

Banneret Project

Focus For Future Success

MSMI Program, Fordham University

July 16, 2018



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Demographic and geographic research of veterans

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04. **Marketing Segments and Communication**

Summarize potential target customers
Improve content of Banneret corporate website, Facebook and LinkedIn pages

05. **CRM System & SQL Database**

Establish a comprehensive Customer Relationship Management System

06. **Recommendation**

Deliver insightful recommendations based on our research



PART ONE



Introduction

01

Roles of Team Members



Managing Director
Jiaqi Jia



Project Manager
Can Yu



Client Contact
Charlie Shea



Research Director
Huiya Wang



Research Manager
Haojie Wang



Research Analyst
Fengrui Bai

Statement of Work

- Research
 - Demographic & geographic analysis
- Database
 - CRM
 - SQL
- Marketing Communications
 - LinkedIn & Facebook
 - Contents of website



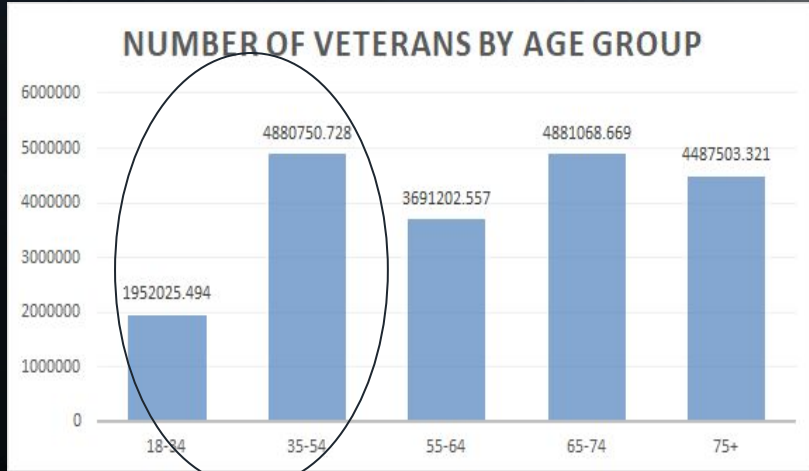


PART TWO

Background Research

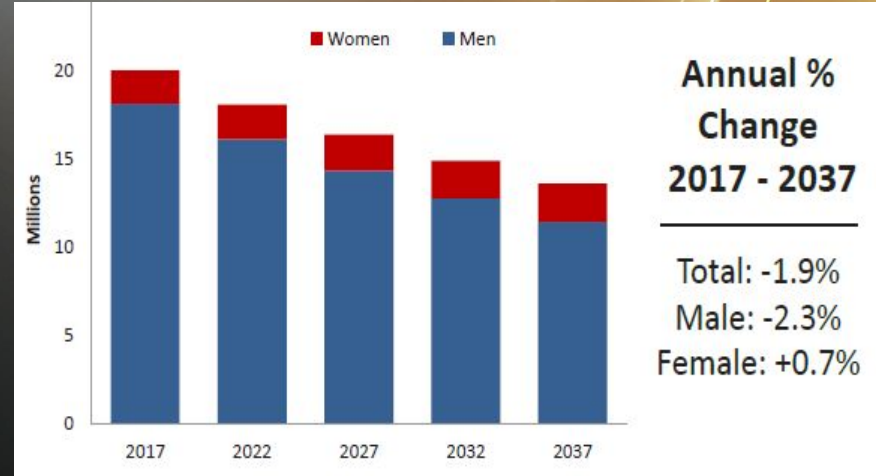


Age & Gender



Potential customer group:

18-34 & 35-54

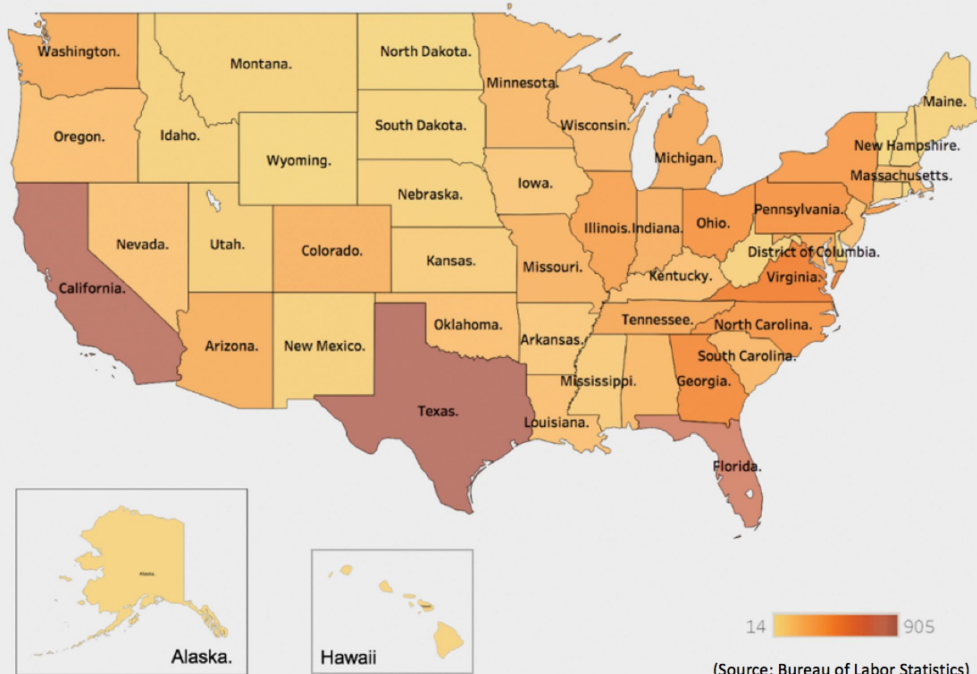


Unlike the general decrease trend, female veterans will increase in next 20 years.

Background Research

Vets are concentrated in certain states.

2017 Veteran Distribution in U.S.



Key findings:

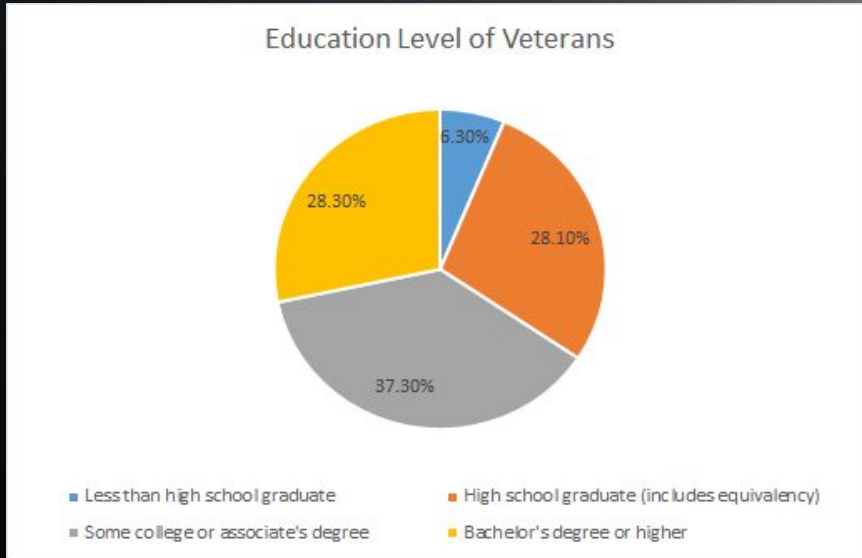
- 3 states with most veterans are California, Texas, Florida
- Veterans are moving to the west and south
- 76% of veterans live in rural areas, and the rest live in urban areas

