SLG Segment Plan for Q4 2022

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Target Market

Segment Breakdown	Total SAM Accounts	# of RevQ+ Clients	# New Logo Named Accounts	Totals in Top Key States	% of Named Accounts Met with Last 6 months
All Greenlit States	310	10	271	121	7.7% (6.6%)

Top Key States: Florida, Texas, Tennessee, Ohio, Colorado and Georgia

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Target Market Breakdown Focus

Greenlit states that have at least 5 counties and/or cities with populations over >200K.

State Name	Counties with >200K Population	Cities with >200K Population	Total Counties & Cities	State Name	Counties with >200K Population	Cities with >200K Population	Total Counties & Cities
Maryland	8	1	9	Florida	26	6	32
Minnesota	5	2	7	Georgia	11	2	13
Missouri	7	2	9	Illinois	10	1	11
New Jersey	15	2	17	Indiana	6	2	8
North Carolina	12	6	18	Nevada	2	6	8
Oregon	6	1	7	Ohio	14	4	18
Utah	4	1	5	South Carolina	9	0	9
Wisconsin	4	2	6	Tennessee	7	2	9
Alabama	7	3	10	Texas	24	13	37
Arizona	6	7	13	Washington	10	3	13
Colorado	9	3	12	Michigan	9	1	10

Totals

States: 22

Counties: 211

Cities: 70

Target Accounts: 281

Key States: Florida, Texas, Tennessee, Ohio, Colorado and Georgia

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Q4 Marketing Campaign Plan

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Campaign Overview

Messaging

Central Theme: The power of automated digital communication.

Key Messages:

- Automated workflows eliminate routine task and improve operational efficiency.
- Text and email help you meet the demands of a digital world and improve constituent satisfaction.
  - ✓ See up to a 50% increase in contact effectiveness.
  - ✓ 98% of all text messages are read; 90% of them within 3 minutes. 91% of U.S. have their mobile device within reach 24/7.
- Personalized communication via your constituents' preferred methods helps them better meet their financial obligations.
  - ✓ See up to a 20% increase in payment compliance.
  - ✓ 85% of smartphone users prefer mobile messages to emails or calls.
- Optimize your automated workflows with actionable data and reporting.
- Convenient, online self-service payment options make keeping accounts up-to-date easy for your constituents.
  - ✓ The total transaction value of digital payments in the U.S. is expected to reach $1.7B in 2022 and more than $3.5B by 2027.

Goals

	Targets
Target Accounts	281
Target Accounts: Key States	121
MQLs	48
Meetings	13
Opportunities	6
Gross Adds	$1,020,000

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Activities & Promotional Channels

Assets/Activities	Promotional Channels					
	Social	Mailer	Email(s)	Landing Page/Website	CSMs/ Sales Script	Paid Ads (digital or Print)
Live Webinar: The power of digital communication and the regulations around text and email	X		X	X	X	X
Thought leadership re: digital communication	X		X			
Interactive reporting & texting/workflow demos			X	X		
Case Study(ies)	X		X	X		
Webinar Recording	X		X			X

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Activities & Promotional Channels

Tradeshows	Promotional Channels						
	Social	Mailer	Email(s)	Landing Page/Website	CSMs/ Sales Script	Paid Ads (digital or Print)	# of MQLs
GCAT (Texas)	X		X		X		7
CROA	X		X		X		2
MACM (Minnesota)	X		X		X		2
MAACM (Mid-Atlantic)	X		X		X		7
CMCA (Colorado)	X		X		X		3
FCCC (Florida)	X		X		X		7
GMCCC Clerk Training (GA)	X		X		X		5
Ohio Clerk of Courts Assoc.	X		X		X		3
eCourts (National)	X		X		X		15

