributors/Management to determine initial needed marketing/training assets based on go-to-market strategy	45 day	Yes
Publish HPD(s) (Health Product Declaration); Join HPD Collaborative	45 days	
Become member of USGBC (U.S. Green Building Council)	45 days	
Create product information/training materials for internal stakeholders; Partner with management as needed to ensure staff is trained on SmartPave, it's benefits, target markets, etc.	60 days	Yes
Partner with labs and companies who have/are testing or demo-ing SmartPave to produce videos, interviews, photos, data, case studies, etc. for use in production of marketing assets.	30 - 90 days	Yes
Set up Social Media pages (LinkedIn, Twitter, Facebook, FB Messenger, YouTube)	60 days	
Whitepaper: "Solving the Revolving Door of Road Repairs": stats on road issues by state; cost to repair annually; length of average repair lifespan; SmartPave field test results of life span of repair	60 days	
Create initial digital assets (banner ads, PPC ads, social posts/ads, infographics, etc.)	45-90 days	Yes
Create initial marketing/sales materials for Distributors/Sales Teams; Include offer for free demo/sample/etc. for new customer referrals	45-90 days	Yes
Set up Blog; Ensure SEO is being utilized in content creation; Partner with R&D-Product Development/Sales Team/Distributors/Management to develop a list of topics to include in the blog, including the "Did you know..." educational series	90 days	Yes
Whitepaper: "Road to a More Sustainable Future": environmental issues with traditional road materials; SmartPave sustainable aspects	90 days	
Trade publication advertising - Determine top publication for each target market; Allocate spend for each based on budget; Build out initial advertising plan/campaign; Implement following Sr. Management approval	90 days	Yes
Reach out to Trade Publications re: new company with revolutionary new product; Try to get articles/Q&A interviews, product spotlight features, etc.; Schedule for after website has been launched.	120 days	Yes
Begin researching market influencers on social media; Reach out to try to form partnerships	120 days	Yes
Build Website; Partner with Sales Team/Distributors/Management on technical content and initial SEO components; Create/integrate Google Analytics account; Launch site.	120 days	Yes
Select final ChatBots for website and Facebook; Write scripts; Implement following Sr. Management approval	120 days	Yes
Whitepaper: "Healthier Roads = Safer Roads": stats on stress, road rage incidents, accidents due to poor road conditions and/or construction delays; SmartPave makes roads more durable, less construction delays for repairs, smoother travel for all reducing driver stress = safer travel for all.	120 days	

QuantixSRS Yr 1 Initial Marketing Plan

Description of Deliverable/Asset	Complete By	Ongoing?
Partner with Sales Team/Management to create an initial Inbound marketing campaign(s) for top market segment being targeted; Create needed landing pages/calls to action/follow-up content/communication flows; Implement following Management approval; Replicate for all Target Markets rolling out one per month.	120 days	Yes

## QuantixSRS Yr 1 Initial Marketing Plan

Description of Deliverable/Asset	Complete By	Ongoing?
Trade shows - locate top 2 attended shows for each key market segment; Create proposed schedule based on budget allocation; Review and finalize with Sr. Management; Build project plan for each show in schedule; Implement plans	120 days	Yes
Begin tracking/evaluating social media campaigns, both organic and paid (if being utilized in Yr-1); Revise as needed to add in more of the content that is getting top content engagements	120 days	Yes
Animated Short Video: Solving the Revolving Door of Road Repairs	5 months	
Publish EPD(s) (Environmental Product Declaration)	6 months	
Whitepaper: "Transparency for a Better Future": Stats on sustainable construction products and how they're improving the environment vs. traditional products and the carbon footprint/long-term detriments of using those outdated materials; EPDs help architects/consctruction companies select greener materials for their projects	6 months <i>(w/ EPD publication)</i>	
Evaluate website traffic patterns and SEO; Revise SEO to improve organic performance; Revise PPC content (if being utilized in year 1) to include more of the content from ads that are producing the highest CTR	6 months	Yes
Evaluate Inbound Marketing campaign(s); Revise as needed to improve performance	6 months	Yes
Include SmartPave products in Sustainable Minds Transparency Catalog; Investigate Declare Label; Look into material lists used by government agencies for sourcing project materials; Research where projects seeking LEED certifications are sourcing materials; Continue researching other sustainable project sourcing resources.	7 months <i>(need EPD for this)</i>	Yes
Create LEED v4 marketing assets (LEED for Cities (roads, parking lots, sidewalks); LEED for Communities (driveways); LEED for MDUs; LEED v4 MR (material reporting))	7 months	Yes
Create final marketing/sale materials with Sustainability/EPD/etc. information	7 months	
Update Website with Sustainability/EPD/etc. information	7 months	
Whitepaper: TBD based on consultation with Sales Team/Distributors on what customers are saying/asking	8 months	
Animated Short Video: Road to a More Sustainable Future	8 months	
Evaluate Inbound Marketing campaign(s); Revise as needed to improve performance	8 months	Yes
Evaluate website traffic patterns and SEO; Revise SEO to improve organic performance; Revise PPC content (if being utilized in year 1) to include more of the content from ads that are producing the highest CTR	8 months	Yes
Whitepaper: TBD based on consultation with Sales Team/Distributors on what customers are saying/asking	10 months	
Evaluate Inbound Marketing campaign(s); Revise as needed to improve performance	10 months	Yes
Evaluate website traffic patterns and SEO; Revise SEO to improve organic performance; Revise PPC content (if being utilized in year 1) to include more of the content from ads that are producing the highest CTR	10 months	Yes
Begin planning campaign for collecting customer reviews: select desired platforms (Google, website, BBB, Facebook, etc.), find options/costs for inclusion in budget; Review with Sr. Management; Implement at start of new fiscal year.	11 months	Yes
Animated Short Video: Healthier Roads = Safer Roads	11 months	

