2022-2023

Directive

# Annual Business Review

April 2023

# Agenda

- Annual Breakdown
- Strategic Opportunities
- Roadmap

Creative Services Creative Services

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# Annual Breakdown

# 600% Increase in Paid Leads YoY Largely Due to Trials

**PM Only**

**Cost Per Lead**

**$103**

**-75%**

$412.95 vs $103.25

**Trials**

**4,010**

**+5,176%**

76 vs 4010

| Quarter | % Leads With Trial |
|---|---|
| Q4 '21 | 4.41% |
| Q1 '22 | 17.91% |
| Q2 '22 | 53.52% |
| Q3 '22 | 66.08% |
| Q4 '22 | 88.02% |
| Q1 '23 | 94.74% |

*Comparing Data from June 1 2021 - March 31 2022 vs. June 1 2022 - March 31 2023*

*Note: Our PowerBi Data only goes back to June 2021, so our YOY comparison uses only the applicable overlap time for the most accurate insights.

# Cost-Per-MQL Continues to Rise as MQL Quantity Declines

**PM Only**

**MQLs**

**100**

**+7.5%**

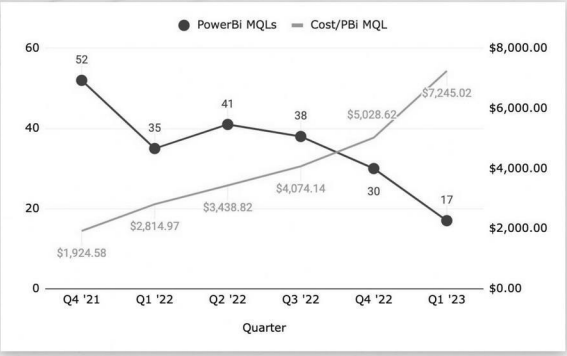
93 vs 100

**Cost Per MQL**

**$4,761**

**+62%**

$2,930.63 vs $4,761.68




*Comparing Data from June 1 2021 - March 31 2022 vs. June 1 2022 - March 31 2023*

*Note: Our PowerBi Data only goes back to June 2021, so our YOY comparison uses only the applicable overlap time for the most accurate insights.

# