



MAMBO

Our Capabilities

WHAT MAKES MAMBO DIFFERENT

Strategy + Design + Development + Program Management

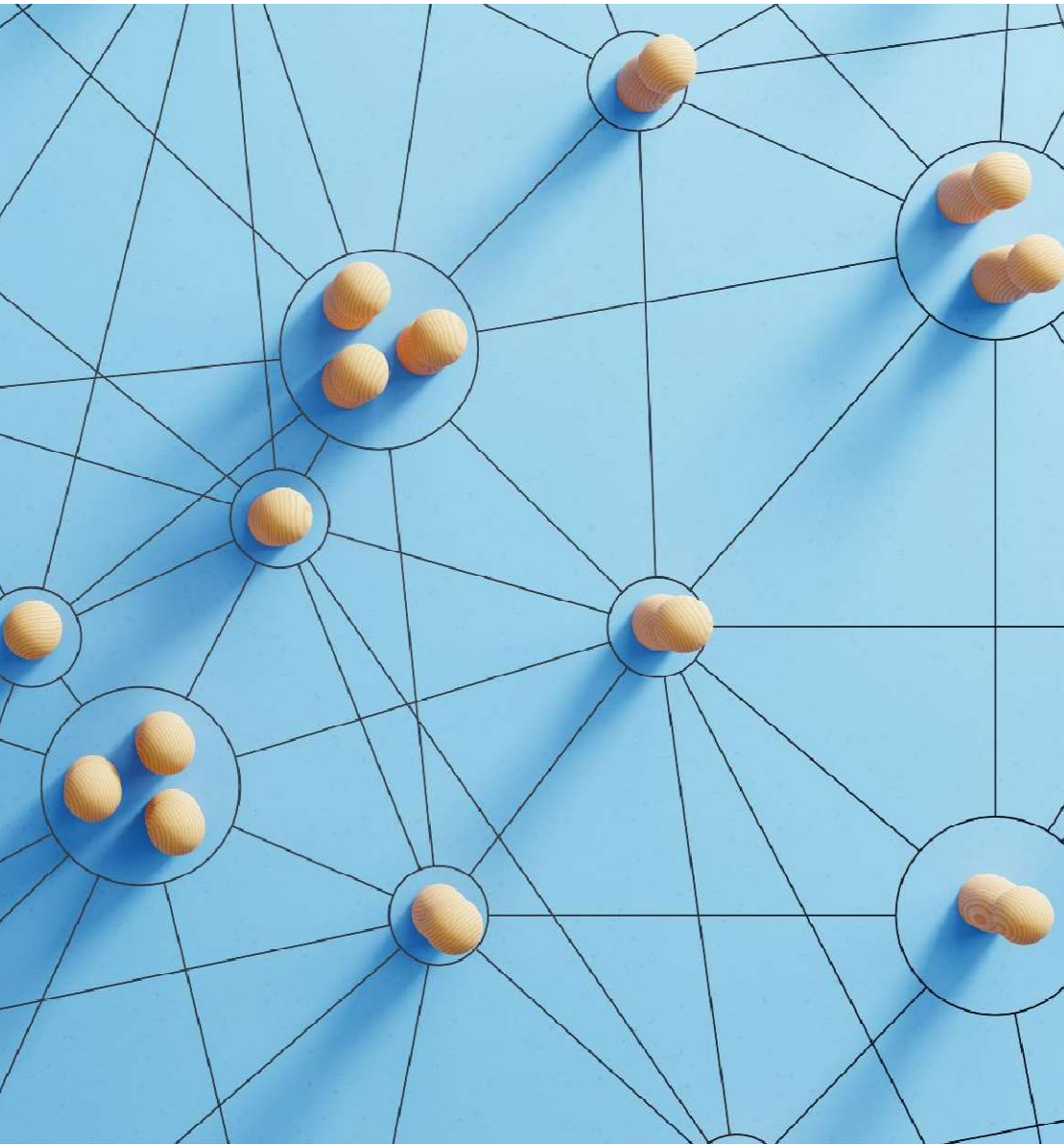


Size Does Matter

At Mambo we know that providing you with the best value for your dollar requires the experience and maturity to provide high-level strategic advisement while ensuring that our deliverables are world-class. This is especially true over a long engagement, where priorities may change, obstacles arise, or opportunities present themselves. Your seasoned, strategic advisors will help your brand adjust and thrive in whatever the future brings.

To achieve this, Mambo is boutique by design. We intentionally seek out and hire experienced senior staff, often with over a decade of B2B marketing experience on both agency and brand side. Your dedicated program team will bring a wide range of experience and insight to bear on your business goals. And whenever needed, your brand will have direct access to Mambo's CEO Siouxsie Jennett.

With this philosophy and our experience specific to your industry, we believe Mambo is uniquely suited for this partnership.



We Are a Part of Your DNA

We take the word “Partnership” seriously.

