

State Solutions

January 2024 – May 2024
Marketing Review

June 13, 2024



Primero *edges*
STATE SOLUTIONS



ABOUT ME

TESLA CADENA

- Lead Marketing Specialist
 - District and new to State
- 3 Years with Cybersoft
- Creative yet Organized

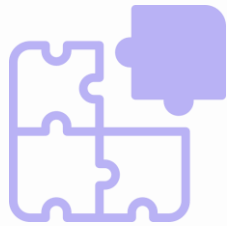
OVERVIEW

- 1 Goals and Strategies
- 2 Execution and Activities
- 3 Future Plans



MARKETING GOALS

These goals were chosen to lay a strong foundation for promoting our state agency solutions and reinforcing PrimeroEdge's position as a leader in providing robust and effective solutions for state agencies.



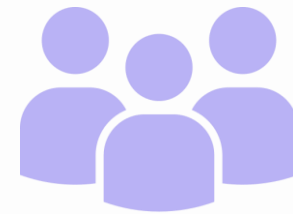
Shift Perception

Change the industry impression to show that we offer everything state agencies need. Demonstrate our comprehensive capabilities and benefits through fresh messaging and rebranding.



Increase Awareness

We aim to inform potential users about our products' advantages through a mix of traditional and digital marketing strategies, including participation in industry events and content marketing.



Drive User Adoption

Encourage state agencies and sponsored users to adopt and implement the software solutions. Increasing user adoption validates our efforts and fosters long-term engagement and user satisfaction.





MARKETING STRATEGIES

Digital

Emails, Webinars, Content

Traditional

Direct Outreach

Events

Presence at industry conferences

Partnerships

Collaborating with State Agencies

Thought Leadership

Presenting original content when possible

Creating a focus on organic, inbound marketing.

CAMPAIGN ACTIVITIES

JAN	FEB	MAR	APR	MAY
<ul style="list-style-type: none">• Opt-ins for AK, IN, ND, and PA.• Alaska-exclusive SRM webinar.• Began process for Full Suite campaign video	<ul style="list-style-type: none">• Rebranding begins with Avocet• Laid groundwork for the Full Suite communication plan	<ul style="list-style-type: none">• Finalized CNAAT plans and networking reception• Continued editing of Full Suite Video• RFPs: USDA Summer EBT, Mississippi MDE	<ul style="list-style-type: none">• Rebrand Efforts Focused on Website Refresh• Attended CACFP and ACDA• RFPs: Colorado	<ul style="list-style-type: none">• Opt-ins for AK, IN, and ND, including webinar demo and segmented forms.• Created a webpage, one-page flyer, blog, and newsletter plans for Summer EBT.





OUR CONTRIBUTIONS



4.9K

People Reached Via Email

9

Campaigns

2

Blogs

1

Webinar

Events Per Quarter

Arizona, Missouri, Florida, West Virginia, Indiana, Colorado (2x), Tennessee, Utah, Minnesota, Illinois, Boston, South Dakota, Pennsylvania, and Washington.

