



Beacon

Find out more:
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+44 (0)330 223 4588

Ready-to-Run

Your fast-track route to digital marketing insights

Stay ahead of the competition

Using social media and other channels for digital marketing allows organisations to be agile and affords them the ability to gain a competitive advantage. However, finding available funding and time to successfully implement a cohesive digital marketing solution can be problematic for most organisations.

Beaconsoft has created the Beacon Ready-to-run (R2R) approach as a means to assist organisations in understanding and harnessing the power of using a cohesive digital marketing strategy.

The Beacon Ready-to-Run (R2R) approach

Beacon R2R is a packaged approach to evaluating, implementing and executing digital marketing campaigns from one easy-to-use platform, enabling you to fully measure the return on investment from your digital marketing activities.

The approach further encompasses services and support for a complete living solution going forward that grows and develops with your organisation's digital marketing needs. Furthermore, organisations working with the Beacon platform will enjoy a valuable and mutually-beneficial relationship with Beaconsoft, our partners, and the wider Beacon user community.

CAMPAIGN

Running a proof-of-concept marketing campaign as a time/cost bounded package of software and services designed to help an organisation to quickly evaluate the value of using Beacon for their digital marketing campaigns, consisting of:

- ✓ Define and set up a marketing campaign
- ✓ Software training
- ✓ Assistance with campaign execution
- ✓ Evaluation of results

LIVE

Provides access to a suite of services and support designed to help organisations integrate and use the Beacon platform on an on-going basis for maximum benefit, consisting of:

- ✓ Integrating into existing work processes
- ✓ Integration to third-party software
- ✓ Professional services; content generation, client-specific reporting, ongoing guidance.

FAMILY

Welcoming organisations using Beacon, both locally and globally, to join the Beacon 'family', enabling them to:

- ✓ Feed in new ideas for their requirements
- ✓ Influence the product development
- ✓ Keep up-to-date with fast-moving technology trends and best practice
- ✓ Benefit from the input of the entire Beacon partner and user community



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R2R:CAMPAIGN

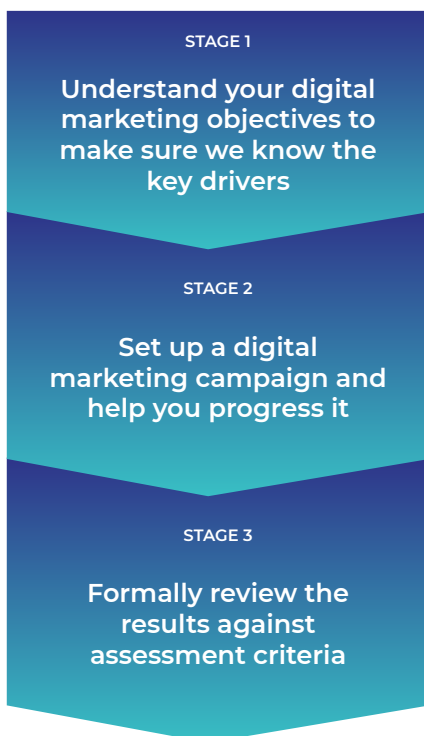
Beaconsoft has created a simple, quick and compelling approach to highlight the opportunities and value of using Beacon – Beacon Ready-to-Run (R2R):CAMPAIGN.

Beacon R2R:CAMPAIGN exists so that organisations can evaluate the power of a single platform to track and measure digital marketing activity and results with minimal up-front capital and staff costs. The package combines software, services, and support into a time and cost bounded proof-of-concept solution enabling organisations to (with Beaconsoft assistance) set-up, execute and evaluate a digital marketing campaign using Beacon.

This package approach allows organisations to evaluate Beacon with minimal disruption to their clients/customers. It reduces the risk, complexity, time, and cost, of gaining a true understanding of the benefit of using an integrated approach to running digital marketing campaigns across multiple channels and touchpoints.

Project Execution

R2R:CAMPAIGN is delivered over an agreed time-and-cost bounded project plan, as follows.



- ✓ Integrate Beacon into your website (this is usually straightforward, just as you would with Google Analytics)
- ✓ Train those who would use it (one to two hours is usually enough to ensure an understanding of the system)
- ✓ Agree success criteria (so that the campaign results can be easily assessed in stage 3)

- ✓ Review content if applicable for channel optimisation (though we won't write content in this project, that's for you)
- ✓ Provide all ongoing technical support during the duration of the project

- ✓ Deep dive into the data behind the results by our analytics team; this will include a review session with a senior data analyst to ensure you fully understand how the results were achieved and giving you insights into opportunities for future improvements
- ✓ Determine the scope of Beacon's applicability to your organisation
- ✓ Agree follow on steps, including pricing of additional reports and integration into your wider tool suite if required

The R2R:CAMPAIGN package

The R2R:CAMPAIGN package combines a number of core services into a single solution, these include:

- ✓ Beacon software licence
- ✓ Project set-up and implementation services
- ✓ Training of key staff
- ✓ Campaign evaluation and assessment
- ✓ Full data review

Benefits of our approach:

- ✓ Allows you to quickly implement a Beacon campaign
- ✓ Keeps up-front capital and staff costs to a minimum
- ✓ Provides one point-of-contact for your entire solution
- ✓ Provides you with an expandable and scalable Beacon solution



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Next Steps after R2R:CAMPAIGN

Moving forward with the assumption that Beacon delivers real benefit to your digital marketing team, costs for the next steps are split into the following areas as part of the Beacon R2R:LIVE approach.

R2R:LIVE

✔ **Beacon software**

Working with a monthly, or annual, license, our starter package of one user and one website is easily scalable depending on the number of users and websites you have. If you have multiple users/websites, then we will find a flexible plan which works for you.

✔ **Technical integration**

Beacon is designed for easy integration into your existing workflow and technology stack, such as eCommerce or CRM systems, to give you a comprehensive picture of your customer engagement. Our technical team will liaise with you to establish the requirements within the scope of the project.

✔ **Professional Services**

Our Insights Service is a bespoke review of your digital campaign results where we help you extract the intelligence from your data, helping you refine future campaigns. Additional services such as assessing your specific reporting requirements and content generation can be provided should they be required.

R2R:FAMILY

Once R2R:CAMPAIGN is completed you may well be fully self-sufficient with the Beacon licence alone. Or you may have taken those extra steps in R2R:LIVE to fully insert Beacon into the heart of your marketing operations. Whichever path you choose, our aim would be that you would be real fans of the product.

Please join us on the journey of continual improvement as Beacon helps you drive your organisation forward, as part of the Beacon R2R:FAMILY.

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"We are early adopters of Beacon and having tested the market, nothing gives insight and returning benefits like Beacon. This is a transformational tool."

*- Buz R, Managing Director
An Integrated Marketing & Events Company*