

STATEMENT OF QUALIFICATIONS 2021

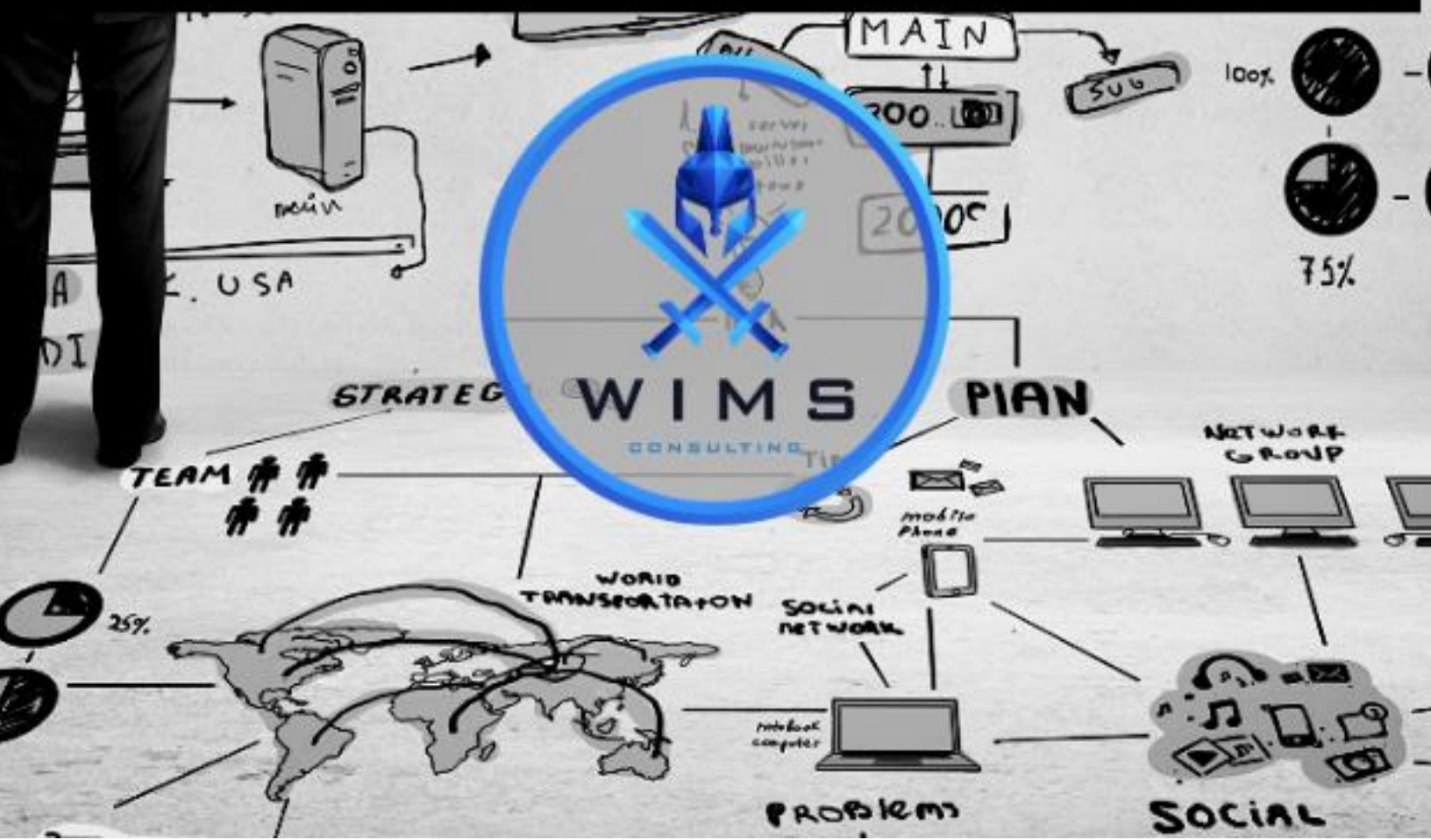


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Mike Simmons Bio

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EXECUTIVE SUMMARY

The primary mission of WIMS Consulting is to help your company generate more revenue. We can provide a lot of different services, create and implement a robust strategy, and execute each tactic, but everything that we do truly boils down to that one single objective.

