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CONSTANT CONTACT AND EMAILING THE BEST GROUP COMPANIES' CONTACTS

Prepared by BEST Electronics and Components Co.

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	<p align="center">Constant Contact and emailing the BEST Group Companies</p>	<p align="right"><i>DATE: 7/2/2012</i></p>
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REVISION HISTORY

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EXECUTIVE SUMMARY

This document describes that every week BEST IT should be emailing the contacts in salesforce and deleting guys who bounce or noting people who opt-out , see Appendix 1 and Appendix 2.

The companies that the BEST Group currently has are:

Values
BECCI_USEA
PiezoSource
BEST-Bio
Encore
BEST Chem and Pharma Services
BEST-Bio Diagnostics
BEST Cloud

The tasks listed in this document are the first stage of a marketing strategy to ensure that the BEST Group drives as much business as possible.

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1 BECCI-USEA

The current workflow for new customers who come into the salesforce database under BECCI-USEA is that they receive an Introduction to BECCI, this emailer is sent once a week and only to people who have made it into the database that week.

Very shortly the title of this introductory mailer will be changed to Analog Production and Engineering Testing, because it is better to focus on what the emailer is about rather than focusing in on the company name.

Going forward BEST would like the emailing sequence to the BECCI-USEA new customers to be.

First week in database	Introduction to BECCI-USEA
Second week in database	Delta VSD testing
Third week in database	MOSFET Characterization

Table 1 – The sequence is that the new contact in the database will receive three emails from us in sequential weeks

2 PIEZOSOURCE

For new contacts in the salesforce database they should receive the following emailers.

First week in database	Piezo Source Bimorph Speakers
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Table 2 – The sequence is that the new contact in the database will receive an email in their first week

PiezoSource customers who are located in China will receive the same email flyer except in Chinese with links to the Chinese website.

3 BEST-BIO DIAGNOSTICS

For new contacts in the BEST-Bio Diagnostics salesforce database they should receive the following emailers.

First week in database	BEST-Bio Diagnostic Development and Manufacturing-
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Table 3 – The sequence is that the new contact in the database will receive an email in their first week

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4 SUMMARY

In total there should be five or six emailers going out weekly depending on whether we have new Piezo Source contacts in China or not.

5 NEXT STEPS

If we look at the situations here we have at the moment the opportunity to send five or six emailers a week. If we get 10 new contacts a week then we have the opportunity to reach at least 60 people per week and as we increase the number of emailers and our companies such as BES Cloud BEST-Bio diagnostics then we can drive more businesses into the Group.

6 APPENDIX ONE - REMOVING CONTACTS FROM SALESFORCE

Please go through Constant Contact and remove contacts from Salesforce whose bounce category in Constant contact was Non-existent address, see Figure below:

<input type="checkbox"/>	Email Address		First Name	Last Name	Company	Status	Bounce Category
<input type="checkbox"/>	aehlers@exclara.com					Active	Non-existent address
<input type="checkbox"/>	alex.lai@bourns.com					Active	Blocked
<input type="checkbox"/>	andre.thebeau@analog.com					Active	Non-existent address
<input type="checkbox"/>	archer.p.marzo@fairchildsemi.com					Active	Non-existent address
<input type="checkbox"/>	arhind@intersil.com					Active	Non-existent address
<input type="checkbox"/>	ashivani@amalfi.com					Active	Non-existent address
<input type="checkbox"/>	binkeleve@promex-ind.com					Active	Blocked
<input type="checkbox"/>	bob_mansfield@apple.com					Active	Non-existent address
<input type="checkbox"/>	carol.calkins@idt.com					Active	Non-existent address
<input type="checkbox"/>	cliff@integration.com					Active	Non-existent address

Please leave any contacts in Salesforce who are: described in Constant Contact as blocked, undelivered or other.

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7 APPENDIX TWO - OPT-OUT

IT has created a tick-box for nay contact who opts-out of receiving an emailer from us, and so IT is responsible for surveying the opt-outs in constant contact and noting that in the database, therefore any report that they run on the database for generating these email lists should ignore contacts who have opted out.