## QuantixSRS Yr 1 Initial Marketing Plan

Description of Deliverable/Asset	Complete By	Ongoing?
2019 Sustainability Report - Post on website; Create landing page (include in Inbound Campaign); Promote on social media; Email to list	1 year	Annual
Whitepaper: TBD based on consultation with Sales Team/Distributors on what customers are saying/asking	1 year	
Evaluate Inbound Marketing campaign(s); Revise as needed to improve performance	1 year	Yes
Evaluate website traffic patterns and SEO; Revise SEO to improve organic performance; Revise PPC content (if being utilized in year 1) to include more of the content from ads that are producing the highest CTR	1 year	Yes

## QuantixSRS Initial Inbound Campaign Flow

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**For each target market segment:** (This flow to be built in the automated marketing software TBD during budget planning)

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Create a strategic piece of content (e.g. "Solving the Revolving Door of Road Repairs" whitepaper) for the target market segment (states/cities/towns vs. architects vs. construction/development companies, etc.)

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Create and publish a landing page on the website for the content

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\*Create "Welcome" response email and additional strategically written emails that introduce users to additional content we have available (whitepapers, "Did you know..." blog, etc.) and to our other products/services.

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Send an email to the contacts in our list relevant to the target the market announcing the new content

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Promote the content via blog and social platforms

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If PPC is being utilized (TBD in year 1), add an offer for the content to the ad rotation in our Google AdWords strategy

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Create Facebook ads

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Create Twitter ads

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Run sponsored updates and text ads on LinkedIn

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Design a follow-up email to send to anyone who hasn't downloaded the content yet

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Repurpose the content by turning it into a webinar, blog post, infographic, etc.

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Measure the results and adjust the campaign accordingly

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Add new pieces of relevant/educational/complementary content for different levels of the funnel over time

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\*These emails will also be used communicating with users who sign up for our Blog and to follow our social media pages

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### Additional Engagement Tactics

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Host live Q&A on Twitter with our SmartPave SME

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Host instructional webinar(s) on best uses of SmartPave

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Go LIVE on FB from trade shows

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Go LIVE on FB with Q&A with our SME

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"Did you know..." blog series sharing relevant and valuable educational content; repurposed for social

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Create compelling demo offers targeting accounts that are a good fit, have multiple contact engagements, and have recently shown interest in SmartPave

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Customers can request to schedule a consultation/demo online

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Customer Onboarding: Introducing new customer to ALL essential business functions including customer support services, FAQs, ensuring they receive product updates and new product information ,etc.

