



# SLG Segment Plan for Q4 2022

# 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

# 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



# Q4 Marketing Campaign Plan

# 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

# Activities & Promotional Channels

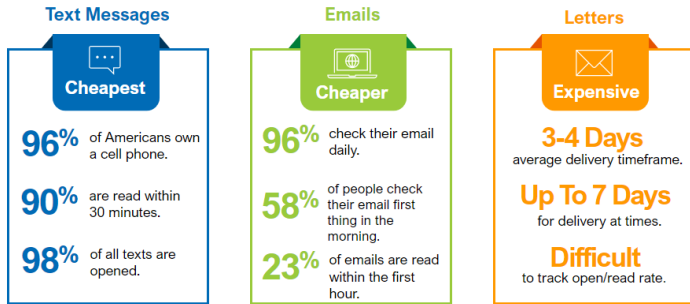
Assets/Activities	Promotional Channels					
	Social	Mailer	Email(s)	Landing Page/Website	CSMs/ Sales Script	Paid Ads (digital or Print)
Live Webinar: The power of digital communication and the regulations around text and email	X		X	X	X	X
Thought leadership re: digital communication	X		X			
Interactive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

# 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

# Campaign Preview: Webinar

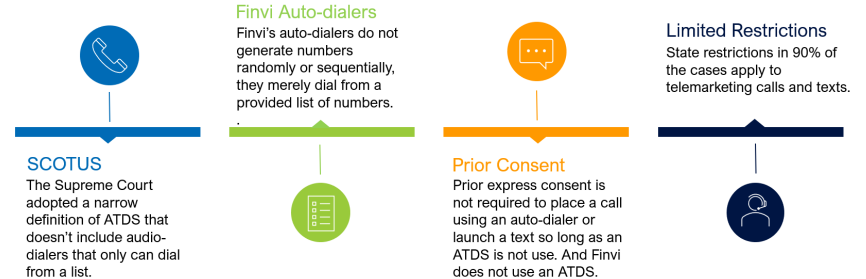
## Contact Effectiveness



## 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.

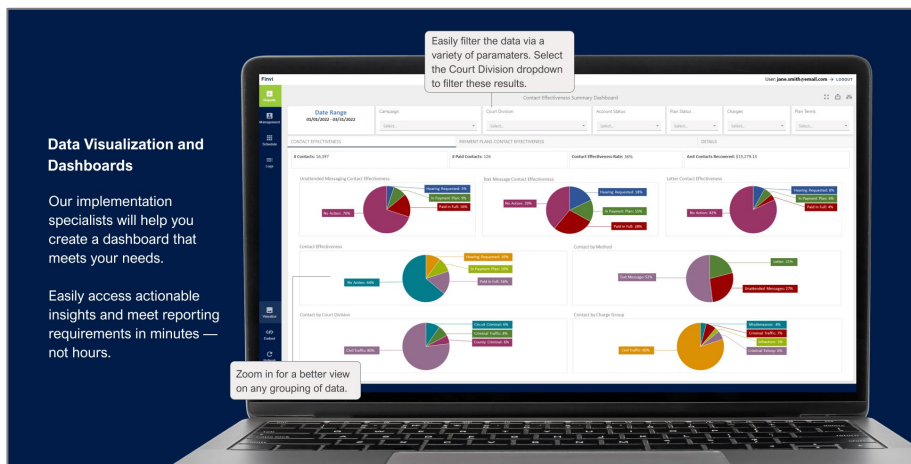
## Why You Should NOT Be Afraid to Text





# Campaign Preview

## Interactive Reporting Demo



### Data Visualization and Dashboards

Our implementation specialists will help you create a dashboard that meets your needs.

Easily access actionable insights and meet reporting requirements in minutes — not hours.

## Updated Website/Landing Page

**Government Software Solutions**

Our government software solutions help state and local governments increase operational efficiency and revenue recovery by helping constituents meet their financial and civic obligations and avoid punitive measures.

**Government Software Solutions that Simplify Omni-Channel Communication**

Easily and effectively reach your constituents via their channel of choice.

**Government Software for the Digital Age**

In today's digital age, Finvi can help you meet your constituents' demand for frictionless, digital, personal messages, such as text and email. SMS features both automated batch and individual on-demand messages suitable for any situation.

