

**Project Description:**

The Microsoft Marketing Accelerator Program is a Through Partner Marketing Demand Generation Program, developed to empower the Microsoft Partner to implement sales and marketing automation in their organization. The program includes the technology, tactics, training, and team that is needed to launch and manage sophisticated sales & marketing automation campaigns.

**Scope of Work**

Service	Description	Cost
Accelerator Coaching Program	<ul style="list-style-type: none"> <li>Accelerator Training Course</li> <li>On-call marketing professional</li> <li>Bi-weekly coaching call</li> </ul>	
CRM & List Optimization	<ul style="list-style-type: none"> <li>Set up and optimization of CRM</li> <li>1000 contact data scrub and append</li> <li>Full list segmentation inside CRM</li> </ul>	
Marketing Automation Platform	<ul style="list-style-type: none"> <li>Subscription to Sharpspring</li> <li>Set up and optimization of marketing automation platform</li> <li>Lead Scoring set up and targeting</li> </ul>	
Marketing Campaign Deployment	<ul style="list-style-type: none"> <li>Data driven personas</li> <li>Landing page and auto-responder set up</li> <li>Email nurture campaign</li> </ul>	
Prospecting	<ul style="list-style-type: none"> <li>250 buyer persona matched leads</li> </ul>	
Insights Tools	<ul style="list-style-type: none"> <li>Lead alerts</li> <li>Content recommendations</li> <li>Pipeline tracking</li> </ul>	
KPI Tracker	<ul style="list-style-type: none"> <li>Goal setting and benchmarking</li> </ul>	
Client Showcase- WPC Bonus	<ul style="list-style-type: none"> <li>Full suite of marketing videos done for you</li> <li>On-site marketing strategy session</li> </ul>	
Total		\$10,000

**Warranty**

Enfusen Corp warrants that the services performed under this Agreement shall be performed using reasonable skill and care, and of a quality conforming to generally accepted industry standards and practices.

## Assumptions

---

- Stock images/photos, original photography/videos, original illustration or other image/video sourcing or creation by the agency will be additional to this Statement of Work, including agency time to search for sources images/videos

## Period of Performance

---

- The services shall commence on August 1, 2016, and shall continue on a 12-month basis.
  - 30-day written cancelation notice must be given

## Deliverable Materials

---

- Enfusen will show an increase in qualified leads to hand to your sales team
- Enfusen will assist in creation and implementation of optimized marketing campaign
- Enfusen will assist in planning and implementation of a content calendar

## Client Responsibilities

---

- Maintaining current site
- Blogging and providing a content for marketing campaign
- Completion of Accelerator Training Course
- Participation in bi-weekly coaching calls
- Under 24 follow up with sales qualified leads

## Additional Considerations

---

- Additional development outside of scope of agreement \$125 per hour
- Expenses billed as additional cost, if any
- Call tracking requested at an additional cost

## Investment

---

As complete and final payment for Services which has been completed and delivered by Vendor to Partner and which has been accepted by Partner, Partner shall pay Vendor:

(X) \$10,000.00 annually **U.S. Dollars per Engagement**

or

(X) \$997.00 per month **U.S. Dollars per Engagement**