

Statement of Work ("SOW")

Addresses and contacts for notices

"Microsoft Partner"	"Vendor"
Company Name: SAMPLE	Company Name: Enfusen Corp
Primary Contact: SAMPLE	Primary Contact: Roger Bryan
Address: SAMPLE	Address: 526 S Main St Suite 805, Akron, OH 44311
Phone number: SAMPLE	Phone number: 1-877-999-0272
Fax number:	Fax number: NA
Email (if applicable):	Email (if applicable): roger@enfusen.com
Secondary Contact:	Secondary Contact: NA
	Microsoft Vendor Number: 2298424

SOW Effective Date:	1/1/2016
SOW Expiration Date:	12/31/2016
DealPoint and/or iRims # for Master Agreement	NA

(X) This SOW pursuant to the Microsoft Purchase Order Terms and Conditions is entered into by the parties and effective as of the SOW Effective Date above.

1. Description of Services

Pursuant to and in conformance with any standards, guidelines and/or specifications which may be provided by Microsoft to Vendor from time to time, Vendor shall deliver to and/or perform for Microsoft Partner the following goods, services and/or other items or materials as a work made for hire (collectively, the "Services").

Microsoft Marketing Accelerator Program

Program Outline

The Microsoft Marketing Accelerator Program is a Through Partner Marketing Demand Generation Program developed to enable the partner to take advantage of sales & marketing automation. The program includes the technology, tactics, training, and team access that is needed to launch and manage sophisticated sales & marketing automation campaigns.

Description of Services

- Marketing Automation Platform: A software platform that integrates sales and marketing activities; such as:
 - CRM
 - Email Marketing
 - Analytics
 - Content
- Content Keywords: These are targeted keywords that statistically have the best opportunity to generate PGO's and revenue in marketing activities
- Buyer Persona: The process of defining who your ideal buyer is so that all sales and marketing activities can be geared towards that person's specific needs and pains.
- Virtual CMO: Content Analytics are datasets that are used to determine which keywords are best for a partner to use are and how those keywords can be used to craft content that speaks to their contacts at the exact point in the buying cycle that the contact is at.
- Lead Intelligence: The use of a 3rd party service to scrub the partners current contact list for lead data that can be used in segmentation
- Segment List: The process of using lead intelligence data to break the partners list into segments that show qualification for a given offer
 - Partner will receive segmentation by
 - Number of Employees
 - Annual Revenue
 - Job Function
 - Geo-Targeting
 - Current product usage
- Lead Scoring: The process of setting up of a scoring system that ranks contacts based on their level of engagement with sales & marketing activities. Allowing for alerts to be sent to business development reps when a contact shows a high level of engagement.
- Sales & Marketing Campaign: The content and tactics used to deploy a sales & marketing automation campaign that can activate and convert PGO's.
 - Activation Email: An email that is sent to a current list to create engagement to an offer.

- Landing Page: A website page where a strategic offer is made to a visitor in order to get them to exchange their contact information in order to gain access to the offer.
- Form: A form is the contact capture mechanism used on a landing page to capture contact details and enter them into a Marketing Automation Platform
- Thank You Page: A website page where a visitor lands after taking advantage of an offer on a landing page. It is a place to further engage the visitor in a conversion path and where conversion tracking cookies can be installed.
- Auto Response Email: Is an email that is sent directly to a contact that has completed a form and taken advantage of an offer. It is used to thank the contact for taking the offer and to future the engage the visitor in a conversion path.
- 100 Targeted Leads: The user of a 3rd party service(s) to provide targeted leads that match the partners buyer persona
- Ongoing Training and Support
 - Monthly Group Webinars: A bi-weekly webinar where new tactics are introduced and explained followed up by an open QA session for all partners.
 - Online Chat: An integrated chat support tool that is managed by Client Success Managers who can help guide partners through sales & marketing automation activities

Targeted KPI's

- Contacts in CRM: The total number of contacts in a partners CRM/Email Marketing Platform
- Number of MQL: The total number of marketing qualified leads in a partners CRM/Email Marketing Platform based on qualification from a segmentation perspective
- Number of SQL: The total number of sales qualified leads in a partners CRM/Email Marketing Platform based on qualification from a segmentation perspective and an engagement perspective
- Number of PGO's: Total number of Partner Generated Opportunities to include contacts generated as part of program from marketing, data mining, and list procurement
- Engaged PGO's entered into PSX: Total number of partner generated opportunities that have been engaged in a sales conversation and then entered into the Microsoft Partner Sales Exchange
- Closed New Business (deals): The total number of completed deals
- Closed New Business (dollar amount): The total dollar amount of completed deals
- Keyword Rankings (SEO): The current rank of a specific keyword
 - Measured each month on
 - Google
 - Bing
 - Yahoo

All Services shall be treated as Microsoft Confidential Information unless otherwise designated by Microsoft.

