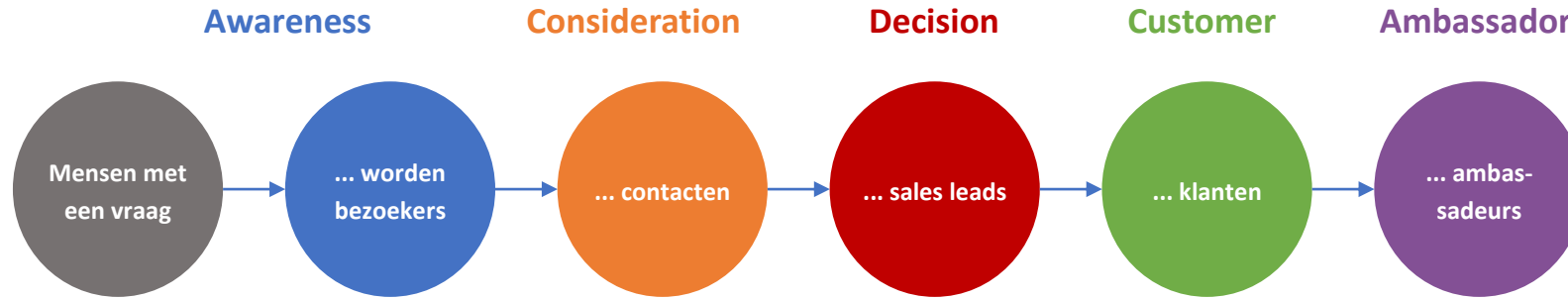


# Campaigns branding + promotion + userX



	Awareness	Consideration	Decision	Customer
ROI calculator website			●	
Subscribe form website		●	●	
Sales		●	●	
Web site up-to-date / SEO	●			
Branding social media	●			
Seminars	●	●		●
Enhance userX				●

# Account-based userX



## Objectives

- Enhance user experience of 3B Tools users
- Monitor and stimulate use
- In the long term keep 3B Tools customers on board through subscription renewals

## Strategy

- Implement account based communication to individually connect
- Communication workflow triggered by implementation/activation/user preferences

## Tactics

To implement account and workflow based communication we may use the ICN Control Center. This is included in the 3B software package and enables direct communication with individual users. The Control Center comes with a message board and allows for small pop-up advertisements/messages. Messages are distributed in html. The Control Center may be customized for use as described here by our development department – we do not know yet how much time that would take.

# Example communication workflow



Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12			
<b>Activation</b>														
 Welcome Link to help	 Link to video	 Link to video 1	 Link to video 2	 Link to video 4	 Link to video 4	 Link to video 5	...							
 Invite for training	 Survey top-5 use tools	 Link to video X1 (If you like 1, then you probably also like X1)	 Link to video X2	 Link to video X2	 Link to video X2	 Link to video X2	...	<div style="text-align: center;"> <b>Repeat following years</b> </div>						
		<b>Training done?</b>			<b>Training done?</b>									<b>Extra training?</b>
		 Renewed invitation for training			 Renewed invitation for training									 Training offer
	 Release highlights	 Release highlights	 Release info X1	 Release info X2	 Release info X3	 Release info X4	...							