

# DEMAND LAB BlueStar

**Marketing Services designed to help Toshiba partners reach new prospects and brand their businesses.**

# TOSHIBA





# MARKETING OFFERINGS

## **SOCIAL MEDIA ADVERTISING**

Facebook Advertising  
LinkedIn Advertising

## **LEAD GENERATION**

Appware Solutions (ISVs)  
Intent-Based Telemarketing

## **PHYSICAL ADVERTISING**

Direct Mail  
Billboards

## **SEARCH ADVERTISING**

Google Display Ads  
Google Search (Text) Ads

## **CONTENT SERVICES**

Video Case Studies  
Graphic Design & Branding  
Animated Videos

# BECOME A KNOWN BRAND TO THOUSANDS OF POTENTIAL CUSTOMERS

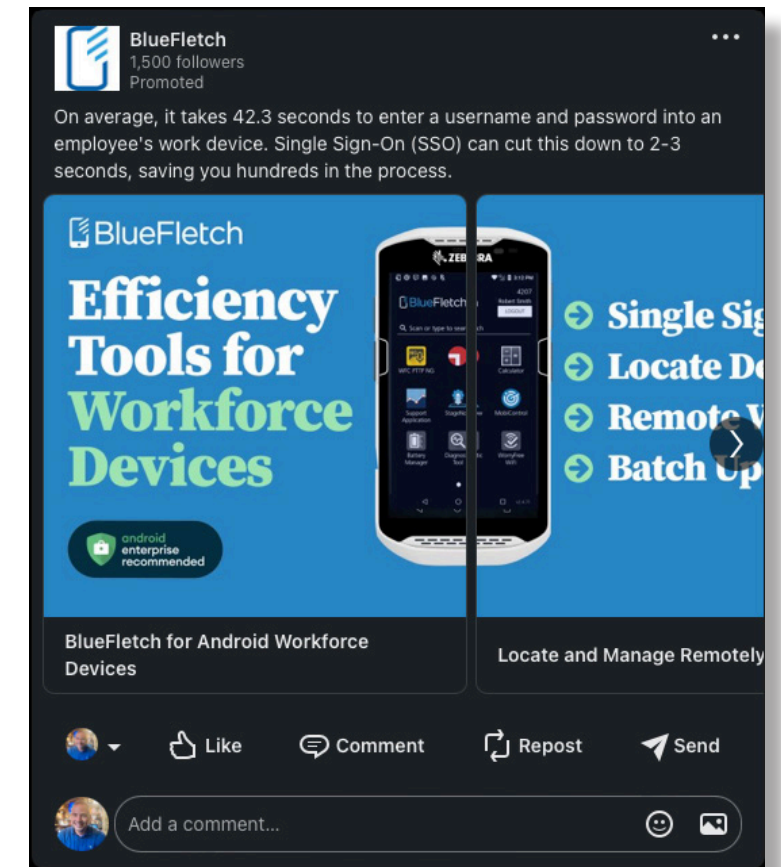
73% of all North Americans are active Facebook users, which means the people you want to influence are likely there.

**Prices are based on \$40 /day budget.** We can accommodate custom campaign lengths and daily spend combinations to meet your needs.

Custom campaign landing pages can be added at a cost of \$500/per page.

CAMPAIGN DURATION	# OF DESIGNS	COST
10-Day Campaign	1	\$570
15-Day Campaign	2	\$880
30-Day Campaign	3	\$1,670
60-Day Campaign	6	\$3,500
90-Day Campaign	8	\$5,100
120-Day Campaign	12	\$7,000

- Will utilize existing landing page, or \$500 charge for custom page
- Includes build of a custom landing page on BlueStar-owned domain



## What's Included?

- Weekly campaign performance and demographic reporting
- Custom ad designs depending on length of campaign
- Custom landing page for 60/90/120 day campaigns
- Custom audience creation based on your target

## Campaign Reporting

Provided weekly, you'll receive campaign statistics that cover: Overall ad impressions, ad clicks, and number of clicks broken down by ad.





ADVERTISING  

# TARGET B2B BUYERS ON THE PROFESSIONAL SOCIAL NETWORK

LinkedIn is the premier corporate social media network with over 310 million monthly active users.

**Prices are based on \$65 /day budget.** We can accommodate custom campaign lengths and daily spend combinations to meet your needs.

Custom campaign landing pages can be added at a cost of \$500/per page.