We are excited by the prospect of working with your team in close partnership to optimize your brand’s 2024 Marketing Program. We have found the following key activities, outlined in more detail in the Scope document, to be highly effective components in a positive and productive partnership:

- Roles & Responsibilities Definition
- Iterative Program Plan and Timeline
- Best Practice Methodologies, Customized for Your Program
- Quarterly Strategy & KPIs Reviews
- Dedicated Strategist and Project Management
- Weekly Account Management & Status Updates
- Active Program Management

Relevant Clients & Experience

Financial Services Clients (CURRENT/RECENT)



Education-Based Clients (CURRENT/RECENT)

Syracuse University

Women's Economic Ventures

Portland State University

Washington State Chiropractic Association

Evergreen Virtual Academy

Ventech

CURRENT PORTFOLIO

Accountinuity

Veracity Pros

Perkins & Company

Johnson Lambert

Mutual of Enumclaw

The Standard Insurance Company

Bates Group

Vestas North America

Affinity Biosensors

Evergreen Virtual Academy

Women's Economic Ventures

Burgerville

Looptworks

Syracuse University

Ventech

Washington State
Chiropractic Association

CASE STUDIES FOR GROWTH

IGNITING PAID ROI WITH NEW TOOLS

CASE STUDY: ROI

CAMPAIGN GOALS

Multnomah Group, Business Financial Planners, was disappointed in their paid media program performance and wanted to explore modern approaches and products but didn't have the internal expertise. We assessed their program, optimized elements across the board, and based on our recommendations, we introduced and tested two paid search tools that brought great success to our client – *Performance Max* and *Customer Match*.

STRATEGY & ACTION

- We created GA4 audiences and used those as a signal in the Performance Max campaigns to identify specific audiences to target ads.
- Multnomah Group provided us with a customer list, and we created a Customer Match audience within Google ads to create a look-alike list that we used as a targeting signal.

RESULTS

- We saw account-wide improvements of 16% more impressions, 258% more conversions, and a 71% improvement in Cost per Conversion.
- Our lead generation campaign saw a 250% increase in conversions driven by a massive 602% improvement in our conversion rate.
- Display campaigns saw a 224% increase in impressions, and 20% more clicks driven by a 20% improvement in our average CPC.



\$15M PIPELINE FOR NEW SOLUTION

CAMPAIGN GOALS

Boost.ai is a powerhouse brand in Europe, providing conversational AI chat services for top-tier financial institutions throughout the EU. However, they were unknown in the US and came to Mambo to develop an awareness/lead gen campaign and build a replicable methodology + assets they could leverage for future campaign development.

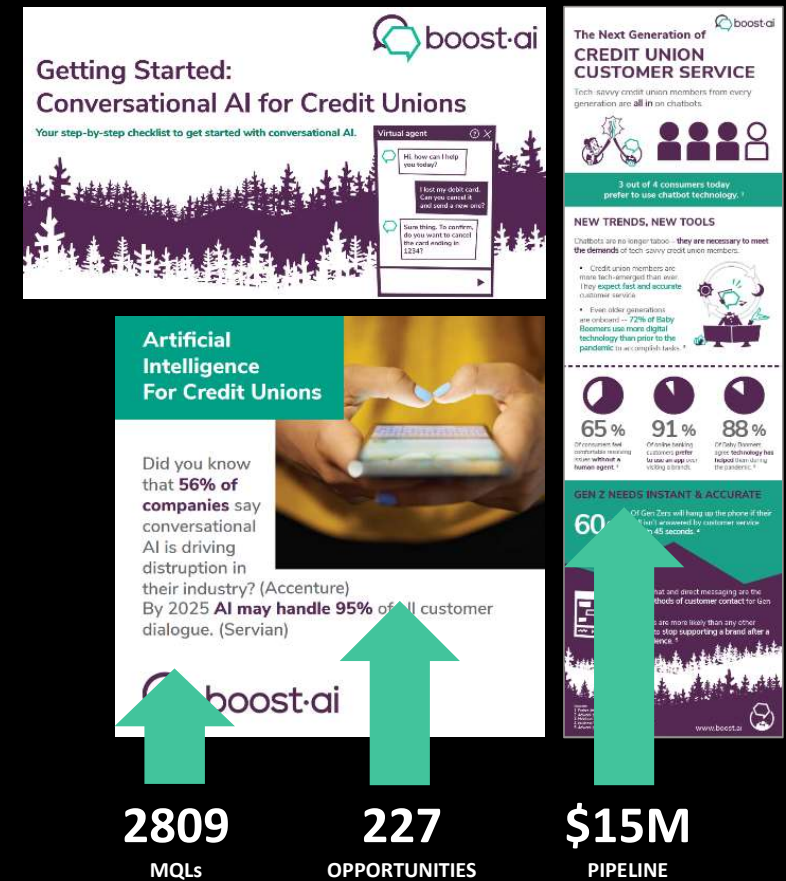
STRATEGY & ACTION

- Developed 16-week US introduction campaign with a primary goal of awareness, and secondary goal of lead generation.
- Built complete asset portfolio, including SEO-optimized blogs, social media posts, email copy, infographics, and lead magnets.
- Built email and landing page templates, workflows, and dashboards in marketing automation system.
- Worked with Sales and Marketing teams to align on lead stages, scoring, and hand-off protocols to ensure lead health through Buyer's Journey.
- Launched and managed campaign, optimized weekly.