Background Research

Educational level analysis



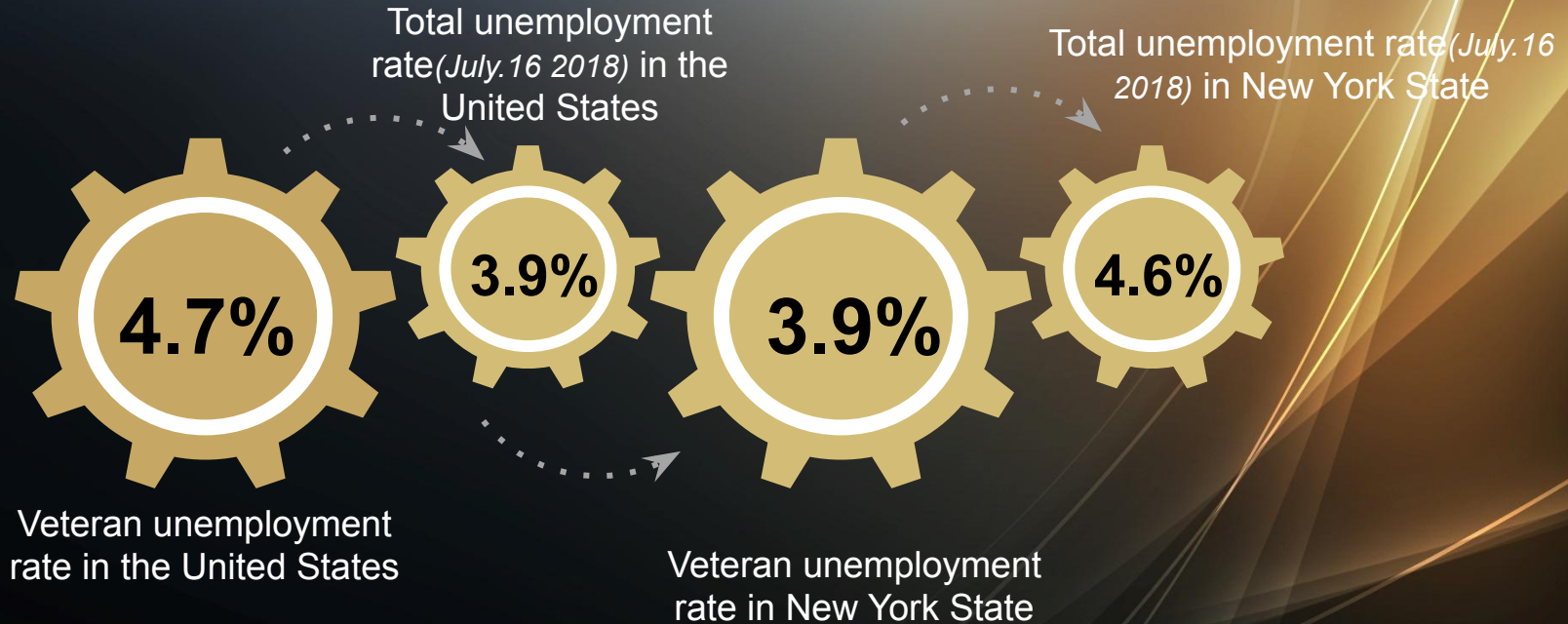
Vets are well educated!



28.30% of veterans have bachelor's degree or higher.

- 93.7% of veterans have graduated from high school
- 90 percent of the US population aged 25 and older have completed high school

-Census Bureau 2017

 Employment Status 2017

What we know about veterans:

- Large number of potential customers for Banneret
- Veterans are distributed unevenly
- Veterans are well-educated
- Veterans in New York State are in demand



PART THREE

Survey Tool

1 Qualification Question

Make sure all the responses are collected from HR managers who are responsible for making decisions of hiring new employees in the U.S.

2 Questions in the aspect of Veterans

Focus on the reasons why companies hire or do not hire veterans

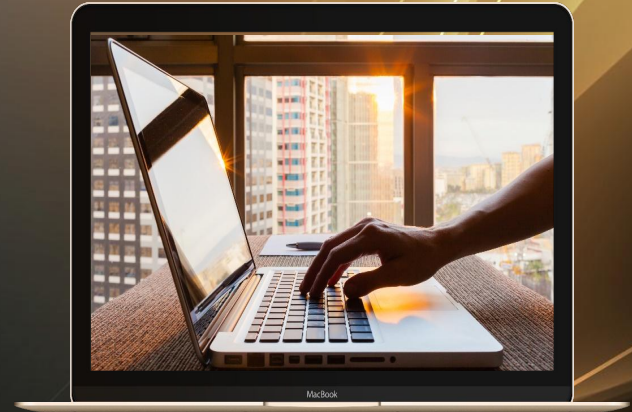
3 Questions in the aspect of Agencies

Find out what factors do they care most about agencies and what are their concerns about the service of veteran hiring agencies

4 Demographic Questions

Use these data to do customer segmentation and then cast promotion plan precisely

Overview



03

Survey Tool



Qualification Question

HR managers who are responsible for making decisions of hiring new employees in the U.S.