CAMPAIGN DURATION	# OF DESIGNS	COST
10-Day Campaign	1	\$845
15-Day Campaign	2	\$1,295
30-Day Campaign	3	\$2,495
60-Day Campaign	6	\$5,000
90-Day Campaign	8	\$7,500
120-Day Campaign	12	\$10,200

- Will utilize existing landing page, or \$500 charge for custom page
- Includes build of a custom landing page on BlueStar-owned domain



## What's Included?

- Weekly campaign performance and demographic reporting
- Custom ad designs depending on length of campaign
- Custom landing page for 60/90/120 day campaigns
- Custom audience creation based on your target

## Campaign Reporting

Provided weekly, you'll receive campaign statistics that cover: Overall ad impressions, ad clicks, click through % by ad, the top 20 accounts reached, and overall budget spend, and remaining budget.

# END-USER EBOOK LEAD GEN

**A CONTENT MARKETING PROGRAM FOR SOFTWARE-LED SOLUTIONS.**

Designed to fill your ISV partner’s database with new contacts that match their ideal customer profile. We do this by creating eBook content that is used as a lead magnet. We promote these eBooks through a variety of techniques, including paid social advertising and email marketing through niche industry media outlets and professional associations.

## WHAT’S INCLUDED?

- eBook Creation
- Bespoke campaign planning and management
- Automated lead sharing
- Cost of social advertising for lead generation
- Robust campaign reporting

LEVEL	COST	EST. DURATION
<b>Silver</b>	<b>\$7k</b> per campaign	<b>1-2 months</b>
<b>Gold</b>	<b>\$10k</b> per campaign	<b>2-4 months</b>
<b>Platinum</b>	<b>\$15k</b> per campaign	<b>3-5 months</b>



# INTENT-BASED TELEMARKETING NEW

## Available Intent Topics:

Digital Signage

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Mobile Computing

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Point of Sale (POS)

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Radio Frequency Identification (RFID)

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Warehouse Management (WMS)



## What's Included?

- Purchase of end-user intent-based contact list
- Script development
- Weekly campaign reporting

## What is Intent Data?

Intent Data is collected by external providers from various sources across the web. It might include information on content consumption patterns, such as white paper downloads, webinar attendance, or search queries related to specific products or industries. Actions are tracked across a network of sites and platforms, aggregating the data to identify trends and buying signals.

Intent data is useful because it can help us understand where a potential customer is in the buying cycle.

## NO. OF CONTACTS

## COST

1,000.....	\$2,590
2,000.....	\$4,680
3,000 .....	\$6,770
5,000 .....	\$10,950



# DIRECT MAILERS

## WHAT'S INCLUDED?

- Contact List Purchase
- Graphic Design for Physical Mailer
- Mailer fulfillment

# OF CONTACTS	MAILER SIZE	COST
1,000	6x9	\$1,575
2,000	6x9	\$2,650
3,000	6x9	\$3,900
5,000	6x9	\$6,200
1,000	6x11	\$1,600
2,000	6x11	\$2,750
3,000	6x11	\$4,000
5,000	6x11	\$6,300

## HOW IT WORKS:

You and your solution provider partner help us understand the solution we're promoting and the end-user audience we should target.

We'll acquire the relevant list of contacts, and work with you on a high-impact message and offer to deliver to their physical location.



# OUTDOOR BILLBOARDS NEW

## WHAT'S INCLUDED?

- Billboard Design
- Placement Management

## Why Billboards?

Outdoor local billboards remain a potent tool for brand awareness, harnessing high-traffic visibility to imprint brand imagery and messages on the public consciousness. Unlike online ads, which can be bypassed or blocked, billboards are harder to ignore and can reach a wider demographic, including those less digitally engaged. Their large, bold presence is effective for reinforcing brand recognition, especially when strategically placed in high-traffic areas or along commuter routes.



## PRICING CRITERIA

Location

Visibility and Traffic

Size and Type

Duration

Projects will be custom priced based on desired number of billboards, location, and duration. We'll work directly with outdoor advertising companies to gather options and work with you to get the billboards live.





# GOOGLE ADS



Promote your business Google search results and on the Google Display Network. Although a very competitive landscape, Google advertising has the distinct advantage of targeting prospects who are actively searching for terms related to your solutions.

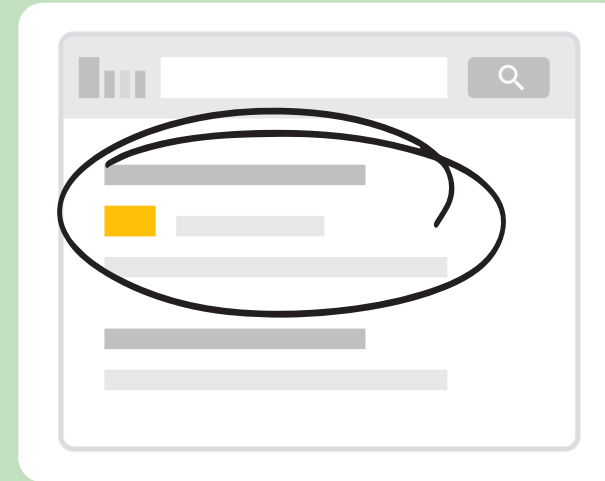
Costs related to Google advertising can vary greatly depending on the location and keywords being targeted, so the pricing table below is a suggestion that can be customized per project.

## DURATION

## COST

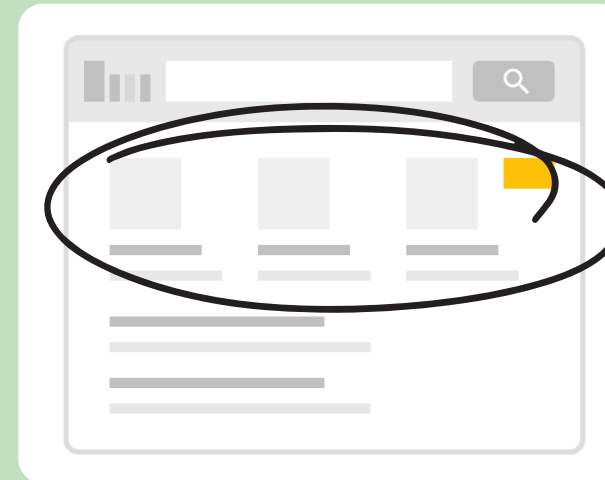
15-Day.....	\$1,800
30-Days.....	\$3,300
60-Days.....	\$6,300
Custom.....	TBD