Despite what you may have been told, there is no one single magic formula or one size fits all approach to doing that. Rather, there are countless methods to help you generate and convert new leads and prospects, to retain your existing and new customers, and even to transform them into referral sources. The key is to find the specific combination that works best for your company and then to relentlessly focus on executing it.

A goal without a plan is just a wish, thus everything we do is meant to be measurable, KPI (Key Performance Indicator) focused, metrics-based, results-oriented, and top and bottom line enhancing. We are dedicated to staying ahead of the curve by always learning the latest and most innovative best practices along with the most efficient way to implement them.

The role we can play will vary based on your company's existing and/or desired structure. WIMS Consulting can function as your fully outsourced Marketing department, your existing CMO or Head of Sales support team, or simply a service provider or extra set of hands on a specific project. We even often work in conjunction with existing marketing agencies when needed.

Each project that we work on contains a completely customized pricing structure that is based on a variety of factors. We start with an estimated hourly rate, factor in the costs of the required resources, and do our best to anticipate the amount of time each project will take before providing you with an estimated budget in our subsequent proposal. We have done projects simply based on a set hourly rate, and others based on a pre-determined flat price as well. The point is that we are very flexible and willing to work with you and your company to ensure that you receive maximum value and ROI (Return on Investment) on each and every project we assist you with at a reasonable price.

WIMS Consulting would love the opportunity to assist you and your company with creating and implementing its marketing strategy, CRM program, and/or on any projects spanning across the variety of services we provide that are elaborated on throughout this document and on our website.



MARKETING STRATEGY

Marketing Strategy & Implementation

- Marketing plans, budgeting, & implementation
- Business metrics, pricing structures, ROI calculations, reporting, & data analytics
- Market research (target market, competitive analysis, demographics)
- Content creation and management, policies & procedures development
- Business plan creation, financial modeling & projections



Web & Mobile Site Creation

- Website development and creation
- Mobile site optimization
 - Responsive design approach
 - Optimized for both traditional & mobile
- Social media integration



Digital Marketing & Advertising Campaigns

- Online marketing plans & campaigns
- Email marketing campaigns
- Marketing automation
- Media Buying & Placement
- Display ads, banner ads, bidding, & conversions
- Re-targeting and re-marketing campaigns



Search Engine Optimization (SEO), Pay Per Click (PPC), Keyword Search & AdWords

- Search Engine Optimization (SEO), keyword search & optimization
- Targeted paid search & ad-word campaigns



Branding & Identity

- Mission/Vision statement
- Brand identity creation; from colors to logo and tagline creation
- Branding guidelines
- Digital & print



SOCIAL MEDIA

We start with a 360-degree analysis of your existing channels, your competitors' content, industry trends, and a target market analysis to discover opportunities to communicate with your desired audience in an effective and efficient way.

We assist with the following:

- Create and management of new channels and accounts across all relevant platforms.
- Help to establish your audience/followers
- Develop and implement your entire campaign
- Supplement your existing efforts by creating additional content
- Create an editorial calendar and pre-plan future posts
- Coordinated social media, content and email campaign design and development
- Help monetize your content
- Sync with your ecommerce platform to help increase sales
- Plan and implement paid advertising via social media channels
- Brand ambassador program
- Hosting for Facebook TV/Facebook Live and/or other panels and online opportunities that feature your experts and patients
- Trainings on how leaders on your team can effectively use their social platforms to promote the organization



Whatever objectives you have for your company's social media, we can help.



CRM & MARKETING AUTOMATION

CRM (Customer Relationship Management) systems are the present and future of business, and they aren't just for Fortune 500 companies anymore. They've become much more affordable for small businesses as well. Nowadays it's crucial to be able to turn vast amounts of data into insights and competitive advantages, while simultaneously improving customer service. CRM systems can increase sales by improving lead generation activities, help you design better products and services, and reduce supply chain costs. It will improve your decision-making by identifying new markets opportunities, and by improving your business processes and communication throughout your company.

Yet, while the benefits of CRM's are well-known and undeniable, implementing them appropriately can be quite challenging and time consuming, not to mention expensive if not done right. In addition, it's important to keep in mind that the cost of a CRM system far exceeds that of just the user license fee.

Each platform can be an extremely powerful tool in their own right despite often being a bit tedious to set up, implement, and be adopted by its users. The majority of existing CRM programs such as Salesforce.com, Zoho, InfusionSoft, etc. are fairly robust out of the box, but they do need to be customized to fit the desired needs and specifications of your company's customer database and sales operation. But when the appropriate resources are allocated, and a true commitment is made, the ROI will be astounding.

Creating and customizing your CRM program will help with the delegation, and eventually the automation of target market research and corresponding with clients and prospects among other activities that occur in the sales process. It will help improve the reporting abilities of your sales professionals, allowing the creation of customized sales metrics in an on-demand fashion. Leveraging a CRM system will tie them all together and turn the valuable information they provide into action, which will yield tangible results.

Implementing a CRM project is best accomplished in a tiered/phased approach which will not only help to increase business in the short-term, but lay the ground work for an effective system that will provide value long-term as well. It can help improve communication internally throughout the entire company, create more effective sales and marketing strategies, forecast upcoming sales revenue, enhance supply-chain management and enterprise resource planning, and cut down the time spent conducting market research.

Creating and conducting customized training programs is one of our specialties that we take very seriously. We can provide an in-person or on-demand launch of the training program, followed by remote training sessions. In addition, we create and provide customized resources which will be made available online in a client portal designed specifically for your company's users.



The 10 Steps to building a successful CRM program:

1. Conduct “audit” of existing processes and database.
2. Clean up existing data to avoid the dreaded trap of “garbage in/garbage out.”
3. Code database to more easily identify priority contacts, ABC.
4. Sales cycle analysis.
5. Customize CRM pages, fields, and layouts with appropriate specifications.
6. Marketing automation and campaign creation.
7. Training of users/administrators.
8. Reporting.
9. Sales forecasting.
10. Ongoing maintenance, monitoring, and improvements.

We will turn your business into “Big Brother on a Budget”!



BUSINESS DEVELOPMENT & SALES

Business development and sales are the backbones of our entire business, and both are deeply embedded in our roots. While all of our services are great to have, and can truly provide an impact, none of them matter if you aren't generating enough sales and revenue. In order to help you accomplish this, we can assist with the following:

- Accurately identify your true target market
- Create buyer personas & ideal client profile (ICP)
- Develop and create your proposal process
- Create & enhance your system of tracking and measuring your sales pipeline
- Help to improve your close rate
- Provide metrics on progress
- Identify ways to shorten your sales cycle
- Create your target prospect list
- Develop your plan of attack to reach out to your list
- CRM development & implementation





CREATIVE

Complete Creative Department

- Content creation & distribution
- Photo/video, writers, & art directors
- Presentation creation, product/strategy roll-outs, business plans, pitch decks, financial models & projections
- Blogs, articles, eBooks, how-to guides, white papers, infographics, editorial calendar, & podcasts

Video & Photography

- With a core focus on visual storytelling, our video production team offers comprehensive services to bring your story to fruition, carefully maneuvering it from conception to the final product.
- Writing: Our video team can write, script, block, and storyboard the stories' structure to provide a base for your video.
- Casting: With an expansive footprint in the industry, our video team has created a network of talent local to the Charlotte, Miami, and New York areas who can fill any role in front of the camera.
- Producing: There's no substitute for experienced, dedicated insight guiding every facet of the production process.
- Filming: The actual production process is a vital step and our video team has the knowledge, crew, and equipment to deliver high production value no matter what the project.
- Editing: Part artist and part magician, our video team has the editing bandwidth to tackle any size project accurately and efficiently, delivering high quality pieces on time and on budget.
- Distribution: An idea (and subsequent video) can only be effective if it gets into the hands of those who need to see it. Whether it needs distribution to digital/web outlets, social media platforms, or news and television outlets, our team has the expertise and ability to not only craft a distribution campaign, but optimize the video for that format and distribute it to the masses.