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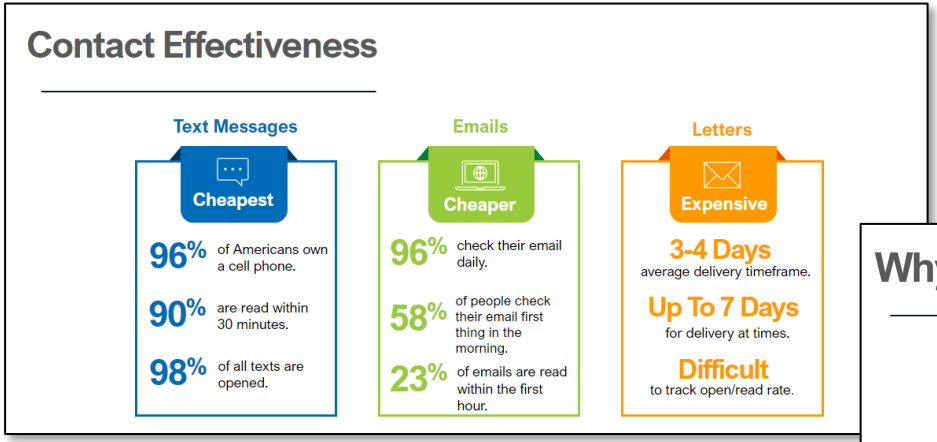
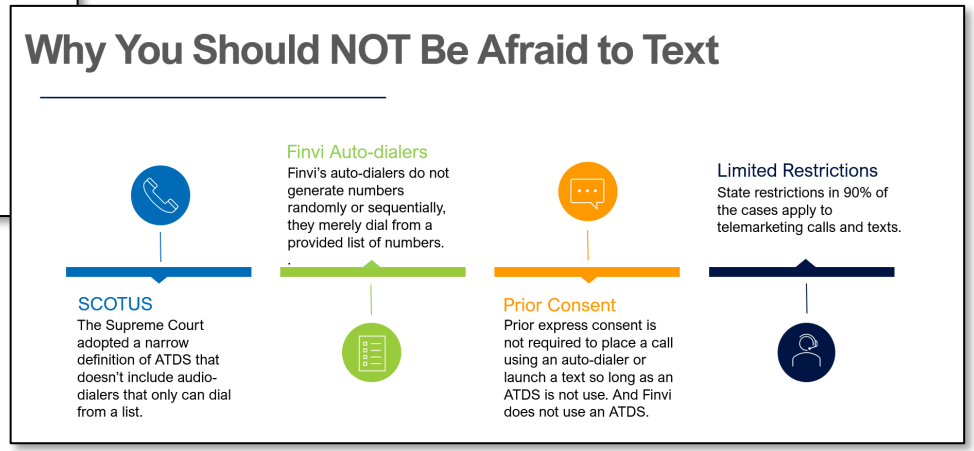
Campaign Preview: Webinar



Live Webinar Details:

- Discuss the benefits of digital communication (texts and emails): cost, effectiveness, modern, efficient.
- Review the regulatory requirements around each channel.
- Show how Finvi can provide the perfect solution.



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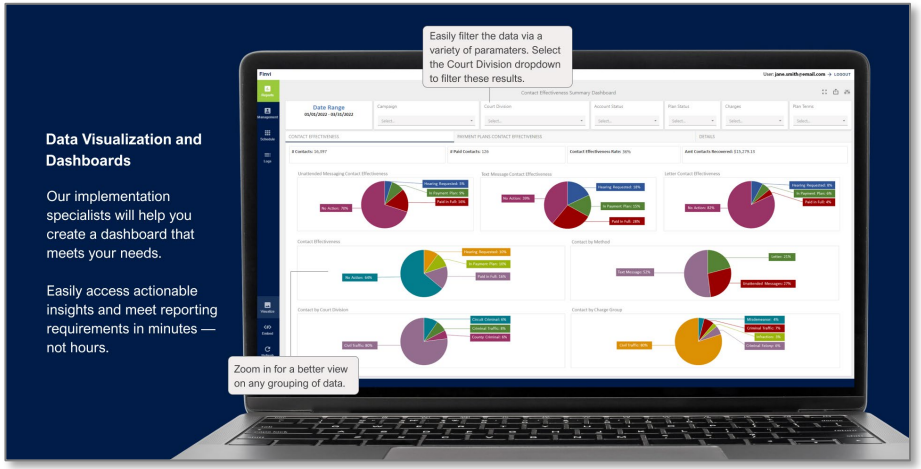
Campaign Preview