Question

Are you responsible for making decisions about hiring new employees?

Yes - Continue the survey

No - "Thank you for your time"



03

Survey Tool



Questions in the aspect of Veterans

Focus on the reasons why companies hire or do not hire veterans

Question Logic

Does your company hire veteran from the US military?



Benefits



Benefits and veteran qualities that the company had / is searching for
(Tax credit, Education)



Concerns



The obstacles that prevent companies from hiring veterans
(Limited budget, Lack of resources)





Questions in the aspect of agencies

Find out what factors they care most about regarding agencies and what their concerns are about the service of veteran hiring agencies

Questions

Expectation

- Efficiency of finding appropriate veterans
- Qualification of veterans
- Simplification of process
- Follow-up service

Concerns

- Price
- Service type
- Service quality
- Reputation
- Authority



03

Survey Tool



Demographic Questions

Use these data to do customer segmentation and then cast promotion plan precisely

Questions

Which industry does your company belong to?

What is the size of your company?



03

Survey Tool

Online Platforms for Survey Posting

Amazon Mechanical Turk

- \$ 0.5 - \$1 per completed survey
- Result cannot be guaranteed with certain qualifications



Qualtrics Panel

- \$500 project fee + \$22 per completed survey
- Result can be guaranteed with qualifications





PART FOUR

Marketing Segments and Marketing Communication

The Top 3 Industries that hire veterans are:

- a. Technology
- b. Aerospace
- c. Transportation

According to NAICS code, we can find lists of companies to target in these specific industries.

- a. Technology (software, hardware) → 541511, 541512, 541513, 511210
- b. Aerospace → 423860, 541715
- c. Transportation → 487110, 488490, 541614

Companies in the lists meet the following requirements:

1. Medium size: employees are from 100 to 999
2. The company is located in New York City or New York State

The list has:

- Company Name
- Address
- City
- Telephone
- Executive Names
- Executive Positions
- Company Email
- Address
- Website Address
- Business Description

Company Name	Street Address	City	State/Province	Postal Code	Telephone Number	Fax Number	Executive Name	Executive Position
Caminus Corporation	340 Madison Ave FL 8	New York	New York	10173-0899	212-515-3600		John A Andrus	Pres
Cellfish Media LLC	215 Lexington Ave 18th Fl	New York	New York	10016-6023	(212) 767-5200	(212) 767-5271	Mitelberg, Julien	Co-Founder & COO
Cellfish Media LLC	215 Lexington Ave 18th Fl	New York	New York	10016-6023	(212) 767-5200	(212) 767-5271	Tremblay, Andre	Chm
Cellfish Media LLC	215 Lexington Ave 18th Fl	New York	New York	10016-6023	(212) 767-5200	(212) 767-5271	MacIntosh, Alan	
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Basu, Avi	Founder, Pres & CEO
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Kundamal, Jack	COO
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Ghosh, Kaustav	Sr VP-Bus Dev & Alliances-India
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Gupta, Krishnendu	Sr VP & Gen Mgr-India
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Maulik, Amitava	Chief Scientist
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Jayaraman, Anandan	Chief Product & Mktg Officer
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Maghrouri, Adam	VP-Sls-North America
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Ramamoorthy, Ram	VP-Sls-Asia Pacific
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Chaki, Abhi	
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Dham, Vinod	
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Frank, Greg	
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Frankel, David	
Connectiva Systems, Inc.	19 W 44th St Ste 611 612	New York	New York	10036	(646) 722-8741	(212) 730-2894	Malhotra, Pravan	
Curl, Incorporated	600 3rd Ave FL 25	New York	New York	10016-1910	617-761-1200	(617)761-1203	Briscoe, Duke	Account Manager
Curl, Incorporated	600 3rd Ave FL 25	New York	New York	10016-1910	617-761-1200	(617)761-1203	Harris, Kate	Territory Manager
Curl, Incorporated	600 3rd Ave FL 25	New York	New York	10016-1910	617-761-1200	(617)761-1203	Stiling, Thomas	Manager
Curl, Incorporated	600 3rd Ave FL 25	New York	New York	10016-1910	617-761-1200	(617)761-1203	Curl, Lynn	Prin
Design Strategy Corporation	805 3rd Ave 11th Fl	New York	New York	10022-2001	(212) 370-0000	(212) 949-3648	Darbin, Michael	COO
Design Strategy Corporation	805 3rd Ave 11th Fl	New York	New York	10022-2001	(212) 370-0000	(212) 949-3648	Cooke, Bob	Sr VP