RESULTS

- Exceeded campaign goals. Delivered 2809 Marketing Qualified Leads that resulted in 227 Opportunities and over \$15M in Pipeline over 20-week period.
- Saw an average 30% Open Rate over course of campaign.
- Assets and campaign methodology adopted and replicated for additional campaigns in Banking and E-Commerce.

CASE STUDY: ROI





Lisa Datka – VP Marketing
Vernier Technologies

“

“Mambo Media is instrumental in leading our digital transformation. Mambo has been my partner at several organizations, supporting us at every level—from marketing to service to sales divisions—giving us the tools and training we needed to streamline our processes, operationalize our programs, and transform our marketing and sales efforts.”

”

EXAMPLES OF OUR WORK

30% INCREASE IN QUALIFIED LEADS

CAMPAIGN GOALS

Learning.com asked Mambo to evaluate and recommend improvements to their Annual Campaign. The campaign had been markedly underperforming for years and the client wanted to rethink approach and modernize, leveraging an Omnichannel approach and marketing automation.

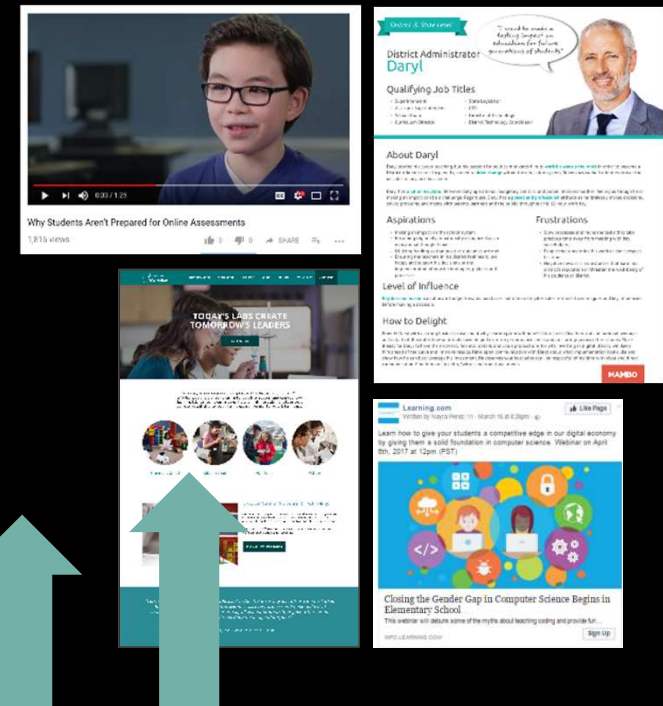
STRATEGY & ACTION

- Conducted Discovery Workshops with SMEs and surveyed customer base to better understand Buyer's Journey and Voice of Customer.
- Developed comprehensive Personas, including decision makers and influencers, and built complex Messaging Matrix for every stage of the journey.
- Developed painpoint-focused messaging and workflow for email series in marketing automation system, designed and wrote copy for landing page and homepage by segment.
- Built multi-touch campaign strategy, including email, video, influencers and social media for four distinct segments. Executed, launched and optimized over campaign timeline.

RESULTS

- Achieved over 30% increase in lead generation compared to previous year.
- Leveraged Personas and Messaging Matrix for a whole-site redesign and rewrite which directly resulted in website conversion increase of 24% YOY.

CASE STUDY: ROI



24%
INCREASE IN
WEBSITE LEAD
CONVERSION



30%
YOY INCREASE
IN LEAD
GENERATION

PROSPECTIVE STUDENTS' PARENTS

MINDSET	PAIN POINTS	DRIVERS	SU FEATURES VALUED BY THIS AUDIENCE	COMMUNICATION PREFERENCES	NEXT STEPS & CTAS
What is the overarching mindset of this audience segment?	What are the pain points felt by this audience segment?	What motivates this segment to help their student choose a university?	What features, services, or innovation does Syracuse University offer that is valued by this audience?	How does Syracuse University connect with this segment?	What calls to action (connect with this segment)?

[illegible]

Content Gap Analysis by Persona and Buying Stage

		CONTENT BY PERSONA				
		Persona				
Buying Stage		Darryl District Administrator	Sandra School Administrator	Teresa Teacher	Paulina Parent	
	Content Pieces Quantity	99	125	168	91	
	Content Pieces Percentage	20%	26%	35%	19%	
Content Pieces Quantity	85	61	104			
Content Pieces Percentage	34%	24%	42%			

Direct Lending Group Scenario

	AWAII/LLIS	RESEARCH	EVALUATION	CONSIDERATION	LOCUTION	PREPARATION	CONVICTION	ADMONITION
Thinking	Thinking is the first step in the process of learning. It is the process of using the mind to understand the world around us.	The research is the process of finding out what is true. It is the process of using the mind to understand the world around us.	Evaluation is the process of judging the value of something. It is the process of using the mind to understand the world around us.	Consideration is the process of thinking about something. It is the process of using the mind to understand the world around us.	Locution is the process of speaking. It is the process of using the mind to understand the world around us.	Preparation is the process of getting ready for something. It is the process of using the mind to understand the world around us.	Conviction is the process of believing something. It is the process of using the mind to understand the world around us.	Admonition is the process of warning or advising. It is the process of using the mind to understand the world around us.
Doing	Doing is the process of using the mind to understand the world around us.	Doing is the process of using the mind to understand the world around us.	Doing is the process of using the mind to understand the world around us.	Doing is the process of using the mind to understand the world around us.	Doing is the process of using the mind to understand the world around us.	Doing is the process of using the mind to understand the world around us.	Doing is the process of using the mind to understand the world around us.	Doing is the process of using the mind to understand the world around us.
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Content Examples	Content Examples are the process of using the mind to understand the world around us.	Content Examples are the process of using the mind to understand the world around us.	Content Examples are the process of using the mind to understand the world around us.	Content Examples are the process of using the mind to understand the world around us.	Content Examples are the process of using the mind to understand the world around us.	Content Examples are the process of using the mind to understand the world around us.	Content Examples are the process of using the mind to understand the world around us.	Content Examples are the process of using the mind to understand the world around us.
Content Type	Content Type is the process of using the mind to understand the world around us.	Content Type is the process of using the mind to understand the world around us.	Content Type is the process of using the mind to understand the world around us.	Content Type is the process of using the mind to understand the world around us.	Content Type is the process of using the mind to understand the world around us.	Content Type is the process of using the mind to understand the world around us.	Content Type is the process of using the mind to understand the world around us.	Content Type is the process of using the mind to understand the world around us.
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IDEA PROPOSAL
LEAD
INITIAL FIRST MEETING
INITIAL DISCUSSION GROUP
SOLUTION
1st BUDGETING
2nd
3rd

Initial Connections: Initial Connections

Surprise: Initial Connections

Obligation: Initial Connections

Opportunity: Initial Connections

Initial Connections: Initial Connections

Surprise: Initial Connections

Obligation: Initial Connections

Opportunity: Initial Connections

Initial Connections: Initial Connections

Surprise: Initial Connections

Obligation: Initial Connections

Opportunity: Initial Connections

Initial Connections: Initial Connections

Surprise: Initial Connections

Obligation: Initial Connections

Opportunity: Initial Connections

SALES CYCLE & SCORING

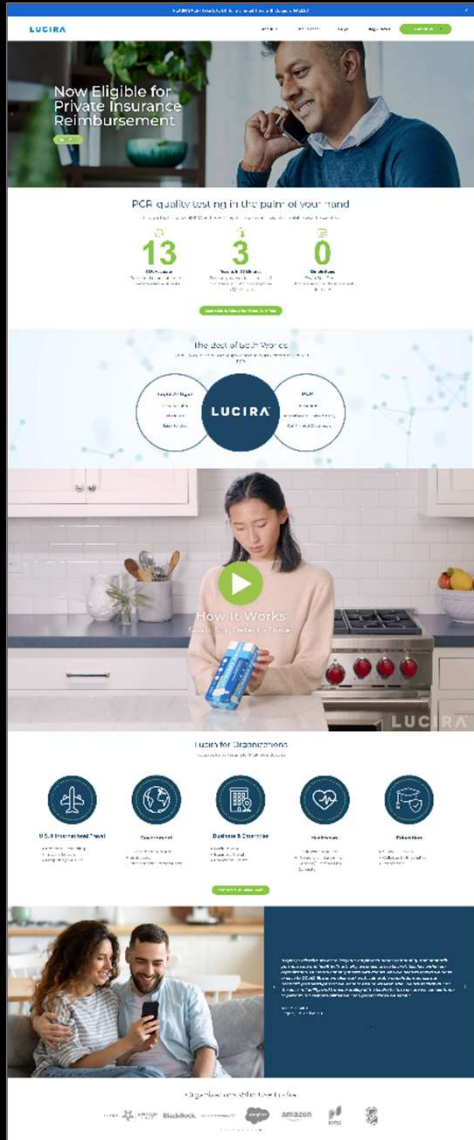
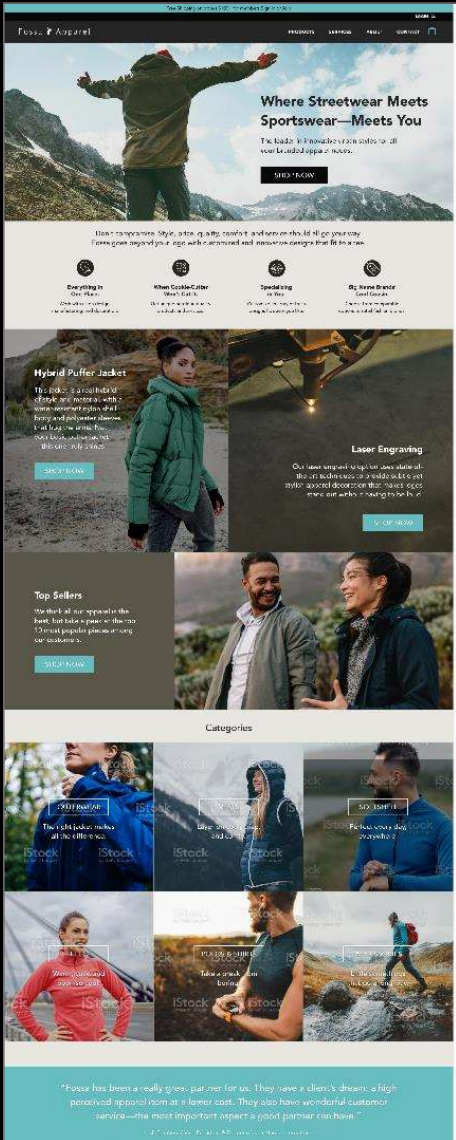
The sales cycle is represented as a circular process with 100 points, divided into four quadrants:

- PROSPECT (0-25):** Includes the role of **UPSELL/CROSS-SELL**.
- LEAD (25-50):** Includes the role of **MARKETING**.
- CONNECTION (50-75):** Includes the role of **CONNECTION**.
- SOLUTION (75-100):** Includes the role of **SOLUTION**.

The inner ring of the circle lists the stages: **PROSPECT**, **MARKETING**, **CONNECTION**, and **SOLUTION**. The outer ring lists the roles: **UPSELL/CROSS-SELL**, **MARKETING**, **ONBOARDING**, and **SOLUTION**.

Key actions and milestones include:

- Receives email with invite to connect with RM to talk about next steps** (Email icon)
- Receives welcome series emails** (Email icon)
- Creates new account** (Account icon)
- Downloads checklist explaining how set up a new account** (Checklist icon)
- Receives incentive offer to sign up for a new account** (Incentive icon)
- Searches Google, clicks on paid ad** (Search icon)
- Visits a landing page** (Landing page icon)
- Takes Quiz to determine money management style** (Quiz icon)
- Opens an email with tips for their style** (Email icon)
- Later, visits a landing page to download tracker, doesn't click CTA** (Landing page icon)
- 2 days later, receives a new email about a blog post and opens it** (Email icon)
- Clicks a CTA in the email and fills out the form to download spending tracker** (Form icon)
- Receives an email about account options and takes no action** (Email icon)
- Two days later gets email about Financial Calculator and clicks it** (Email icon)
- Watches video about happy Umpqua customer** (Video icon)
- Receives email with link to store locator** (Email icon)



WEBSITE





LUCIRA connect

Meet Lucira Connect, the Faster Way to Covid Care – at Home

[Learn More](#)

Introducing Lucira Connect
Connecting you to treatment faster



365

Self-checkout technology
TRUSTED WORLDWIDE

YouTube Video Ad

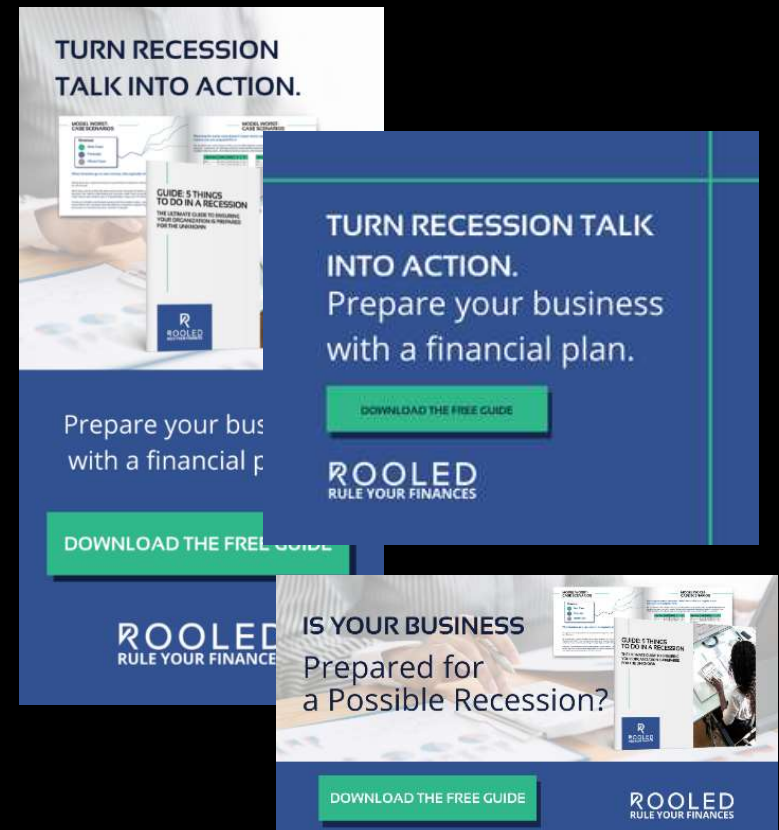


365

MAXIMIZE CUSTOMER ENGAGEMENT

Learn how our technology can enhance your retail experience.

