

TOUCHPOINT®
FY 2024
B2B Marketing Strategy



Executive Summary

TouchPoints are patented wearables that use **BLAST (bi-lateral alternating stimulation-tactile)** technology to reduce the negative impacts of stress, increasing focus, improving sleep, enhancing performance and promoting a sense of calm. Founded in 2016, TouchPoints initially experienced significant organic growth through earned media and word of mouth.

As the strategy shifted to more of a paid strategy, TouchPoints was able to continue to grow the business by leveraging paid ads, social engagement and SEO-focused content-building. However, with the saturation of consumer-targeted ads on social channels, rising costs and increased competition, TouchPoint's direct to consumer paid strategy has experienced a falling ROI over the past 12 months mainly driven by decreased traffic. In order to continue to scale the business while maintaining a favorable profit margin, we are diversifying our marketing strategy by exploring new customer segments in both the D2C and B2B arenas and introducing a new generation product with a reoccurring revenue model.

The purpose of this document is to establish measurable goals for 2022, laying out a roadmap for meeting those goals.

SUBSCRIPTION-BASED REVENUE MODEL.

Currently, TouchPoints are largely a D2C product without a reoccurring revenue model to maximize LTV. This puts extreme pressure on the top of the funnel while resulting in "one-and-done" purchases for the majority of our customers. The next generation of TouchPoints (TP2 for purposes of this doc) will provide a much more personalized experience, administering "doses" of TouchPoint stress relief based on the individual's health indicators. This will be facilitated by a subscription-based app. The devices will be sold at a lower price point with a minimum commitment for subscription services (i.e., 12 months). The objective of this model is to increase LTV while improving the user's experience by delivering an individualized experience. TP2 will be available in Q4 2022 in time for the holiday season.



Executive Summary

B2B VERTICAL STRATEGY.

The B2B market provides the opportunity for efficient and scalable growth into the consumer market through strategically targeting select verticals in tangent with a fine-tuned wholesale program. We will focus on industries where TouchPoints address an acute pain point common within the industry. We will look for industries where our clients have face-to-face interactions with customers/patients, providing an opportunity for education on and endorsement of TouchPoints to drive referral sales.

D2C ACUTE PAIN POINT STRATEGY.

The D2C market provides significant growth opportunity in the sheer size of our TAM (total addressable market) but has proven less efficient in that it's a one-to-one sale and crowded space when fighting for attention. Our go-forward strategy will leverage specific audience targets with acute pain points that TouchPoints are proven to address. Each market will be defined including the most effective media channels for reach and specific messaging for maximizing relevance and conversion, including partnerships that provide both efficient access to our target and increased credibility through the association.

We are looking at 2022 as a game-changing year. We will expand our marketing mix, diversifying both targets and channels, increase our marketing spend and drive a 3X growth in revenue. Our revenue goal is \$3M at a breakeven profit.



Our Mission

We are changing the status quo in the way people think about – and manage – their stress. We are helping people be their best selves, even when they didn't realize they could be better. We exist to make the world a more happy and peaceful place – because when people are less stressed, they are good neighbors, loving parents, and humble teachers. We operate out of love instead of living in fear.



2023 Narrative

Previously, TouchPoint Solution placed significant emphasis on direct-to-consumer (D2C) channels. Over time, the Customer Acquisition Costs (CAC) shifted dramatically: they decreased from \$8 for every \$1 in revenue to \$3 for every \$1 in revenue. In other words, while the product's average selling price is \$135, the cost to secure a sale amounts to \$153. This financial reality prompted TouchPoint Solution to diversify its target market. By shifting focus to business-to-business (B2B) sales, TouchPoint aims to boost overall revenue and serve both markets effectively.

In 2023, the B2B segment generated \$500,000 in revenue. The strategic object now is to broaden these initiatives – not only within the Therapist B2B vertical, but also by including Dentists, Schools, and First Responders. For further insights into the successful outcomes observed in 2023 within the therapist segment, refer to the Therapist Life Cycle.