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Create ongoing customer loyalty communications: share product benefits, provide deeper knowledge such as pro-level tips and tricks, etc. so they can continue to get the most out of SmartPave

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## QuantixSRS Social Media Sample Plan

### Platforms - Blog, LinkedIn, Twitter, Facebook with all vidoes posted on YouTube channel

Blog: Posts will be made weekly, @2000 words on the topic below, or a post re: the Whitepaper content with link to full WP.
"Did you know...": Will be an educational series relevant to the paving industry and the environment
Hashtags - include SEO keywords in all posts on all platforms
Based on budget allocation, PPC/ads will be used for key messaging. Specifics TBD following budget finalization
Postings: Blog - Monday; LinkedIn - Tuesday; Facebook - Wednesday; Twitter - Thursday
All LI, FB, TW posts will include links to Blog post, video, article or whitepaper

Week	Topic / Description
Wk 1	Set up pages - Follow companies/senior decision makers/people relevant in target markets - Connect with those most relevant ( <i>ongoing</i> )
Wk 1	Introduction to QuantixSRS and SmartPave
Wk 2	"Did you know..." - stats on traditional road repairs and lifespan vs. SmartPave
Wk 3	"Did you know..." - stats on traditional pavement and detriments to the environment, SmartPave reduces these!
Wk 4	Share trade-article relevant to SmartPave
Wk 5	"Did you know..." - stats on maintaining parking lots & costs to owner vs SmartPave reduction of expense over time
Wk 6	Video #1 of SmartPave being demo'd
Wk 7	"Did you know..." - stats on pavement lifespan - extreme heat; SmartPave can help!
Wk 8	Share "fun" article relevant to target market(s) - may not be specifically relevant to SmartPave
Wk 9	Whitepaper: "Solving the Revolving Door of Road Repairs"
Wk 10	"Did you know..." - stats on road surface condition as it affects driver stress/accidents
Wk 11	Promote Blog
Wk 12	Share trade-article relevant to SmartPave
Wk 13	Whitepaper: "Road to a More Sustainable Future"
Wk 14	"Did you know..." - stats on ROI of traditional road repairs vs. SmartPave repair ROI
Wk 15	"Did you know..." - stats on pavement lifespan - extreme hot/cold temp variances; SmartPave can help!
Wk 16	Share "fun" article relevant to target market(s) - may not be specifically relevant to SmartPave
Wk 17	<i>Repurpose Trade Publication ad</i>
Wk 18	"Did you know..." - TBD
Wk 19	Promote Blog
Wk 20	Animated Video: Solving the Revolving Door of Road Repairs
Wk 21	"Did you know..." - TBD
Wk 22	Share trade-article relevant to SmartPave
Wk 23	Video #2 of SmartPave being demo'd
Wk 24	<i>Repurpose Trade Publication ad</i>
Wk 25	Whitepaper: "Transparency for a Better Future"
Wk 26	"Did you know..." - stats on pavement lifespan - extreme cold; SmartPave can help!



## QuantixSRS Social Media Sample Plan

Week	Topic / Description
Wk 27	"Did you know..." - TBD
Wk 28	<i>Repurpose Trade Publication ad</i>
Wk 29	Share "fun" article relevant to target market(s) - may not be specifically relevant to SmartPave
Wk 30	"Did you know..." - TBD
Wk 31	Come see us at XYZ Show!
Wk 30	Promote Blog
Wk 31	New EPDs! ( <i>timing may adjust based on actual publication date</i> )
Wk 33	Whitepaper: TBD
Wk 34	"Did you know..." - EPDs and Transparency
Wk 35	Animated Video: Road to a More Sustainable Future
Wk 36	<b>Initiate an expert panel discussion re: issues with traditional paving solutions</b>
Wk 37	Promote Blog
Wk 37	Come see us at XYZ Show!
Wk 38	Video #3 of SmartPave being demo'd
Wk 39	"Did you know..." - EPDs and LEED v4 credits
Wk 40	<i>Repurpose Trade Publication ad</i>
Wk 41	"Did you know..." - TBD
Wk 42	Share trade-article relevant to SmartPave
Wk 42	Come see us at XYZ Show!
Wk 43	"Did you know..." - TBD
Wk 44	<b>Initiate an expert panel discussion re: environmental issues with traditional paving solutions</b>
Wk 45	Whitepaper: TBD
Wk 46	Animated Video: Healthier Roads = Safer Roads
Wk 47	"Did you know..." - TBD
Wk 48	Video #4 of SmartPave being demo'd
Wk 49	Promote Blog
Wk 49	Come see us at XYZ Show!
Wk 50	Share "fun" article relevant to target market(s) - may not be specifically relevant to SmartPave
Wk 51	<i>Repurpose Trade Publication ad</i>
Wk 52	2019 Sustainability Report