2. Deliverables/Delivery Schedule

The milestone delivery schedule for the Services, if applicable, shall be as follows:

Major Milestone Version

Brief Description of Services to be completed by Vendor and delivered to Microsoft	Start on or Before	Due on or Before	Service Fee Due
Milestone 1: Initial Engagement	Upon Partner Signup		\$997.00 PM
Milestone 2: Intake			
Install Marketing Automation Platform			
Finalize Content Keywords			
Build Buyer Persona			
Setup Analytics			
Lead Intelligence (1000 contacts)			
Upload List			
Segment List			
Milestone 3: Launch			
Setup Lead Scoring			
Build out Campaign			
- Landing Page			
- Form			
- Auto Responder			
- Offer from Ready to Go Marketing			
- Activation Email			
Send Activation Email			
250 Marketing Qualified Leads			
Complete (1) Hour Tele-Sales Campaign			
Total			\$11,964.00

Complete Detail Version

- Marketing Automation Platform: Enfusen will setup and integrate a marketing automation technology platform into the partners current business operations. Enfusen will help them to move CRM and Email Marketing activities into a single process.
- Content Keywords: Enfusen will use statistics and the partners unique value proposition to determine the keywords that are best suited to provide value for the partner in their content marketing activities.
- Buyer Persona: Enfusen will work with the partner to develop a detailed buyer persona that will be used to guide sales & marketing activities
- Predictive Content Analytics: Enfusen will provide a Predictive Content Analytics Platform that will map partner analytics in relation to keyword strategy to determine what the correct content and marketing tactics should be deployed.
- Lead Intelligence: Enfusen will scrub 1000 contacts for the partner to gather primary segmentation data around the partners buyer persona. Additional contacts can be scrubbed – see additional services below
- Segment List: Enfusen will use lead intelligence to build smart lists inside the partners marketing automation platform based on the following segmentation data:
 - Number of Employees
 - Annual Revenue
 - Job Function
 - Geo-Targeting
 - Current product usage
- Lead Scoring: Enfusen will setup a lead scoring system inside the partners marketing automation platform
- Sales & Marketing Campaign: Enfusen will build out and implement a sales & marketing campaign that includes the following:
 - Activation Email
 - Landing Page
 - Form:
 - Thank You Page
 - Auto Response Email
- 100 Targeted Leads: Enfusen will provide the partner with 250 marketing qualified leads based on their buyer persona
- Ongoing Training and Support: The partners will have access to ongoing support within the program
 - Monthly Group Webinars
 - Online Chat

Enfusen Sales & Marketing Automation Additional Services Menu (Optional)

<u>Enfusen Software & Support Services</u>	Cost	Billing
Marketing Automation Platform (SharpSpring)	\$ 500.00	Monthly
- Max 10,000 emails per month		
- \$35.00 per additional 10,000 emails per month		
- 12 Month Subscription		
Enfusen Virtual CMO	\$ 500.00	Monthly
- Max 1 site or 10 landing pages		
- Max 5000 Contacts		
- 12 Month Subscription		
Enfusen Marketing Support Team	\$ 500.00	Monthly
- Unlimited Chat Support		
- 1 hour phone support (per month)		
- Monthly Training Webinars		
- 12 Month Subscription		
Marketing Management Package		
- All three above services	\$1,000.00	Monthly
<u>Enfusen Monthly Marketing Services</u>		
5 Keyword Local SEO Campaign	\$ 1,597.00	Monthly
- 5 Keywords		
- *Local Geo-Targeting (*some major markets may be more expensive)		
- SEO Site Optimization		
- Includes Enfusen Predictive Content Analytics		
- 12 month Subscription		
Lead Intelligence Services (1000 Contacts)	\$ 500.00	Setup
- Additional contacts	\$ 0.25	Per Contact
<u>Enfusen Marketing Services (one off)</u>		
Campaign Development	\$ 4,500.00	One Time
- Premium Content Piece		
- Landing Page		
- Form Setup		
- Auto Responder		
- (2) CTA		
SEO Site Audit & Optimization	\$ 2,500.00	One Time

Site Conversion Path Optimization	\$ 4,500.00	One Time
Buyer Persona Development	\$ 2,500.00	One Time
Lead Scoring Setup	\$ 3,500.00	One Time
- Requires a Marketing Automation Platform that supports integrated Lead Scoring		
- Requires a Marketing Automation Platform that supports smart lists		
- Requires a Buyer Persona Development Package		
- Setting up basic rules & paths		
- Setting up smart lists		
- Setting up notifications and alerts		
Marketing Automation Platform Setup	\$ 5,000.00	One Time
Premium Content Piece	\$ 2,500.00	One Time
Quarterly Assessment	\$ 2,500.00	Per Year

3. Payment

3.1 Services Fees

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) flat fee of \$10,000.00 **U.S. Dollars per Engagement**

3.2 Expenses: *(choose one of the below)*

(X) Vendor shall bear sole responsibility for all expenses incurred in connection with the performance of the Services, unless otherwise agreed to in writing by Microsoft.

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