Therapist Life Cycle

Therapist Life Cycle

Upon learning about TouchPoint, a therapist fills out a form online for a demo set. This generates an average of \$100 ROI for TouchPoint. After a 30-day period, the TouchPoint team reaches out and presents three distinct ways to engage with TouchPoints:

- **Organizational Packs of 5 or 10 TouchPoint Sets:**
 - 11% of therapists who get a demo set go on to purchase an organizational pack twice a year.
 - The average order value for a therapist is \$2,600/year.
- **Drop Ship for Therapists**
 - Landing pages created on the TouchPoint website on behalf of the therapists.
 - At this time, this has only had 14 orders in 2023.
- **The Preferred Pricing Program**
 - This is through a discount code.



Target Audience



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Target Audience

Our ideal B2B customer remains a dedicated therapist seeking innovative therapeutic modalities to enhance their practice. We understand the unique needs and challenges therapists face and aim to provide tailored solutions to support their professional growth.

In addition to therapists, we are expanding our focus to engage with the following key industries:

A. FIRST RESPONDERS:

We recognize the demanding nature of the first responder profession and aim to offer therapeutic tools and resources that cater to their specific mental health and well-being needs.

B. DENTISTS:

Understanding the stress and pressure within the dental profession, we seek to collaborate with dentists by providing therapeutic interventions to promote mental wellness within their demanding work environment.

C. SCHOOLS:

Recognizing the importance of mental health in educational settings, we are committed to supporting schools by offering therapeutic resources and tools that contribute to the well-being of both educators and students.

D. OTHER VERTICALS?

By diversifying our target audience, we aim to make a positive impact on the mental health and well-being of professionals across various fields, fostering a community of support and growth.



Marketing Goals and Objectives



Marketing Goals and Objectives

GOALS

- **Generate at least 75 qualified therapist leads a month:**
 - Implement targeted online campaigns emphasizing the benefits of TouchPoints for therapists.
 - Utilize SEO strategies to increase visibility among therapist communities.
- **Increase brand awareness within the first responder target market and generate at least 10-20 qualified leads per month:**
 - Launch dedicated marketing campaigns highlighting TouchPoints' relevance to the mental well-being of first responders.
 - Collaborate with relevant organizations and platforms frequented by first responders.
- **Increase brand awareness within the dentist target market and generate at least 5-20 qualified leads per month:**
 - Develop marketing materials tailored to the unique stressors faced by dentists and their patients.
 - Establish partnerships with dental associations and if possible, publications.
- **Increase brand awareness within the school target market and generate at least 5 qualified leads per month:**
 - Create more educational content showcasing the benefits of TouchPoints for educators, students, and their parents.
 - Collaborate with school counseling associations to promote awareness.



Marketing Goals and Objectives

MAJOR OBJECTIVES:

- **Refocus therapist campaigns to reflect a more comprehensive view of TouchPoints impact across multiple modalities, and both in and outside sessions:**
 - Conduct basic market research to understand therapists' needs across different therapeutic modalities.
 - Update marketing materials and website content to reflect the versatility of TouchPoints.
 - Unlocking Better Therapeutic Outcomes with BLAST.docx
 - TouchPoints for EMDR.docx
 - Elevate Mindfulness with TouchPoints BLAST.docx
 - TouchPoints with CBT.docx
- **Launch targeted social media campaigns to reach each target audience by 4/1:**
 - Develop a content calendar outlining engaging posts for therapists, first responders, dentists, and schools.
 - Leverage paid social media advertising to increase reach and engagement. At least one ad set per target audience with retargeting.
- **Implement a new email marketing strategy to nurture leads within each target market and achieve a conversion rate of at least 3% within each:**
 - Develop personalized email campaigns for each target audience segment.
 - Mark to provide content for Nathan to check off. Margie to coordinate campaign and analysis with Martin.
 - Implement lead nurturing sequences (flows), emphasizing the unique benefits for therapists, first responders, dentists, and schools.
 - Continuously analyze and optimize email campaigns to achieve the desired conversion rate.



Marketing Strategies



Marketing Strategies

INBOUND MARKETING:

Content Creation:

- Produce and distribute at least 1 targeted blog post per month, gradually expanding to cover each industry segment (therapists, first responders, dentists, schools).
- Develop user case studies showcasing the diverse applications of TouchPoints in various therapeutic modalities.
 - **WIP: TouchPoints and Mindfulness/Relaxation Techniques with Dr. Caroline Danda and Client**

OUTBOUNG MARKETING:

Email Campaigns (2 Allotted):

- Run 2 targeted email campaigns per month, with a focus on the therapist segment initially, gradually expanding to a mix with the other industries.
- Highlight the benefits and success stories of industry professionals or stakeholders using TouchPoints.
- Establish a monthly rhythm for cycling between different industries as contact lists grow.

