



Starshot^{*}

Right! Systems Inc.
Marketing Campaigns
H1 FY25

Right! Systems + Starshot: A Powerful Marketing Partnership

This proposal outlines a strategic partnership between **Right! Systems** and **Starshot** to develop and execute high-impact marketing campaigns that drive engagement, generate leads, and enhance brand visibility.



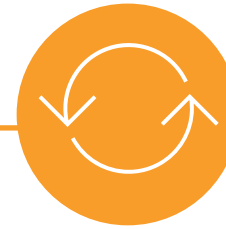
Lead Generation & Brand Awareness

Targeted marketing initiatives to expand customer reach and strengthen market presence for Right! Systems partners.



Custom Campaign Development

Data-driven, multi-channel strategies, including digital, content, and lead generation.



Execution & Optimization

Full-funnel marketing execution with performance tracking and continuous optimization.



Strategic Growth

A results-driven approach to accelerate pipeline growth and customer acquisition.

Starshot – An Introduction

We deliver **end-to-end solutions** on **strategic, transformational customer journeys**.

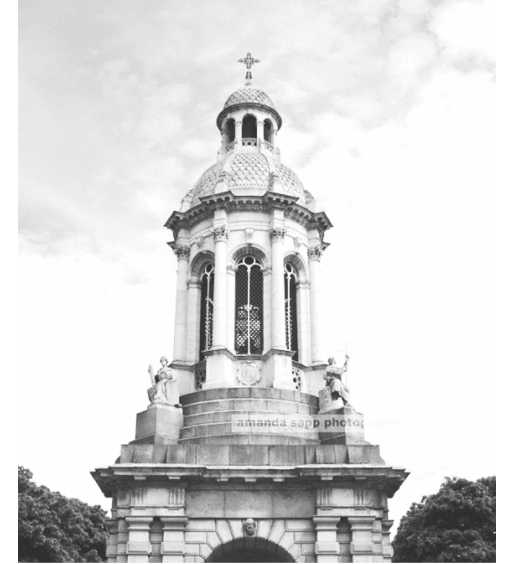
With offices currently based in Toronto, Chicago, and Dublin, our teams and trusted alliances, are perfectly situated to deliver programs globally.



TORONTO



CHICAGO



DUBLIN

Our motto is “Yes, and”. We make it our business to ensure your success.

Who We Are

Established 1999;
Independently-owned and
Woman-led

Studio;
Creative,
Content, Dev

Best in Class Data,
Insights, Reporting and
Lead Management

Award-winning
Experiential Teams

Operational
Excellence

Partner **Channel,**
Demand Generation
and **Event Marketing**
Specialists

Leaders in
Maximizing Budget,
and **ROI**

Extensive **Best Practices** in
Procurement, **Privacy** and
Compliance

Experts in
Delivering Engaging,
Must-attend Events

What We Do

Each of our four teams are **experts** in their space. We work seamlessly to deliver results that count, and because our leadership team comes from companies just like yours, **we understand your business.**



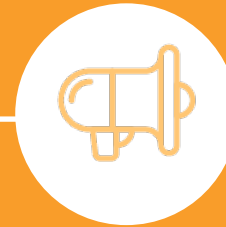
Demand & Channel

- Lead Prospecting & Nurture
- Intent and Insights
- Demand Generation
- Account Based Marketing and Insights
- Data Strategy and Acquisition
- Content Development
- Channel Marketing, MDF and Lead Management
- SEM and SEO



Sales & Enablement

- Custom or Turn-key Platforms
- Sales Enablement & Training
- Sales Incentive
- Gamification
- Training Content & Video
- Lead Tracking & Checkpoints
- Sales Events



Events & Tradeshows

- Event Management
- Conferences & Trade Shows
- Product Launch
- Virtual Events
- Experiential Activations
- Event Creative & Communications
- Speaker & Sponsorship



Creative & Content, Dev

- Production Design
- Theme/Brand Development
- Copy & Editing
- Email & Websites
- Video Production & Editing
- Podcasts
- Copywriting & Editing
- Development & Event Apps

Who We've Worked With

Starshot has been privileged to work with many of the world's finest in business and we love to put this knowledge and experience to work for our clients and partners.



Feedback from our clients

It was a fantastic event with mind blowing activities to choose from and special access to rooftop was amazing. I enjoyed the balance of free time, training and group events.

Overall, these events produce a great experience for our customer.
Thank you so much!

Kudos to the Starshot team...great group of people who work really hard.
Awesome!

Starshot's attention to detail, **creativity** and impeccable **organizational skills** truly sets them apart.

I can trust Starshot to produce the **reporting and insights** I need on our leads.

Starshot has best in **class reporting and data.**

LOVE this Team! It is so refreshing to work with your team. Wish we could always work with the Starshot team.

I trust Starshot to deliver real results, and not just pocket the revenue.

This was the **best event** that I have attended in my **24 years at HP.**

Campaign Packages

\$5K

Choose one option from the three campaigns outlined below.

1

Appointments w/ Nurture

- 2x BANT-qualified appointments
- 1x follow up email (sales format)

2

Digital Brand Awareness

- LinkedIn or Google Ad Campaign (includes spend)
- Custom ad creation (3x)

3

Custom Content

- 1x 1-page case study,
or infographic
or up to 20-min. video podcast

\$7.5K

Choose one option from the three campaigns outlined below.

1

Appointments w/ Nurture

- 3x BANT-qualified appointments
- 1x follow up email (sales format)

2

Digital Lead Gen w/ Nurture

- 50x content syndication leads
- 1x custom email

3

Custom Content w/ Digital Lead Gen

- 1x 1-page case study, **or** infographic **or** up to 20-min. video podcast
- 20x content syndication leads

\$10K

Choose one option from the three campaigns outlined below.

1

Appointments w/ Nurture

- 4x BANT-qualified appointments
- 1x follow up email (sales format)

2

Digital Lead Gen

- 20x content syndication leads
- 200x lead list
- 2x custom emails
- 1x landing page

3

Appointments w/ Custom Content + Digital Lead Gen

- 2x BANT-qualified appointments
- 1x 1-page case study, **or** infographic **or** 20-min. video podcast
- 10x content syndication leads

\$15K

Choose one option from the three campaigns outlined below.

1

Appointments w/ Nurture

- 6x BANT-qualified appointments
- 2x follow up email (sales format)

2

Appointments + Custom Video w/ LinkedIn Video Ad

- 2x BANT-qualified appointments
- 1x 30-second video
- 30-day LinkedIn Video Ad

3

Digital Lead Gen

- 15x BANT-qualified content syndication leads
- 300x lead list
- 2x custom emails
- 1x landing page

Thank You



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