



NetClique Corporation's 4 Phase Engagement Process

	<i>Consultative Practices</i>	<i>Project Planning Process</i>	<i>Project Management Process</i>	<i>Management Examination Process</i>
Planning	Marketing Strategy Assessments	Requirements Analysis	Creations	Executive Review
Orientation	Media Research & Analysis	Design/Development	Implementation	Management Tracking
Process	Market Segment Management	Planning	Communication	Project Execution
Evaluation	Strategic Planning	Preparation	Evaluation	Individual Performance

Consultative Practices

Marketing Strategy Assessments

- Internal/External influences
- Performance metrics/key indicators
- Regulatory environment
- Cost-benefit analysis
- Brand & Media(marketing) Goals
- Competitor threats
- Resource examination
- Marketplace influences

Research & Analysis

- Media Agencies
- Advertising Campaigns
- Traditional/digital channels
- Technology Requirements
- Domestic/International Requirements
- Market Segmentation
- Measured/unmeasured media (media assets)
- Public Relations

Market Segment Management

- Demographic parameters
- Psychographic analysis
- Emergent target markets
- Audience Engagement Evaluation
- Customer Research/feedback
- Consumer behaviors
- Buyer processes

Strategic Planning

- Vision, Direction
- NetSeries integration
- Alliance partners
- Engagement project plan
- Identify promotional opportunities
- Evaluate marketing opportunities
- Identify target markets

Project Planning Process

Requirement Organization

- Engagement objectives & deliverables
- Target market segment
- Media agency interviews
- Internal/External structure
- Tech & security requirement
- Data management objectives
- Media resource review
- Client marketing targets

Design/Development

- Engagement mapping
- Analytics tools
- Knowledge Management
- Reporting & verification
- Staffing, Strategic alliances
- Search management
- Campaign Integration
- Distribution development

Planning

- NetClique & Client Roles/ Responsibilities
- Resources
- Engagement Roadmaps
- Technology
- Logistics
- Production

Preparation

- Management reviews
- Client reviews
- Test tools, methods and processes
- Coordinate schedules
- Engagement planning
- Production crew meets tech team

Project Management Implementation

Creations

- Resource selection
- Team Orientation
- Team training
- Pre-production management
- Internal Project Planning Approval
- Approval processes
- Client planning/ kickoff session

Implementation

- Project management
- Creative briefing & storyboard
- Client asset management
- Technical development
- Quality assurance and usability testing
- Custom analytics and reporting

Communication

- Post-production management
- Engagement metrics
- Device optimization
- Platform and file optimization
- Custom event tracking
- Conversion reporting
- Technology/Security management

Evaluation

- Message serving/tracking
- Data activation
- Client management System training
- Technology/security monitoring
- Distribution management
- post-campaign summaries

Management Examination Process

Executive Review

- Financial Analysis
- Resource cost analysis
- Project Summary
- Performance tracking
- Projection vs. actual
- Client Summary

Management Tracking

- Schedule tracking
- Client Reporting
- Project Status
- Resources cost analysis
- Assessments summary
- Opportunities development

Project Execution

- Processes/Methodology
- Implementation plans
- Projected/Actual cost
- Tasks, assignments, schedules
- Resource allocation
- Strategic Tactical Roadmaps

Individual Performance

- Projected/Actual time allocation
- Plans for Execution
- Task Scheduling and Tracking
- Problem/Trouble resolution
- Status reporting
- Flow Diagram