Make use of Google AdWords

Benefit: When potential customers or corporate partners search about hiring veterans or VA registration, Banneret will show up at the top of search result

Key Words List

- veterans employment
- Hiring vets
- Hiring vets benefit
- VA training program
- register with VA
- VA OJT institution etc.

Cost Estimation

CPC is around \$1.75. No minimum cost required.



04

Official Website

Summarize three business hiring experiences, or explain how to find the right vets for the right position and add the blog content to the front page

Add on-going or possible business corporation partners logos, especially big name companies, such as Pivotal (Subsidiary of Dell), to increase company reputation

-Create a hiring benefit calculator
-Find out how people can benefit when they
Input salary

04

LinkedIn and Facebook

Facebook

Post short videos of interviews about vets and their current lives.



Facebook

Images of vets lives, who benefit from the Benneret services

LinkedIn

Find and join LinkedIn Groups which have HR managers, post things in these groups

LinkedIn

Forward influencer's posts; comment under key accounts, such as U.S. VA, to increase exposure and draw attention.

LinkedIn

Post short passages about helping vets find jobs, with attracted headlines such as "The top 5 most popular skills for vets"





PART FIVE

Customer Relationship Management

The Situation

- Banneret was operating on a Google Sheet
 - Information all over the page
- What's the best way to store Banneret's customer information?
 - What benefits will we receive?

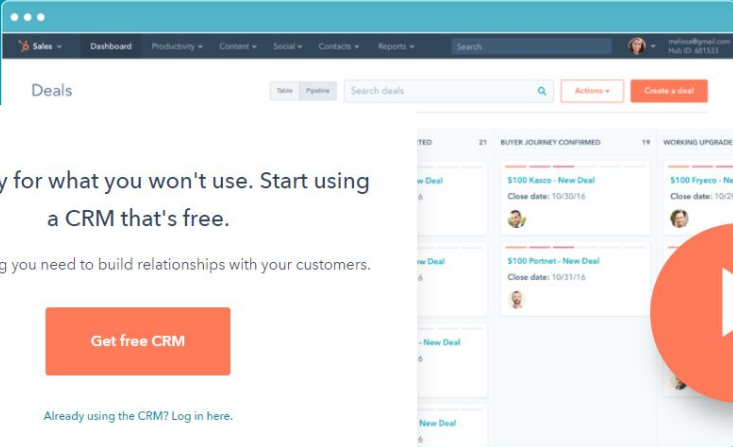
First Name	Last Name	Title	Company	Email	Phone	Last time Contacted	Notes
Zoe		Marketing Dept.	Ft. Hamilton	718-630-4139			
ACS - Army Community Service			*UPDATE	718-630-4754			
Werner Trucking Company, Nebraska			Werner Trucking Company				
Beth	Firgau	System Edge	Iselin, NJ	beth@systemedge.com	732-589-6597		
Maithreyee	Dube	Syracuse University	*UPDATE			May 23	
Roy	Lovorty	Director of Member Services	32 BJ Benefit Funds		212-844-2697 or 2647		met at the 2017 Recruitmilitary DAV event
Lance	Dunbar	Global Search Solution Lead	Google NYC	ldunbar@google.com	212.565.9920		Got an email from NYC Chapter Veter Workshop
Tony	Tarkowski	CEO	Sygnetics	Tony.Tarkowski@sygnetics.com	248-709-4100 cell	June 6	Interested in getting registered in Michigan clients around the should follow up w/ 18, 2018
Zachary	Aarons	Venture Capital Fund Manager	Metaprop	zaarons@metaprop.org	917-297-7751 cell	June 6	Head of a VC prop Close relationships of teh largest const companies in the v Speaking with him next Tuesday about way to penetrate th We are supposed to next week. He will slides this wkend
Trucking Industry			Koch Trucking		866-654-7471		

The Solution

- Upgrade Banneret to a Hubspot Customer Relationship Management System
- Top quality CRM system that organizes all valuable information in one place
 - No email gets lost and no leads get forgotten

Why Pay for a CRM When This One Is Free?