## Google Ad Options



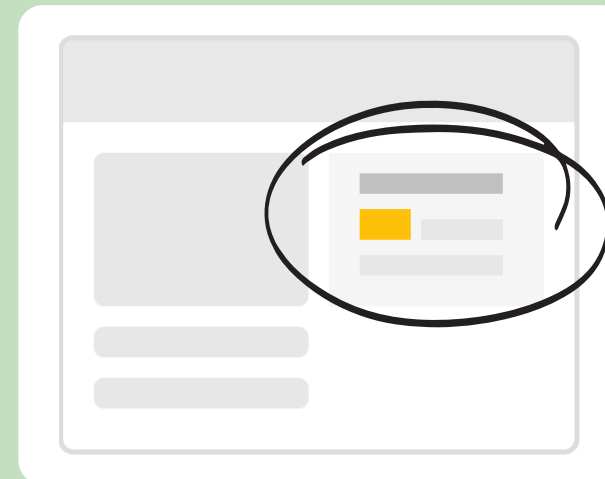
### Search Ads

Get in front of high-intent customers at the right time on Google Search



### Shopping Ads

Showcase your products to shoppers as they explore what to buy



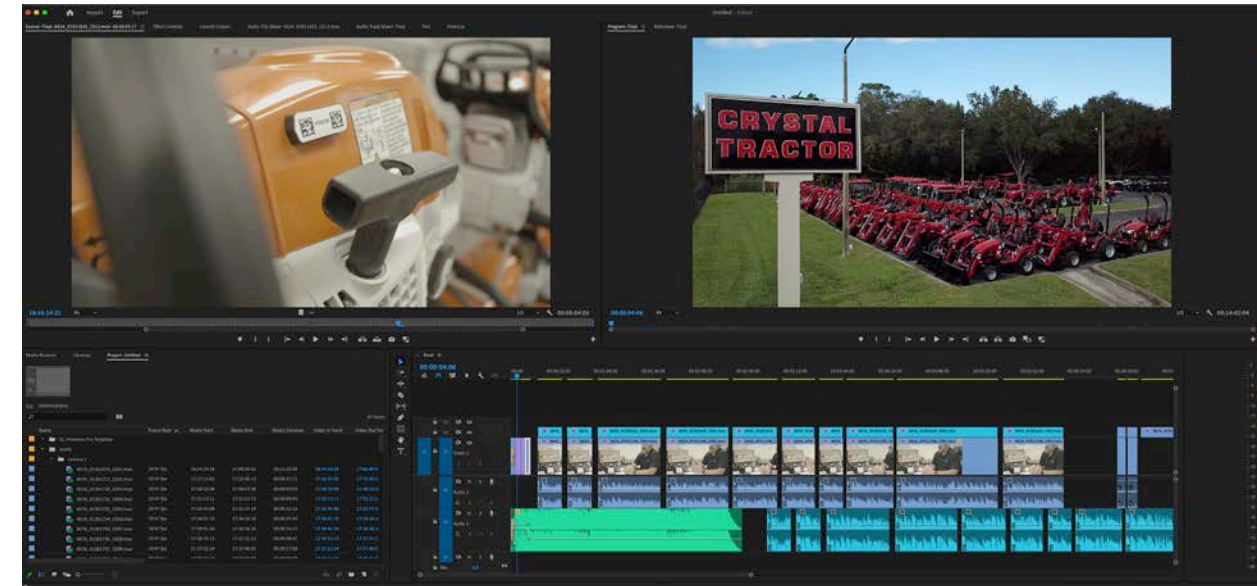
### Display Ads

Reach customers across 3 million sites and apps with engaging creative

# VIDEO CASE STUDIES

## WE'LL HIGHLIGHT THE ROLE YOUR PRODUCTS PLAYS IN END-USER SOLUTION

On location video case studies that explain the problem, the solution, and the results that can be further leveraged for demand and lead generation marketing campaigns. You select the VAR or software partner, they select the end customer, and we'll handle the logistics.



## WHAT'S INCLUDED?

- Development of Creative Brief / Draft Script / Logistics
- Video Production (shooting & finished editing)
- (2) Person On-Site Production Crew for (1) Day
- Deliver in 1080p MP4 format
- Published to BlueStar's YouTube Channel

**Cost per video..... \$9k\***



# DESIGN & BRANDING

Need professional design help? The Demand Lab creative team can provide high-quality graphic design for on-screen or print. Designed to your specifications, our services extend to full-color printing or items such as brochures, business cards, and more.

## WHAT'S INCLUDED?

- New logo design delivered in multiple vector and raster-based formats (AI, EPS, PNG, JPEG)
- 2-sided business card design delivered as a print-ready PDF
- Header graphics for Facebook and LinkedIn Company profiles, delivered as properly-sized JPEGs

**Logo Only** **\$1,700**

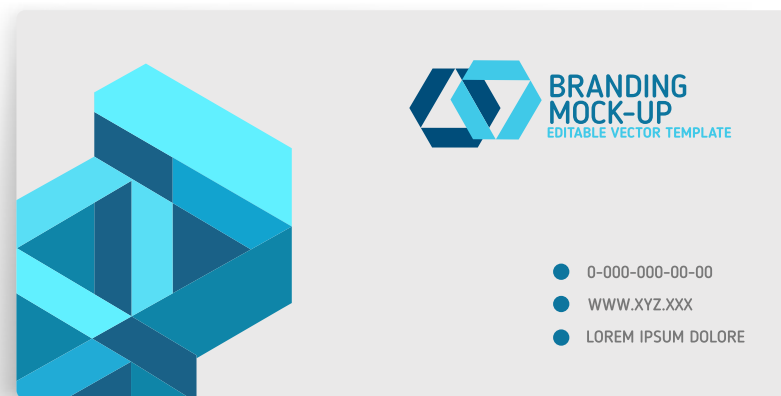
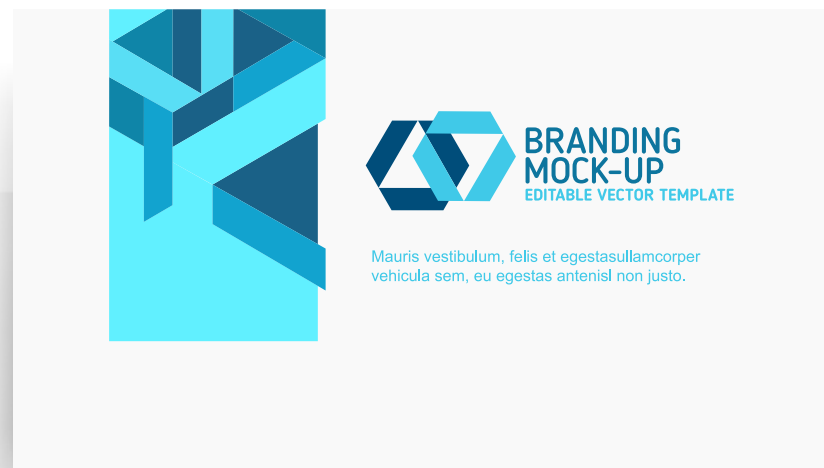
**Branding Package** **\$2,200**

New logo design delivered in multiple vector and raster-based formats (AI, EPS, PNG, JPEG)

Other branded elements are available upon request and will be scoped and priced per project.