PAID MEDIA



TURN RECESSION TALK INTO ACTION.

Prepare your business with a financial plan.

[DOWNLOAD THE FREE GUIDE](#)

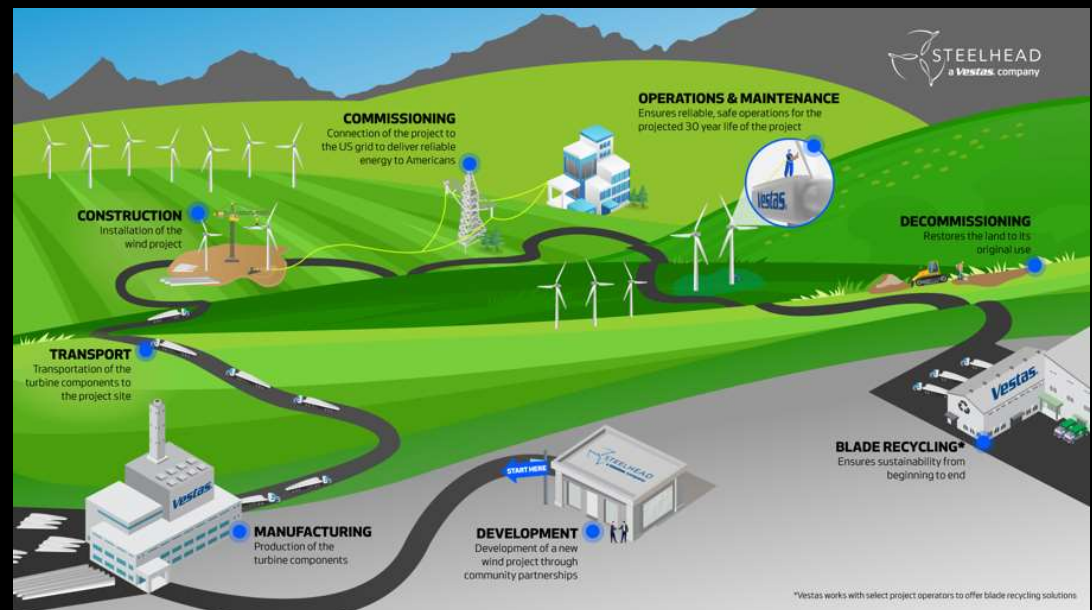
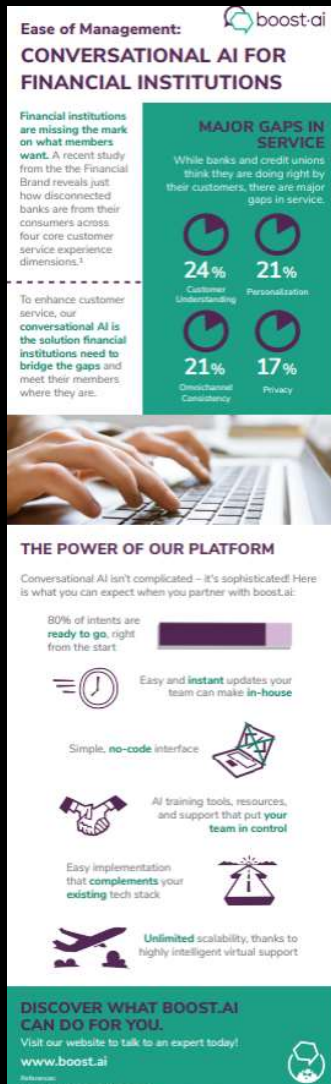
ROOLED
RULE YOUR FINANCES

IS YOUR BUSINESS Prepared for a Possible Recession?

[DOWNLOAD THE FREE GUIDE](#)

ROOLED
RULE YOUR FINANCES

INFOGRAPHICS



SOCIAL MEDIA



Pay it Forward

Supporting future business leaders through WEV's Alumni Fund

[donate now](#)

wev
+ the power of you



BATESGROUP

Lorum Ipsum

At vero eos et accusamus et iusto odio dignissimos ducimus qui blanditiis praesentium voluptatum deleniti atque corrupti quos dolores et quas molestias exceptunt sint occaecati cupiditate non provident, similique sunt in culpa qui officia deserunt mollitia animi, id est laborum et dolorum fuga. Et harum quidem rerum expedita