HubSpot CRM is everything you need to organize, track, and nurture your leads and customers. Yes, it's 100% free, forever.



Deals

Table Pipeline Search deals Actions Create a deal

Don't pay for what you won't use. Start using a CRM that's free.

Get everything you need to build relationships with your customers.

[Get free CRM](#)

Already using the CRM? Log in here.

STAGE	21	BUYER JOURNEY CONFIRMED	19	WORKING UPGRADE
New Deal	\$100 Kaseco - New Deal	\$100 Fryco - New Deal		
	Close date: 10/20/16	Close date: 10/23/16		
New Deal	\$100 Portnet - New Deal			
	Close date: 10/31/16			
- New Deal				
New Deal				

05

CRM System

Contacts and Companies

- Keep points-of-contact organized and available
 - Customizable Dashboard for convenience

Contacts

Search for a contact Actions Import Create contact

All contacts	NAME	EMAIL	PHONE NUMBER	CONTACT OWNER	LAST ACTIVITY DATE	LAST CONTACTED	LEAD STATUS	CREATE DATE
All saved filters >	<input type="checkbox"/>	Kacie Schlegel	kschlegel@wheelerisp.com	-	Unassigned	-	-	Today at 11:54 AM
All contacts	<input type="checkbox"/>	Roderick Jones	rjones@ppghealthcare.com	-	Unassigned	-	-	Today at 11:54 AM
244 contacts	<input type="checkbox"/>	Molly Austin	-	(212) 663-3035	Unassigned	-	-	Today at 11:54 AM
+ Add filter	<input type="checkbox"/>	Michelle Montesano	montesmr@dukes.jmu.edu	484-894-8798 (Mobile)	Unassigned	-	-	Today at 11:54 AM
	<input type="checkbox"/>	Rasha Awwad	-	704.769.0540	Unassigned	-	-	Today at 11:54 AM
	<input type="checkbox"/>	Lori Ogle	lori.ogle@alrtmedia.com	-	Unassigned	-	-	Today at 11:54 AM
	<input type="checkbox"/>	Farrell Murphy	fmurphy@wayfair.com	-	Unassigned	-	-	Today at 11:54 AM
	<input type="checkbox"/>	List Dekar Peles	-	(212) 226-8363	Unassigned	-	-	Today at 11:54 AM
	<input type="checkbox"/>	Travis Outley	travisoutley@gmail.com	(212) 663-3034	Unassigned	Today at 12:24 PM	Today at 12:24 PM	Today at 11:54 AM
	<input type="checkbox"/>	Jeannie Santiago	-	(646) 377-8160	Unassigned	-	-	Today at 11:54 AM
	<input type="checkbox"/>			an.com	Unassigned	-	-	Today at 11:54 AM
	<input type="checkbox"/>			(212) 983-8373	Unassigned	-	-	Today at 11:54 AM
	<input type="checkbox"/>			(917) 677-5185	Unassigned	-	-	Today at 11:54 AM
	<input type="checkbox"/>			com	Unassigned	-	-	Today at 11:54 AM
	<input type="checkbox"/>			(212) 949-8700	Unassigned	-	-	Today at 11:54 AM