Industry Events:

- Participate in industry-specific events and conferences (i.e., EMDRIA), showcasing TouchPoints as a valuable tool for mental well-being in therapeutic practices, emergency services, dental clinics, and educational institutions.



Marketing Strategies

SOCIAL MEDIA:

Platform Presence:

- Maintain an active presence on Facebook, Instagram, TikTok and LinkedIn, tailoring content to each platform's audience and features.
- Share engaging and informative content related to the benefits of TouchPoints. Share industry news and attempt to engage more in newsjacking.

Advertising:

- Run at least 1 targeted ad set per month for each industry segment, emphasizing unique value propositions for therapists, first responders, dentists, and schools.
- Utilize sponsored content and targeted advertising to increase visibility and engagement.

Organic Posts:

- Share 3-4 organic posts per month, comprising a mix of original content highlighting TouchPoints features, success stories, and user testimonials, as well as curated industry news or updates.
- Rotate content to cover each industry segment over time. **Do we have an existing evergreen library?**



Budget and Resources



Budget and Resources

BUDGET ALLOCATION:

- The budget allocation is a collaborative effort involving input from Vicki and/or Adrienne.

RESOURCES:

- **Klaviyo:**
 - Utilized for email marketing campaigns, automation, and customer segmentation.
 - Enhances our ability to engage with and nurture leads effectively.
- **@ilovetouchpoint (social media):**
 - Our dedicated social media handle used across platforms, including Facebook, Instagram, TikTok and LinkedIn. Focused on building brand awareness and engaging with our target audiences.
- **UBICO – RETIRED:**
 - Previously used resource (Retired).
 - Historical data or insights may be referenced for analysis or future considerations.
- **SendEngage – Free plan through Q1:**
 - Currently utilizing the free plan until the end of Q1.
 - Used for managing and optimizing email campaigns. Requires data feed through Q1.
- **LinkedIn Sales Nav:**
 - Employed for targeted B2B outreach, prospecting, and relationship-building on LinkedIn.
 - Supports Mark's efforts to connect with key stakeholders in the various industries.



Timeline



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Quarter 1: January - March

- January: DONE
- February: WIP (desired by 2/15)
- March:

JANUARY	FEBRUARY	MARCH
Facebook	Facebook	Facebook
Instagram	Instagram	Instagram
Tiktok	Tiktok	TikTok
Linkedin	Linkedin	LinkedIn
Blog post		Blog Post
Email 1	Develop ad sets	Email 1:
Email 2		Email 2:
	Blog post: mindfulness and touch: a therapist's guide to integrating wearables	
	Email 1: mindfulness and touch: a therapist's guide to integrating wearables	
	Email 2: holistic healing: the role of wearables in therapeutic approaches	

M

Quarter 2: April-June

- April
- May
- June:

APRIL	MAY	JUNE
Facebook	Facebook	Facebook
Instagram	Instagram	Instagram
TikTok	TikTok	TikTok
LinkedIn	LinkedIn	LinkedIn
Blog Post	Blog Post	Blog Post
Email 1: Supporting First Responders: A Special Initiative with TouchPoints	Email 1: Exclusive First Responder Discount: Prioritize Your Mental Health with TouchPoints	Email 1: Elevate Patient Comfort: Introduce TouchPoints in Your Dental Practice
Email 2: Reducing Burnout: How TouchPoints Can Benefit First Responder Mental Health	Email 2: First Responder Focus Group: Share Your Insights on Stress Reduction with TouchPoints	Email 2: Dental Professional Exclusive: Integrate TouchPoints for Patient Relaxation



Quarter 3: July - September

- July
- August: Plan for Back-to-School Campaign & EMDRIA
- September:

JULY	AUGUST	SEPTEMBER
<ul style="list-style-type: none"> • Facebook • Instagram • TikTok • LinkedIn • Blog Post • <p>Email 1: Patient Testimonials: Stress-Free Dentistry with TouchPoints</p> <p>Email 2: Wellness in Dentistry: A Webinar on Stress Reduction with TouchPoints</p>	<ul style="list-style-type: none"> • Facebook • Instagram • TikTok • LinkedIn • Blog Post <p>Email 1: Enhancing Student Well-Being: Introduce TouchPoints to Your School</p> <p>Email 2: Using TouchPoints to Create a Calm Learning Environment</p>	<ul style="list-style-type: none"> • Facebook • Instagram • TikTok • LinkedIn • Blog Post <p>Email 1: Special Offer for Schools: Equip Students with Stress-Relieving Wearables</p> <p>Email 2: Partner with TouchPoints for Student Wellness</p>



Quarter 4: October - December

- October:
- November: Plan for B2B BFCM campaign.
- December:

OCTOBER	NOVEMBER	DECEMBER
<ul style="list-style-type: none">• Facebook• Instagram• TikTok• LinkedIn• Blog Post <p>Email 1:</p> <p>Email 2:</p>	<ul style="list-style-type: none">• Facebook• Instagram• TikTok• LinkedIn• Blog Post <p>Email 1:</p> <p>Email 2:</p>	<ul style="list-style-type: none">• Facebook• Instagram• TikTok• LinkedIn• Blog Post <p>Email 1:</p> <p>Email 2:</p>



Additional Content Collateral for Drip Campaigns



Collateral Per Industry

Schools

- Educational Guides on Stress Management: Provide comprehensive resources tailored specifically to educators and administrators on understanding stress in school environments, its effects on students and staff, and effective strategies for managing stress. Include information on the benefits of our wearable technology in stress reduction and how it can positively impact the school community.
- Case Studies/Testimonials from Schools: Showcase real-life examples of schools that have successfully implemented stress reduction initiatives, including the use of our wearable technology. Highlight the measurable outcomes and positive experiences of students, teachers, and administrators. This will provide credibility and demonstrate the effectiveness of our product in a school setting.
- Demonstration Videos or Webinars: Create engaging videos or host more webinars demonstrating how our patented wearables work and their benefits in reducing stress levels. Include testimonials from educators, students, or other experts endorsing the effectiveness of our technology. Provide practical demonstrations of how our wearables can be integrated into daily routines within the school environment.



Collateral Per Industry

Dentists

- **Dental Professional Guides on Stress Reduction:** Provide resources tailored specifically to dentists and dental professionals on managing stress in the dental practice environment. Include information on the physiological and psychological effects of stress in dentistry, as well as strategies for stress reduction. Emphasize the role of our wearable technology in promoting relaxation and improving the overall well-being of dental practitioners.
- **Case Studies/Testimonials from Dental Practices:** Showcase real-life examples of dental practices that have integrated stress-reducing initiatives, including the use of our wearable technology. Highlight the measurable benefits experienced by dentists, hygienists, and office staff: improved focus, reduced anxiety, and increased patient satisfaction. Include testimonials from dental professionals endorsing the effectiveness of our wearables in alleviating stress during patient care.
- **Product Demonstrations:** Offer opportunities for dentists to experience our patented wearables firsthand through product demonstrations and/or interactive workshops (webinar style). Provide hands-on demonstrations of the technology and its features, allowing dentists to explore how the wearables can be incorporated into their daily practice routines. Offer workshops focused on stress management techniques and the benefits of wearable technology in dental settings, with practical exercises and discussions.



Collateral Per Industry

First Responders

- **Emergency Responder Guides on Stress Management:** Provide resources tailored specifically to first responders on recognizing and managing stress in high-pressure emergency situations. Include information on the physiological and psychological effects of stress in emergency response, as well as practical strategies for stress reduction. Emphasize the importance of self-care and the role of our wearable technology in mitigating stress and promoting resilience among first responders.
- **Case Studies/Testimonials from Emergency Response Teams:** Showcase real-life examples of emergency response teams that have implemented stress-reducing initiatives, including the use of our wearable technology. Highlight the tangible benefits experienced by first responders, such as improved decision-making, enhanced situational awareness, and decreased risk of burnout. Include testimonials from emergency personnel endorsing the effectiveness of our wearables in supporting their mental and emotional well-being during critical incidents.
- **Training Videos and Simulations:** Develop engaging training videos or simulations demonstrating how our patented wearables can be integrated into emergency response protocols. Provide realistic scenarios that simulate high-stress situations faced by first responders, illustrating how the technology can assist in managing stress levels and maintaining focus under pressure. Offer practical guidance on incorporating wearable technology into existing training programs and operational procedures.