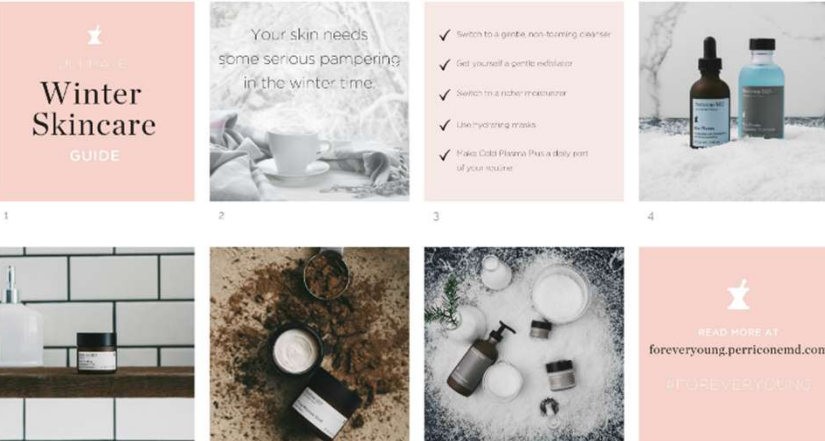
BATESGROUP

Lorum Ipsum

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BATESGROUP

[LEARN MORE](#)



Winter Skincare GUIDE

1. Your skin needs some serious pampering in the winter time.
2. Switch to a gentle, non-foaming cleanser.
3. Get yourself a gentle exfoliator.
4. Switch to a richer moisturizer.

Use hydrating masks.

Make Cold Plasma Part a daily part of your routine.

[READ MORE AT](#)
[foreveryoung.perriconemd.com](#)

FOREVER YOUNG

Support the Next Generation of Entrepreneurs in Santa Barbara and Ventura Counties

Whether you participated in WEV programming a decade ago or just last year, you understand the impact that our business classes, funding assistance, and consulting services have on local business owners. Now, as a member of the WEV Alumni Community, you have an opportunity to pay it forward by supporting the next generation of entrepreneurs.

WEV's newly established Alumni Fund helps business owners in Santa Barbara and Ventura Counties participate in programming like Smart Entrepreneurial Training (SET) at a reduced cost. SET is a comprehensive course that helps local entrepreneurs develop actionable business plans, strengthen their financial and marketing skills, and launch or grow the business of their dreams.

As a non-profit organization, WEV relies on donor support to fund programming like SET.

We invite you to support the Alumni Fund at any amount that fits your budget. When you set up a recurring donation of \$9 a month, you'll receive a one-of-a-kind tote bag designed right here at WEV! This special gift lets you show your support for the WEV Community while making a difference in the lives of fellow entrepreneurs. Just ten tote bags provide a scholarship to SET for one small business owner.

Yes, I want to support the entrepreneurs following in my footsteps!

Monthly

\$9

\$25

\$50

\$75

\$ Other

☐ I'd like to dedicate this gift

Tell us about yourself

First Name*

Last Name*

Email*

Phone number

Address*

Address 2

City*

State*

Zip*

Select your payment method

☐ Credit Card

☒ My Billing and Contact addresses are the same

Make the most of my donation

☐ I want to add \$1.00 to my monthly donation to help offset processing fees, so 100% of my contribution can benefit the organization.

REVIEW DONATION

Empower Your Business Procurement with Procure-to-Pay

Gain a better view of how Procure-to-Pay for vendors can help control for your company

Get Pricing

Get Terms

Get Invoicing

Get Paying

Discover Procure-to-Pay Solutions

Accelerate invoicing processing time by 70% with 40% savings in invoice labor cost

PROCURE-TO-PAY SOLUTIONS

APPROVED

INVOICING

INVOICE MATCHING

INVOICE PAYMENT

INVOICE ANALYSIS

INVOICE COMPLIANCE

INVOICE DISCOUNT

INVOICE DISCOUNT

Get a Demo

Reduce working capital, reduce risk, and increase revenue with cloud-based Procure-to-Pay

Procure-to-Pay solutions are specially designed to increase efficiency, spend control, prevent risk and increase revenue for the unique and complex business needs of Hospitality, Food & Beverage and related direct goods category

eProcurement

Streamline your buying process and the entire procurement cycle. From requisitioning to purchase order creation, approval, and delivery, eProcurement provides a single source of truth for all procurement activities.

AP 3-Way Auto-Match

Automatically match your purchase orders, invoices, and vendor bills to ensure accuracy and reduce risk. This process eliminates manual data entry and reduces the risk of errors.

Inventory Management with AccuBot

Reduce your inventory costs and improve your inventory accuracy with AccuBot. This solution provides real-time inventory tracking and alerts you to low stock levels.

Invoice Management

Streamline your invoice processing and payment cycle. From invoice creation to payment, Invoice Management provides a single source of truth for all invoice activities.

Spend Management

Streamline your spend management process and reduce your spend. From requisitioning to purchase order creation, Spend Management provides a single source of truth for all spend activities.

BirchStreet Pay

Streamline your payment process and reduce your payment cycle. From invoice creation to payment, BirchStreet Pay provides a single source of truth for all payment activities.

Capital Projects

Streamline your capital projects process and reduce your capital projects costs. From requisitioning to purchase order creation, Capital Projects provides a single source of truth for all capital projects activities.