15

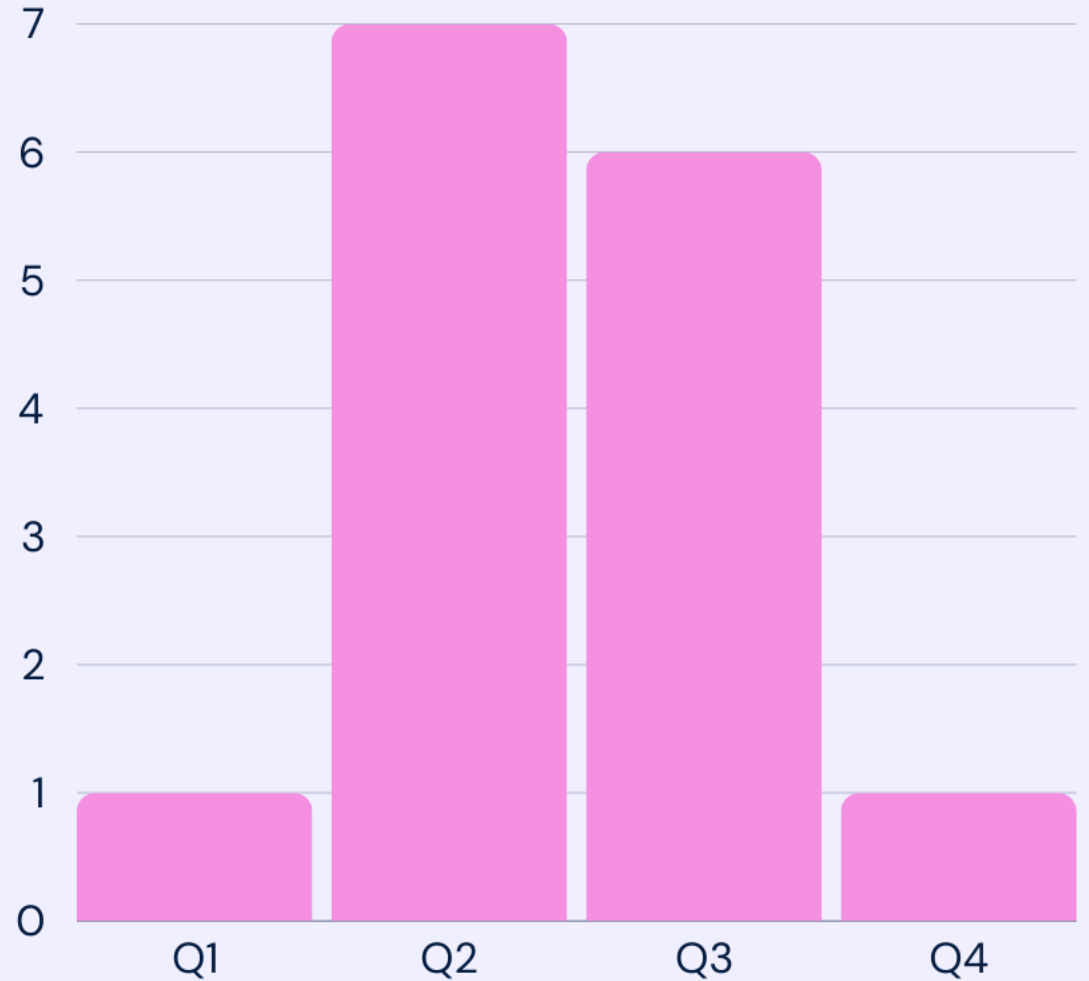
Total
Conferences

2
Event Leads YTD

14

States Visited

3
Presentations



UPCOMING

Plans are flexible and open for adjustment once a month during State Check-ins with Daniel, Benjamin, and Gordon.

Experiences

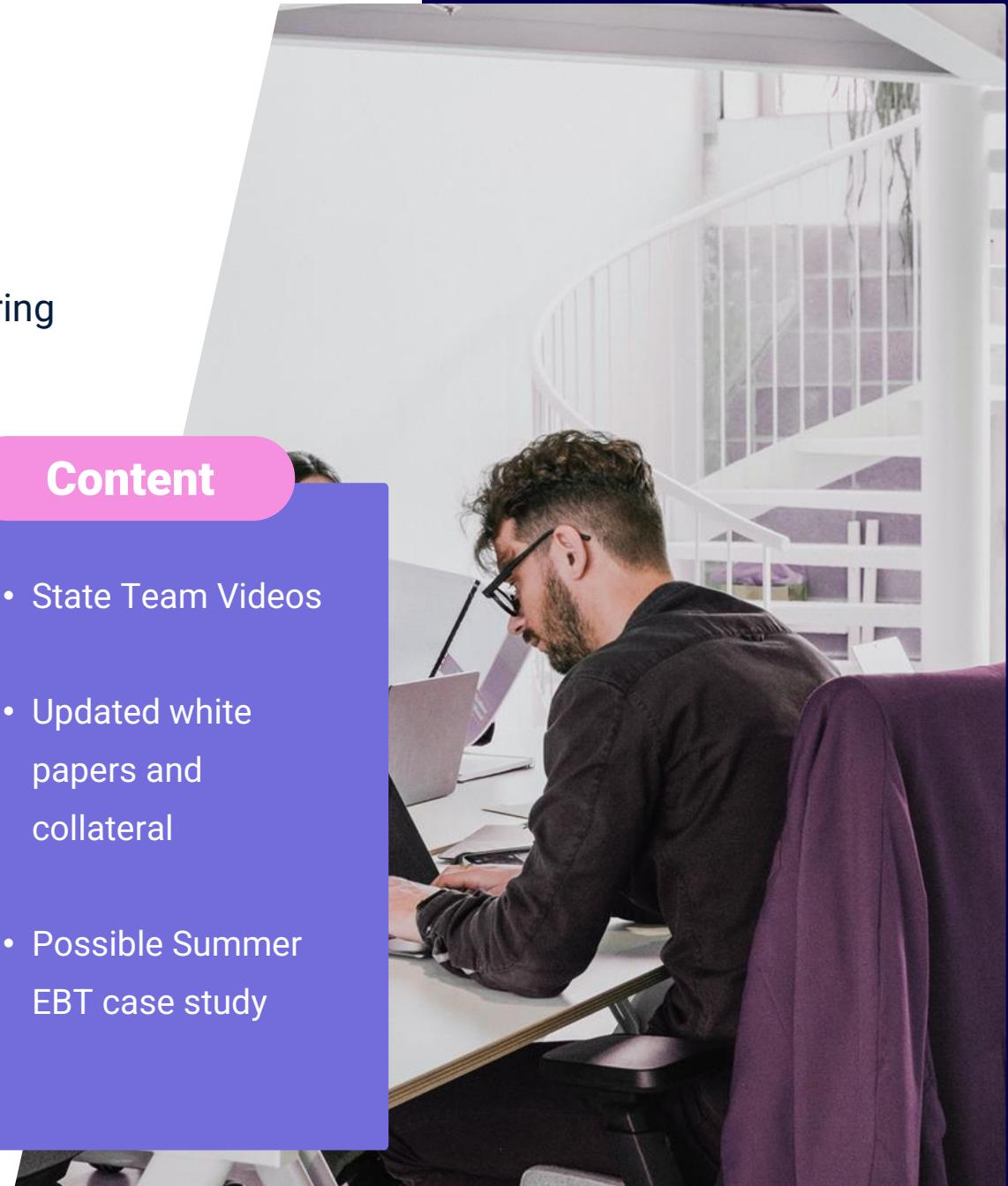
- CNAAT
 - Presentations
 - Reception
- ANC
 - Lounges
 - Booth Section

Rebranding

- Redesign of website and switching host
- Full Suite launch to follow

Content

- State Team Videos
- Updated white papers and collateral
- Possible Summer EBT case study





SPREAD THE WORD

- ✓ Find our current content under eSources. Feel free to share these resources with prospects.
- ✓ Like and follow our socials (at least LinkedIn)! Share our posts and make your own.
- ✓ Ask us to edit your emails, brainstorm ideas with you, or do whatever you need to feel confident in your outreach.



THANK YOU!