Collateral Per Industry

Therapists

- **Comprehensive Guide on Integrating Wearables into Therapy Practices:** Provide therapists with a detailed resource on the various ways our patented wearables can be incorporated into different types of therapy modalities. Include practical tips, case examples, and best practices for integrating our wearable technology into therapy sessions to promote relaxation, stress reduction, and emotional regulation. Highlight the versatility of our wearables in supporting a wide range of therapeutic approaches, from cognitive-behavioral therapy to mindfulness-based interventions.
- **Exploration of Therapy Modalities and Wearable Applications:** Offer an in-depth exploration of different therapy modalities and how our wearable technology can enhance the therapeutic process within each approach. Showcase specific techniques and interventions where our wearables can be utilized effectively, such as guided relaxation exercises, biofeedback training, or mindfulness practices. Provide therapists with insights into the potential benefits of incorporating our wearable technology into their preferred therapeutic modalities and client populations.
- **Client Success Stories and Testimonials:** Share compelling success stories and testimonials from clients who have experienced positive outcomes from using our patented wearables as part of their therapy journey. Highlight the transformative effects of our wearables in reducing stress, anxiety, and other emotional challenges, as well as improving overall well-being and resilience. Include testimonials from therapists who have witnessed the impact of our wearable technology on their clients' progress and therapeutic outcomes.



Other

Customer Journey Maps

- Plot out the stages of our customer journey, including initial awareness, conversion, and the B2B path (wholesale, reseller, drop shipping, or preferred pricing). Identify key touchpoints (pun intended!) and interactions for each stage.

Additional Drip Campaigns

- Segmented where possible
- Reengage inactive Therapists, First Responders, Dentists, and Schools that previously purchased
- Align drip campaign content with social media posts



Metrics and KPIs



Metrics and KPIs

GOALS AND CORRESPONDING KPIS:

- **Generate at least 75 qualified therapist leads a month:**
 - KPIs:
 - Monthly therapist lead acquisition rate à Demo form fills
 - Conversion rate from lead to engaged user à Confirmed demos
 - Engagement metrics from therapist-focused content (blog posts, webinars).
- **Increase brand awareness within the first responder target market and generate at least 10-20 qualified leads per month:**
 - KPIs:
 - Impressions and reach on first responder-targeted social media content.
 - Conversion rate from awareness to lead within the first responder segment à Demo form fills
 - Attendance and engagement in first responder-focused events.

- **Increase brand awareness within the dentist target market and generate at least 5-20 qualified leads per month:**
 - KPIs:
 - Engagement and click-through rates for dentist-targeted content.
 - Conversion rate from awareness to lead within the dentist segment à Demo form fills
 - Performance of advertising specifically targeting dentists.
- **Increase brand awareness within the school target market and generate at least 5 qualified leads per month:**
 - KPIs:
 - Engagement metrics on school-targeted content.
 - Conversion rate from awareness to lead within the school segment à Demo form fills
 - Response and engagement from educational institutions in email campaigns.



Metrics and KPIs

OVERALL MARKETING PERFORMANCE KPIS:

- **Overall Monthly Lead Generation:**
 - Total number of qualified leads across all segments.
 - Conversion rates from lead to engaged user.
- **Social Media Engagement:**
 - Total engagement (likes, shares, comments) on social media platforms.
 - Growth in followers, specifically TikTok and LinkedIn.
- **Email Marketing Conversion Rates:**
 - Conversion rates from email campaigns for each industry segment.
 - Overall conversion rates for nurturing campaigns.
- **Webinar/Event Attendance:**
 - Number of registrations and actual attendance at webinars/events.
 - Post-event engagement and follow-up conversion rates.
- **Ad Campaign Performance:**
 - Click-through rates and conversions from targeted ad sets.
 - ROAS for each industry-specific campaign.



Team Responsibilities



Team Responsibilities

MARKETING TEAM:

- iFluence: Social Media, Email Marketing Management/Oversee;
- ??Paid Ads?
- Ashley: Web
- Mark: Content

COLLABORATION:

- Regular team meetings to ensure effective communication and coordination?
 - Suggestion: Friday of the 1st week of every month.