Reporting & Analytics

Streamline your reporting and analytics process and reduce your reporting and analytics costs. From requisitioning to purchase order creation, Reporting & Analytics provides a single source of truth for all reporting and analytics activities.

"BirchStreet's eProcurement solution not only outshines the competition in features and functionality, but also exceeds alternative solutions in its affordability."

BIRCHSTREET FINANCIAL
SOLUTIONS GROUP, INC.

LANDING PAGE

A damn good group of people who just happen to do incredible accounting.

At Perkins, we're not just accountants. We're a team of professionals who are passionate about their work and their clients. We're a team that's always looking for ways to improve our services and our client experience.

Looking for an accounting career that meets your halfway?

At Perkins, we're not just accountants. We're a team of professionals who are passionate about their work and their clients. We're a team that's always looking for ways to improve our services and our client experience.

Our Core Values

Only Menotages

Be a part of the team that's always looking for ways to improve our services and our client experience.

Work Together

Be a part of the team that's always looking for ways to improve our services and our client experience.

Create Simplicity

Be a part of the team that's always looking for ways to improve our services and our client experience.

Show Up

Be a part of the team that's always looking for ways to improve our services and our client experience.

Core Deeply

Be a part of the team that's always looking for ways to improve our services and our client experience.

Endure Daily

Be a part of the team that's always looking for ways to improve our services and our client experience.

Our culture supports curiosity and your personal career growth, whatever that looks like.

At Perkins, we're not just accountants. We're a team of professionals who are passionate about their work and their clients. We're a team that's always looking for ways to improve our services and our client experience.

Professional career growth at Perkins.

Kristi Richard

At Perkins, we believe in lighting possibilities.

Perkins and a team of professionals will ensure a great return on your investment.

Perkins and a team of professionals will ensure a great return on your investment.

Perkins and a team of professionals will ensure a great return on your investment.

Perkins and a team of professionals will ensure a great return on your investment.

See the beauty of working at Perkins

CLICK TO VIEW ON PERKINS' WEBSITE

Our culture supports curiosity and your personal career growth, whatever that looks like.

Talk to us about our people-first approach that emphasizes wellness and professional development.

[Learn more about Perkins.](#)



VIDEO

INTERNAL VIDEOS - VIEWABLE FILES AVAILABLE UPON REQUEST

**READY TO CLIMB
TO NEW HEIGHTS?**



to produce
zero-waste wind
turbines by 2040
to support
our communities
and our customers.



Support the next generation of entrepreneurs!

Give now to the WEV Alumni Fund and receive a custom printed tote bag when you set up a recurring donation of \$9 a month.

While supplies last.



Shop local with a one-of-a-kind WEV tote!



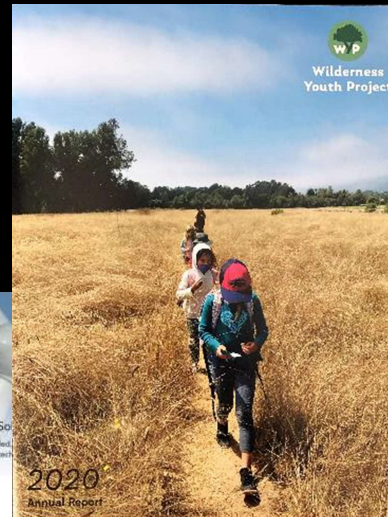
POSTCARDS

THANK YOU

FOR YOUR CONTRIBUTIONS TO OUR **COMMUNITY.**



ANNUAL REPORT



FACT SHEET

Sustainability in Everything We Do

The Global **Leader** in Sustainable Energy Solutions

Vestas is dedicated to ensuring that our wind projects are installed, operated, and decommissioned sustainably. Steelhead leverages Vestas' recycling services and best practices to ensure the communities we serve.

Our sustainability goals:

- Carbon neutral by 2030—without carbon offsets
- Fully recyclable blades by 2030
- Produce zero waste turbines by 2040, offering a fully recyclable product
- Expand blade recycling services and methods in the US

Sustainable Decommissioning

A wind project lasts up to 30 years and is properly monitored and maintained throughout its lifecycle. At the end of project operations, a wind project is decommissioned safely, responsibly, and sustainably. Decommissioning activities include dismantling the wind turbines and restoring the land to its former state.

Vestas was named the most sustainable energy company in the world by Corporate Knights.

2020 Annual Report

TRADITIONAL

POSTERS

Embody Who We Are.
Professional
Inclusive
Kind
Resilient
Trustworthy

Remember How We Operate.
Safe
Accurate
Results-Oriented
Data-Driven

Ready to Climb to New Heights?

Launch your career as a wind turbine technician

SCAN TO APPLY TODAY!



5-Week Technician Readiness Program

- Begin your career in renewable energy
- Become a Vestas Level 1 Service Technician in the U.S.
- See the world from 250 feet above ground

Vestas



Vestas

INNOVATION
Wind. It means the world to us.™

PURPOSE
Wind. It means the world to us.™

STAINABILITY
It means the world to us.™

MAMBO



Thank You!