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**From:** Agnew, Shea [Shea.Agnew@edelman.com]  
**Sent:** 8/11/2016 2:58:07 PM  
**To:** Parker Lewis [PL@haymancapital.com]  
**S:** Holmes, Allie [Allie.Holmes@edelman.com]  
**Subject:** UDF Exposed Digital Recommendations  
**Attachments:** Hayman\_Authorization to Buy Form.pdf; Hayman August 2016 Paid Promotation Strategy SJA2.docx

Hi Parker,

See attached for the proposed digital strategy and ATB form that we'll need signed to make any ad buys. Let us know if you have any questions / if you want to set up a call to discuss next steps.

Shea

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**EDELMAN AUTHORIZATION TO BUY FORM**

<b>Client/Advertiser:</b>	Hayman Capital	<b>Date Submitted:</b>	8-10-2016
<b>Edelman Contact(s):</b>	Luis Betanzo	<b>Telephone:</b>	202-326-1711
<b>Edelman Proj. #:</b>	210116	<b>Email:</b>	Luis.Betanzo@edelman.com

Pursuant to the Agreement by and between Client and Daniel J. Edelman, Inc., doing business as Edelman ("~~Edelman~~"), Client hereby authorizes Edelman to act on its behalf in the purchase of media for advertising/public relations purposes as set forth below or in the attached SOW ("Media"). Upon the execution of this Media Authorization Form, Client further authorizes Edelman to enter into an insertion order or other agreement for the Media purchase with a media company ("IO"). Client understands that the terms of an IO may conflict with the terms of its Agreement with Edelman, that Client may be responsible for charges associated with the cancellation or alteration of the Media purchase, and that Edelman is not responsible for any acts or omissions of the media company.

Client understands and agrees that it will be solely responsible for payment for the Media. For all Media purchased by Edelman on Client's behalf, Client agrees that Edelman shall be held solely liable for payments only to the extent proceeds have cleared from Client to Edelman for such Media purchase; otherwise, Client agrees to be solely liable to all third parties for the purchase of the Media, and to indemnify Edelman from and against any claims brought by the media company for payment for any Media.

The terms and conditions contained in this Authorization Buy Form shall control and govern the Media purchase hereunder and to the extent any terms and conditions in this Authorization Buy Form are in conflict with those of the Agreement and/or SOW, this Authorization Buy Form shall control and govern this Media purchase.

The parties agree to the following Media purchase:

<b>Brand/Campaign:</b> Hayman Capital	<b>Dates:</b> July 2016 – October 2016	<b>Budget:</b> \$10,000
<b>Tactic</b>	<b>Est. Cost</b>	<b>Total Cost</b>
Twitter, LinkedIn	\$10,000	\$10,000
<b>TOTAL:</b>		<b>\$10,000</b>

ACCEPTED AND AGREED TO ON THIS \_\_\_ DAY OF \_\_\_\_\_, 2015.

Client: \_\_\_\_\_

By: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_



**To:** Hayman Capital  
**From:** Edelman  
**Date:** August 11, 2016  
**Re:** UDF Exposed Paid Promotion Strategy

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In response to yesterday's call with Hayman Capital, Edelman has prepared the following recommendation for re-engagement of the UDF Exposed digital campaign.

#### **RECOMMENDATION SUMMARY**

Given Hayman's desire to push the UDF presentation to a primary audience of accounting/auditing firm employees, we recommend creating a Hayman Capital LinkedIn channel to run a targeted multi-week campaign. LinkedIn offers Hayman the ability to narrowly target accountants at targeted firms in the area. However, because of the 5-7 day delay in creating a paid account on LinkedIn, we recommend utilizing promoted posts on Twitter in the interim. Twitter will offer Hayman the option to move forward faster, although the targeting parameters cannot be tailored as specifically as LinkedIn will allow.

#### **LINKEDIN TACTICS AND CAMPAIGN MEASUREMENT**

**Tactics:** In order to leverage LinkedIn's paid promotion feature, Edelman will first need to create a Hayman Capital company profile on LinkedIn. Edelman will work with Hayman to define and build the target audience for the paid campaign. Once approved, we will launch promoted dark posts from Hayman's account that are targeted toward these segment(s) but will not be seen by the general public when they view Hayman's profile.

Based on LinkedIn's targeting parameters, Edelman will develop a hyper-focused audience based on criteria that may include:

- Industry (e.g. accounting or financial services)
- Job Title (e.g. audit senior or staff accountant)
- Skills and Expertise (e.g. accounting or financial analysis)
- Current Company (e.g. Edelman)
- Geography (e.g. Dallas/Fort Worth Area)

*\*Please note this is a sampling of the granularity we can achieve and upon initiating the project, we can work with Hayman to refine or expand.*

**Measurement:** Through LinkedIn's platform tools, we will gather data based on those who clicked on the promoted post(s), including demographic information such as their job title and function. Through Google Analytics we will then be able to track the traffic driven to the UDFExposed.com blog post from the paid LinkedIn post(s) as well as the number of downloads of the PDF presentation, contingent upon URL tracking parameters.

#### **TWITTER TACTICS AND CAMPAIGN MEASUREMENT**

**Tactics:** If Hayman decides not to move forward with creating a LinkedIn profile, Edelman recommends Twitter be used as an alternative promotional platform. Using the preexisting UDF Exposed Twitter account, we will begin promoting tweets through the account. Twitter provides the ability to reach its users based on a variety of demographics, interests and behavioral attributes. Although the platform does not allow targeting based on company as LinkedIn does, we will create target audiences made up of those in the financial sector based on title and seniority as well as those based in the Dallas-Fort Worth area. In addition, we will target the followers of accounting/auditing firms' Twitter handles.

**Measurement:** Through Twitter's advertising measurement tools, we will track how many users click through to the UDF Exposed website and related content. Google Analytics will also enable us to track the source of all website page views and downloads that came via Twitter, dependent on URL tracking parameters.

### **BUDGETING**

In terms of budget, Edelman recommends a budget of at least \$5,000 for LinkedIn and Twitter promotion. Throughout the course of the campaign, Edelman will reevaluate the effectiveness of each platform reaching the targeted audience(s) and will potentially recommend reallocating funds between platforms based on campaign performance. The final details of the budget will also depend on how long Hayman wants to run the paid campaigns.

### **NEXT STEPS**

Once Hayman selects a desired approach, we recommend moving forward as soon as possible so that Edelman can begin the following actions to start the campaign:

- Create a Hayman Capital company profile on LinkedIn following Hayman's approval.
- Set up a Hayman credit line for LinkedIn paid promotion (5-7 days after account creation).
- Develop blog content for UDFExposed.com that is focused on the presentation and can be linked to in the promoted content.
- Coordinate with vendors to schedule paid amplification strategy and logistical details for activations.
- Develop campaign targeting to execute the campaigns per Hayman's approval.

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