Virtual Reality Video Production Services

- Using proprietary technology, workflow, and creative processes, our VR video production team provides our clients with top-caliber VR video production services. As leaders in the VR video space with decades of experience producing marketing content for TV, film and print, our team offers end-to-end VR video production services to clients, primarily for marketing purposes.
- Our VR video production services include the conceptualization, pre-production, post-production, and publication of cinematic VR videos. In addition, the VR videos created by our team can be viewed with or without a VR headset, and even on a computer.

Graphic Design

- From logo creation to printed collateral creation, banners, brochures, posters, flyers, and more.





PROJECT MANAGEMENT

WIMS Consulting can act as your long-term outsourced project manager, or on an ad-hoc project basis as they arise. Our solutions are customized and flexible based on the client's specific needs. Whether you have a system in place that needs some minor tweaks, or if you want to start over from scratch we can help. If you want to migrate to a new software platform, we got you covered.

Our primary objective is assisting you with improving your critical decision-making processes, streamlining your operations by enhancing efficiency, improving accountability, encouraging clear communication, and ultimately increasing your ROI.

Our Process

The WIMS project management service line is centered around the mission and goals of the client. To begin, we conduct an informational interview, or discovery call, where we take a deep dive into the organization's operations to get a better understanding of the existing project management systems and policies in place (if there are any). During this due diligence phase, we learn what the client thinks is working, what isn't, identify bottlenecks, and learn as much as we can.

This initial conversation will help frame the service and solutions proposed through having a candid conversation to understand where the organization is at and where it desires to go. When this method was undertaken internally, we included some of the questions included below.

Project Management Audit

We provide an audit of your organization's existing internal processes. After this due diligence phase, we then take the time to thoroughly review and assess. Once this is complete, we come back to you with recommendations and next steps that we believe would lead to the most appropriate project management system for your organization. Before implementation however we will review it together to make a cohesive decision that includes the buy-in and commitment from both of our organizations.

Sample Questions:

1. Describe your current project management/day-to-day operations process. What are three main points that stand out?
2. Who is involved in the project planning process? Include all key stakeholders/administrators/decision makers, etc.
3. What software (if any) are you using?
4. What type of budget and resources do you have to solve this problem?
5. Have you ever lost a project or not bid on one because of your current internal project management process? Have any other negative experiences occurred because of it?

Of course, this is just a high-level overview of what is ultimately a complex process. We'd love the opportunity to connect with you and your organization to learn more about your specific project management/operational needs and how we can assist.



APP & PLATFORM DEVELOPMENT

As we push further into the online digital world of business, we have put together a team of developers that can create, build, manage, and enhance any of the following online ecosystems for your business:

Online Portal/Platform Development with experience in the following coding languages:

- C++
- PHP/MySQL
- PCI Compliance Training
- HTML5/CSS3
- JavaScript
- Shell Scripting
- Credit Card Processing API
- Smoothwall
- .NET / VB.NET
- Linux/UNIX
- Equifax
- VM WorkStation 12
- Snort

UX/Interactive Design

- Program mapping and symbolic logic

Mobile Application Creation

- Through our partners we can help your company build and launch its own proprietary mobile application, just ask us how!

Ecommerce

- Shopify
- Amazon Fulfillment
- Wix Stores, etc.