Search for a company Actions Import Create company

Companies

Companies

Search for a company Actions Import Create company

All companies	NAME	CREATE DATE	FIRST CONTACT CREATE DATE
All saved filters >	<input type="checkbox"/>	Pinnacle Foods Inc.	Today at 11:54 AM
All companies	<input type="checkbox"/>	State of Alaska	Today at 11:54 AM
244 companies	<input type="checkbox"/>	Recreational Equipment, Inc.	Today at 11:54 AM
+ Add filter	<input type="checkbox"/>	Luna Grill	Today at 11:54 AM
	<input type="checkbox"/>	Stanford University	Today at 11:54 AM
	<input type="checkbox"/>	ABM	Today at 11:54 AM
	<input type="checkbox"/>	Pure Storage	Today at 11:54 AM
	<input type="checkbox"/>	Nokia	Today at 11:54 AM
	<input type="checkbox"/>	British American Household Staffing Inc	Today at 11:54 AM
	<input type="checkbox"/>	MSH Talent Solutions	Today at 11:54 AM
	<input type="checkbox"/>	Joymode	Today at 11:54 AM
	<input type="checkbox"/>	bsngroup.com	Today at 11:54 AM
	<input type="checkbox"/>	AirySoft Inc	Today at 11:54 AM
	<input type="checkbox"/>	Nest Labs	Today at 11:54 AM
	<input type="checkbox"/>	Engle	Today at 11:54 AM
	<input type="checkbox"/>	LivePerson	Today at 11:54 AM
	<input type="checkbox"/>	DuPont	Today at 11:54 AM




Prev 1 2 3 4 5 6 7 8 9 10 Next > 25 per page

Sophisticated Tracking

- Tracks sales and communication activity of entire team
 - Syncs directly with GMail
- Lets you view key metrics straight from your dashboard

Team Activity ⓘ

Date range: This entire month

-  Robert Woods sent an email to Patricia De Leon
Today at 12:24 PM
Veteran Hiring / We Add \$40K per person >
Hi Travis, I see that you have a great deal of experience in talent acquisitions from some great companies like TOA and Axiom. I would li...
-  Robert Woods created a task for Robert Woods
Today at 11:36 AM >
Create a Script for Pat to use for Email Marketing
-  Robert Woods sent an email to Chyrone Ragland
Today at 10:20 AM >
Re: Rannarat Slide Deck

Sales Performance ⓘ

Date range: This entire month | Compared to last month

CONTACTS CREATED

181

▲ 112.95%

CONTACTS ASSIGNED

9

▼ 89.15%

CONTACTS WORKED

6

-

NEW DEALS CREATED

0

No change

DEALS CLOSED WON

0

No change

05

CRM System

Predict the Future

- Smart Deal Forecast adjusts expected income based on stage of the selling process
 - Complete deal information a click away

Deal Forecast

Date range: This entire month [Edit report settings](#)