Interactive Reporting Demo



Updated Website/Landing Page

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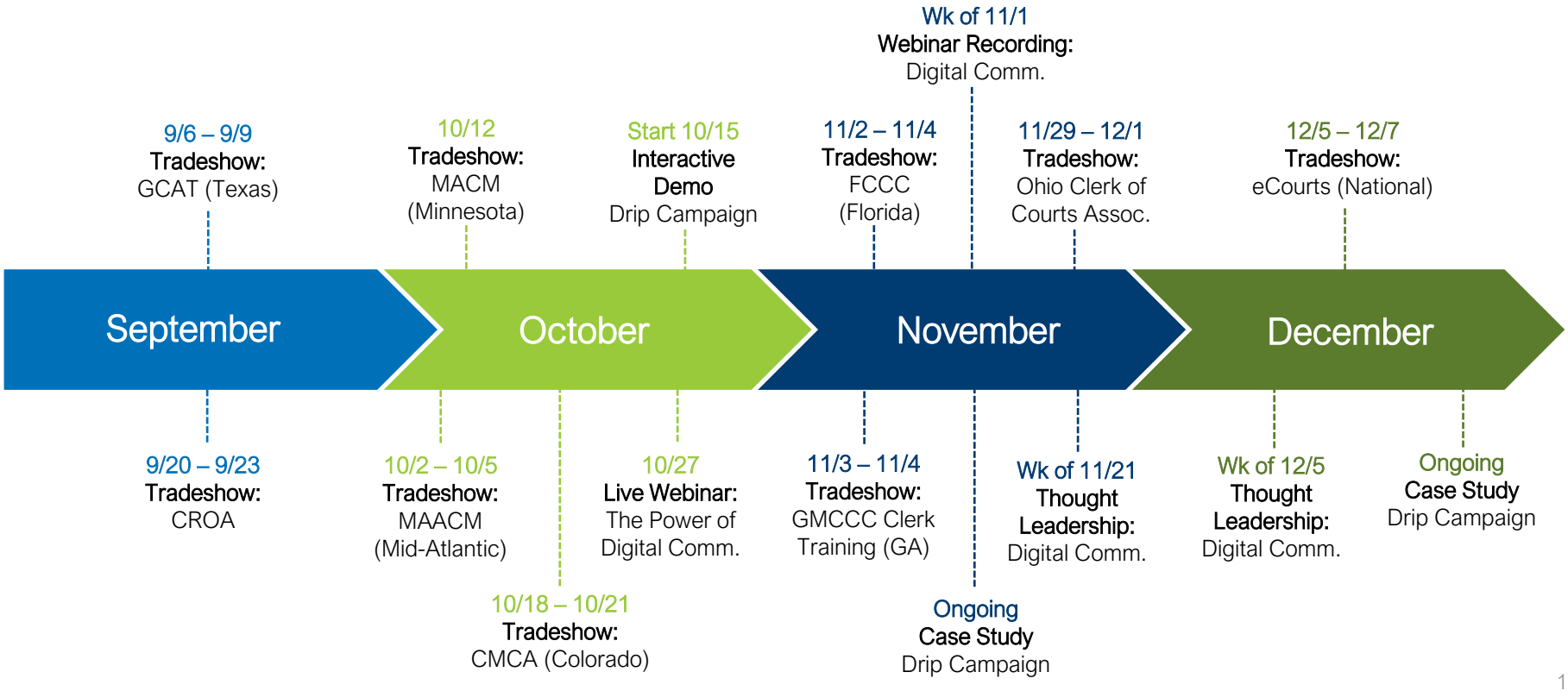
Campaign Activity Calendar