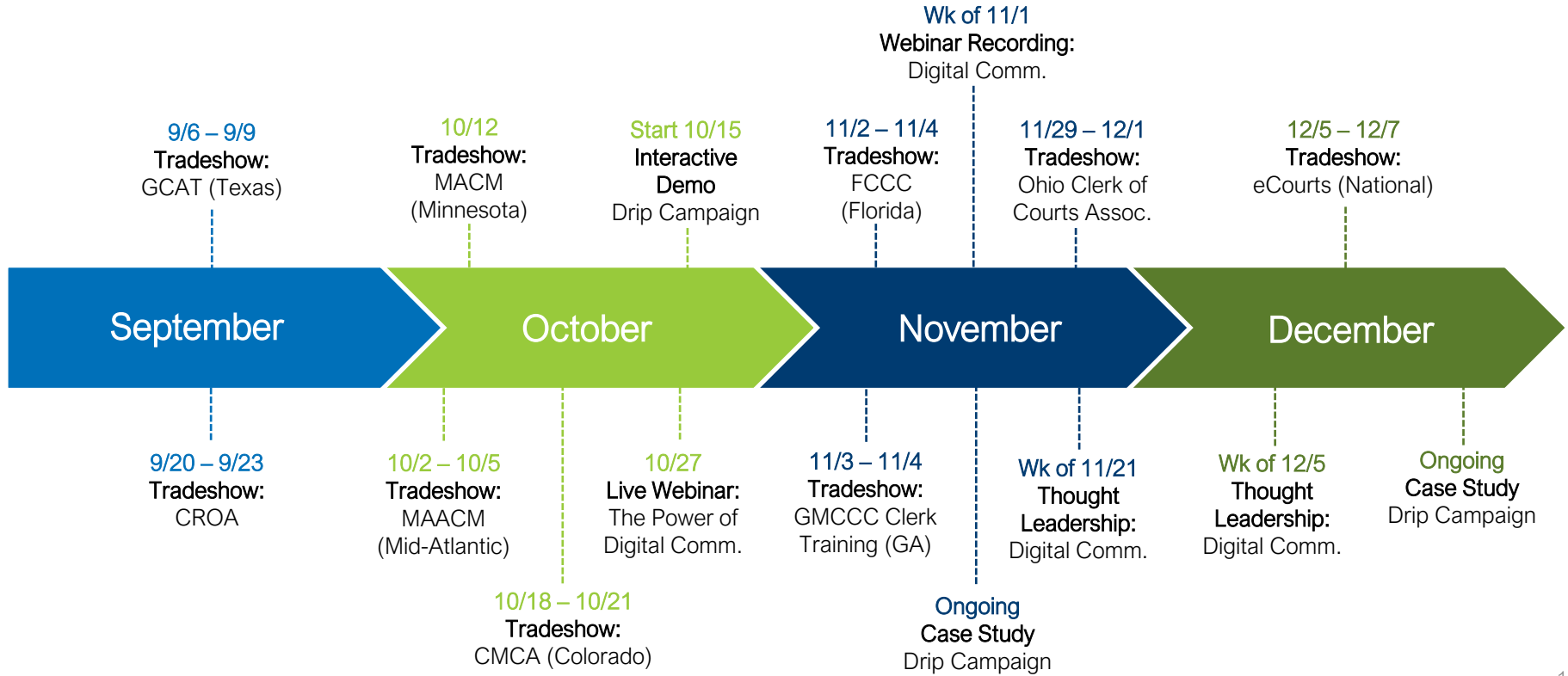
**Government Software to Enhance Communication**

The RevQ+ omnichannel communication capabilities will allow you to nurture accounts with a communication strategy based on constituent activity and account type. From the first day a case or citation is created, you can communicate with constituents in their channel of choice (text, email, letter, phone).

**Government Software to Increase Data Integrity**

The RevQ+ government software solution provides powerful skip tracing capabilities giving you instant access to public and proprietary data from thousands of proven sources. Incomplete and inaccurate entries are automatically processed, quickly updating records with the most accurate information possible including cell phone numbers.

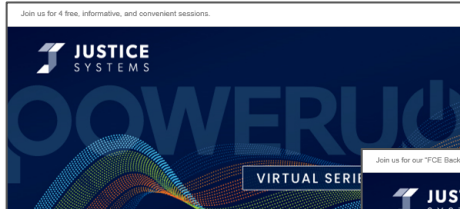
# Campaign Activity Calendar



# Client Communication

JSI Virtual PowerUp 2022 | 140 Registrants

Registration Page



Registration Email

Join us for 4 free, informative, and convenient sessions.

The time has come! The virtual PowerUp track is here, it's free, and only to Justice Systems' clients.

So save the dates and join us for a series of live PowerUp sessions: tips & tricks, real-time demonstrations, and plenty of time for Q&A.

Registration opens soon, so please watch for a future email invitation - an integral part of the event!

### Virtual PowerUp Agenda

All sessions are one hour, starting at 4 p.m. ET / 1 p.m. PT.

Save the Date Email

Join us for our "FCE Back to Basics" live session Sept. 8.

Don't miss out! [Register today](#) and join us for our free virtual JSI PowerUp sessions:

**FCE Fundamentals: Back to Basics**

Thursday, September 8

Get a quick update on many FCE basics, such as adding a new user and new judge. Plus, gain some valuable tips and tricks to help make case processing easier and more efficient.

**Modernizing Templates with Dynamic Documents**

Thursday, September 22

A screenshot of the registration page for the Virtual PowerUp 2022 event. The page has a dark blue header with a pattern of colorful dots. The main content area is white with a blue border. It includes a title, dates, a registration button, and a registration form with fields for name, company, and email, and a 'REGISTER' button.

## Just for Justice Systems' Clients

# Virtual PowerUp 2022

Sept. 8 - Oct. 20

4pm ET | 1pm PT

We look forward to "seeing" you at our free virtual JSI sessions. Fill out the form to register for JSI Virtual PowerUp 2022.

All sessions are one hour and start at 4 p.m. ET / 1 p.m. PT.

### Virtual PowerUp Agenda

**FCE Fundamentals: Back to Basics**  
Thursday, September 8

Both new and seasoned FullCourt Enterprise™ users will benefit from this how-to session that takes us back to the basics:

- Add a new user and new judge
- Move receipts
- Change the clerk's name on receipts
- Use the Community Portal

We'll also share some tips and tricks to make case processing easier and more efficient for the court.

**Register for all four Virtual PowerUp 2022 sessions:**

First Name \*

Last Name \*

Company \*

Email \*

**REGISTER**



# Additional Sales Enablement Assets

# 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)