\$4,800

\$3K

\$1.8K

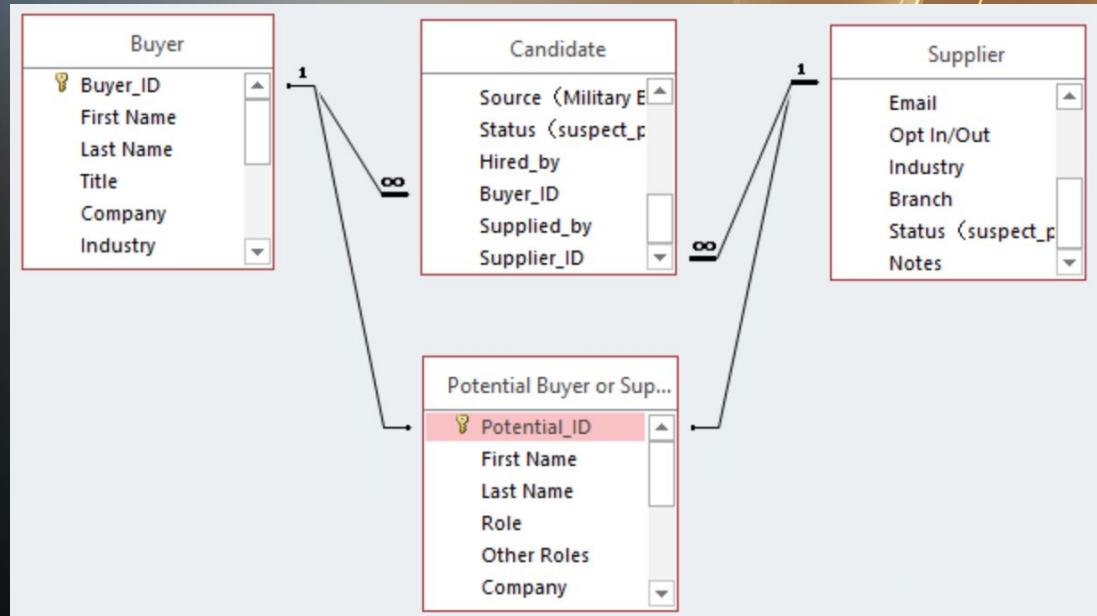
CLOSED WON 100%

PRESENTATION SCHEDULED 60%



SQL Database

- SQL database can record the information of suppliers and financial information
- The metrics that SQL database can record are very flexible





PART SIX

—
Recommendation

Survey

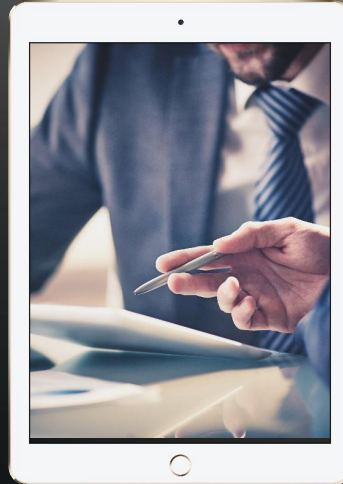


Distribute survey to key hiring figures across target industries to get a better understanding about client motivations, concerns, etc

Database



Use CRM system and SQL database. Integrate all the contact information into three big parts--clients, suppliers , potential clients or suppliers. Add related metrics found in survey.



Marketing Communication



- Improve the official website content based on the results of survey
- Build out social media platforms to grow the Banneret brand and expand reach

Target Markets and Industries

STEM: #1) Orlando, FL (8% growth rate)

#2) Charlotte, NC (7%)

#3) Grand Rapids, MI (6%)

Company Name	Street Address	City	State/Province	Postal Code	Country	Telephone Number	Fax Number	Executive Name	Executive Position
1. Jordon & Howard Technologies	2710 Discovery Dr Ste 100	Orlando	Florida	32826	United States	(407) 381-7797	(407) 381-0017	Malandino, Ray Hixson, Jay	President Executive Vice President Management Group S Executives...
2. 712 Group Inc	5429 Regal Oak Cir	Orlando	Florida	32810-4067	United States	407-325-3520	-	Ronald McQueen	Prtn
3. Accelerant Learning Games LLC	8854 Oak Landings CT	Orlando	Florida	32836-5002	United States	407-233-9242	-		
4. Acuity Systems LLC	907 Miracastle Ave	Orlando	Florida	32812-1972	United States	407-381-1565	-	Kelly S Conner	Prtn
5. Adam Jones Productions, Inc.	11875 High Tech Ave	Orlando	Florida	32817-1400	United States	321-794-9250	-	Joseph P Adams	President
6. Agilesrc LLC	3258 Progress Dr Ste 159	Orlando	Florida	32826-3230	United States	866-295-9037	-	Hom, Mark	Information Technolog
7. Alan Richman Computer Consultant	5213 Overview CT Ste 5b	Orlando	Florida	32819-3853	United States	407-363-9424	-	Alan Richman	Owner
8. Aldomeq Incorporated	115 W Gore St	Orlando	Florida	32806-1032	United States	407-389-2481	-	Carol Hoeko-Friebig Reto Friebig	President V Pres
9. Alenmark Corp	10032 Highland Woods CT	Orlando	Florida	32836-5934	United States	407-248-2659	-		
10. Alineen Holdings Inc	12565 RES Pkwy Ste 300	Orlando	Florida	32826	United States	407-882-2428	-	Tom Pisello	Ceo

Aerospace and Defense: #1) Greater Fort Lauderdale, FL

#2) Rochester, NH

#3) Goodyear, AZ

Forbes

<https://www.forbes.com/sites/ioelkotkin/2018/01/11/techs-new-hotbeds-cities-wi-th-fastest-growth-in-stem-jobs-are-far-from-silicon-valley/#59c236c6bed1>

Business Facilities

<https://businessfacilities.com/2018/03/locations-aerospace-defense-best-offense/>

Thank You