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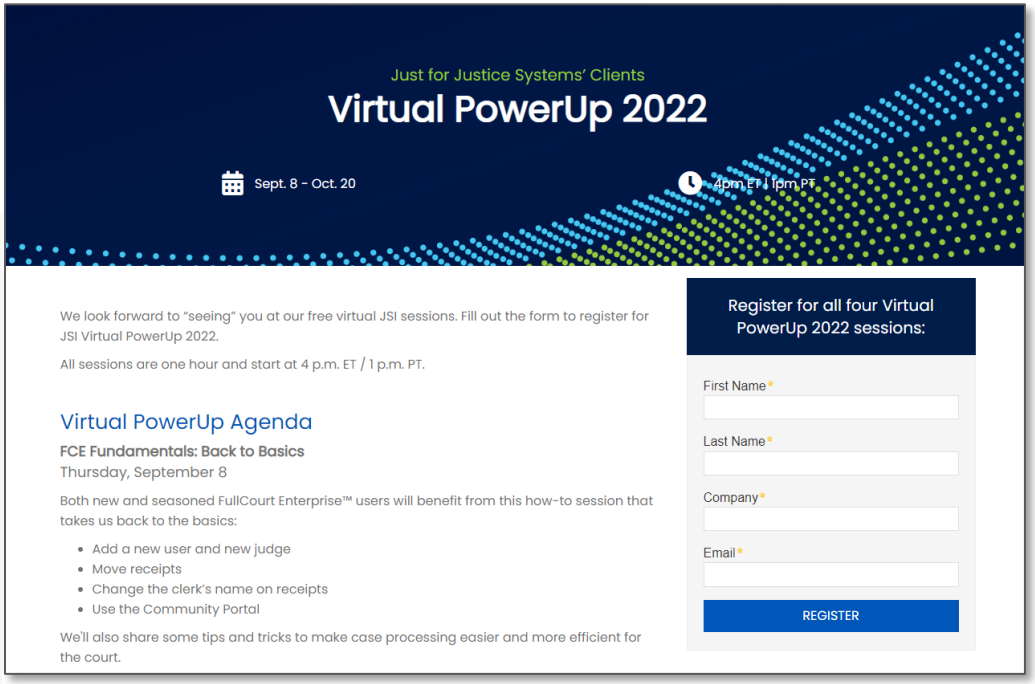
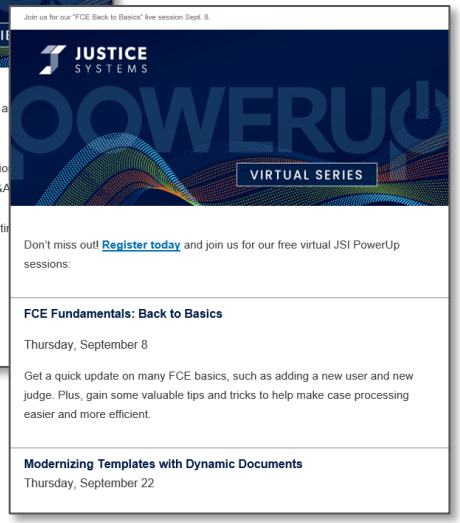
Client Communication

JSI Virtual PowerUp 2022 | 140 Registrants

Registration Page



Registration Email



Save the Date Email

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Additional Sales Enablement Assets

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Sales Enablement Assets

Currently Available/Updated:

- Pitch Deck
- Informational Product Packet (Transactional)
- Interactive Reporting Demo
- SLG Overview Sales Sheet
- Case Study

Coming Soon:

- Updated RevQ+ Sell Sheet
- Informational Product Packet (Subscription)
- Interactive Workflow Demo
- RevQ+ Video
- ROI Calculator
- Additional Case Studies (Clay)

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