COMMUNICATIONS

Traditionally the corporate communications department has played an important role with shaping and managing how your business is perceived by your customers, employees, vendors, investors, and the public in general. For better or worse the company's reputation will be shaped by its brand, how it handles both positive and negative situations or events, the public statements it makes, the messaging and advertising it uses, and the reviews about the product or service itself. Companies have been both built and destroyed on this front as perception often transcends into reality. Needless to say, the role of corporate communications is crucial. However, managing this area well can become overwhelming as your company grows. We provide the following services to assist you with keep tracking of it all in order to capitalize on opportunities as well as to mitigate risk.

Public Relations

- Media strategy & relations
- Thought Leadership strategy & outreach (including Bloggers/Influencers)
- Content distribution
- Press release creation & distribution
- Promotion and protection of reputation
- Events (townhalls, roundtables, press conferences, webinars)
- New product & service launch
- Conference Support
- Media Training

Brand Journalism

- Creation of branded newsroom site
- Storytelling
- Distribution of branded content
- Production of videos, photography, e-books, whitepapers
- Branded Blogs, Podcasts and Digital Shows
- Development of infographics and visuals
- B-Roll library

ABOUT WIMS, INC.

WIMS Consulting is a full service of marketing and sales agency. We don't only do each well, but we take it a step further by helping to build a bridge between these departments that further enhances each of their effectiveness. To do this, the firm focuses on creating synergy by offering a fully integrated suite of services that work well together when optimized appropriately.

While we work with a variety of companies of all shapes and sizes, our niche is professional services companies. Yet, whether you're a billion-dollar entity, a pre-revenue startup, an entrepreneur, or a traditional small business owner, we can help you grow, scale, and add value to your business.

Our philosophy of treating clients like business partners whose success is mutually beneficial is one of the guiding principles that sets WIMS apart. Whether you're looking for an "outsourced CMO" or simply some objective assistance on one of your marketing/sales projects, we're here to help.

WIMS Consulting was founded in 2014. After launching in Miami, FL, it now maintains operations in Charlotte, NC, New York City, and will soon be expanding to the west coast in Southern California. While the firm continues to grow, it is still able to serve clients across the entire United States.

Approach:

Whether you need supplemental marketing and sales assistance and/or you don't yet have the resources to have these departments in house we can help. We understand that each business is very different, so we customize our services based on your specific needs. We don't solely view you as our client, but rather our business partner as your success directly leads to ours as well. We provide affordable solutions that will tangibly improve sales and revenue growth. Even if the scope of your project requires components that are out of our area of expertise, we have collaborative partnerships with a variety of entrepreneurs that will ensure you get exactly what you're looking for.

Expertise:

- CRM Strategy & Implementation,
- Marketing Strategy & Implementation,
- Business Development & Lead Generation,
- Website Development, SEO, PPC & Keyword Search,
- Public Relations, Social Media, Advertising & Brand Journalism,
- Business Plans & Start-Up Consulting,
- Content Creation, Video Production & Distribution,
- Corporate & Individual Training, and
- Events & Seminars.

Fully Integrated Marketing Services:

- Strategy & Implementation – Business Plan Creation, Marketing Plan, Budgeting & Implementation, Financial Projections, ROI Calculations, Pricing Structure, Business Metrics, Research (Target Market, Competitive Analysis, Demographics).
- Web – Website Development, SEO, Keyword Search & Optimization, Targeted Paid Search & Ad-word Campaigns, Mobile Optimization, Social Integration.
- Branding – Graphic Design, Logo Development, Branding Guidelines, Digital & Print.
- Content Creation – Video, Publishing, Online.
 - Blogs, Articles, eBooks, How-To Guides, White Papers, & Podcasts.
- Lead Generation – Target Market Research, List Creation, Sales Pipeline Management, Increase Sales, and CRM Development & Implementation.
- Social Media – Account Creation & Development, Management & Implementation.
- Advertising – Web, Mobile, Product & Service Promotion, Media Buying & Placement.
- Public Relations – Press Release Development & Distribution, Media Relations, New Product & Service Launch.