## THE PROCESS:

1. You'll complete a preferences worksheet and provide examples of logos you like
2. We'll meet (if necessary) to talk through your submission anything in question
3. BlueStar will deliver 2-3 logo concepts for your review
4. You'll select one for further refinement (if necessary)
5. We'll finish the logo as well as the business card layout, and social media images



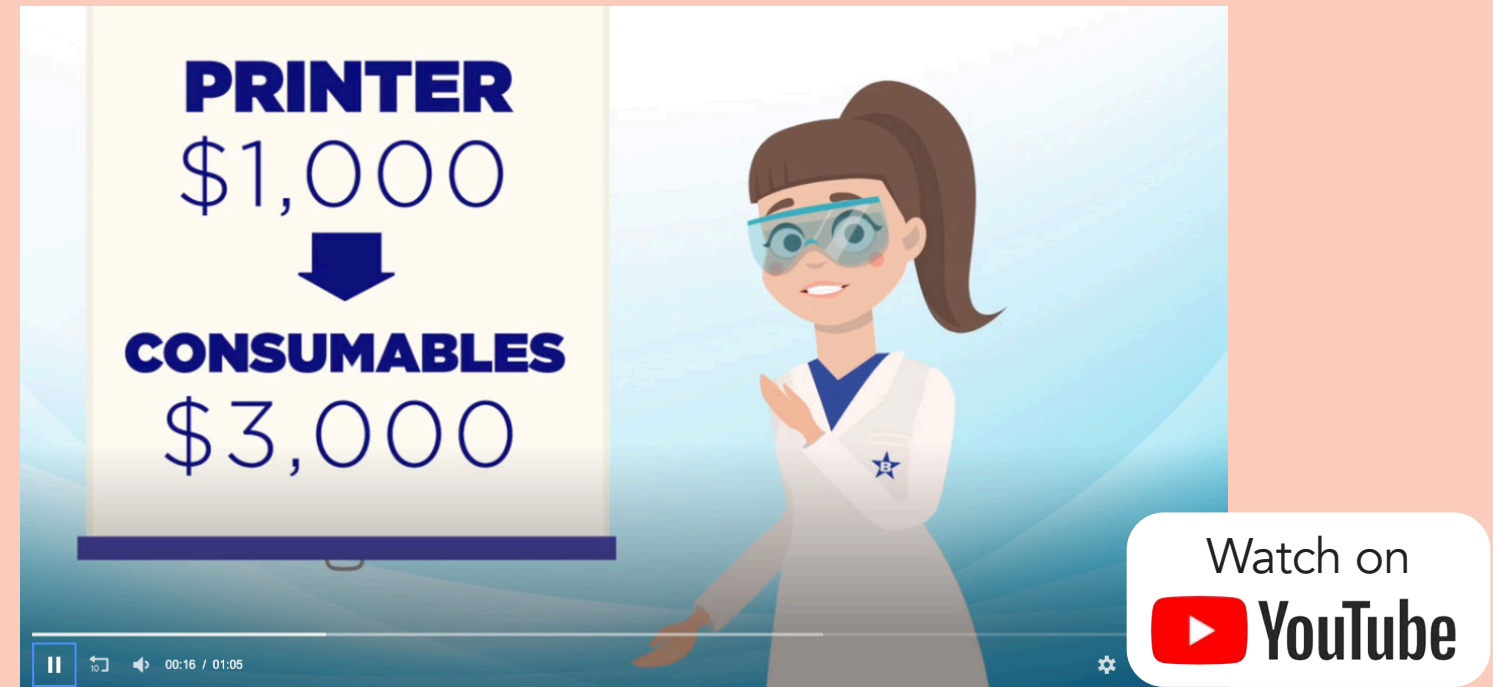
# ANIMATED VIDEOS



## TEXT+PHOTO

- :30 seconds max length
- Still images / text / music
- Voiceover

**Cost per Video .....\$1.2k**



## ANIMATED SPOKESPERSON

- :30 seconds max length
- Character with facial / body movement
- Select from library of pre-built characters
- Voiceover

**Cost per Video .....\$2.4k**

**?** Scripts and storyboards for animated and live action video production will be shared and approved prior to production. All animated and live action videos will be delivered at 1080p in MP4 format.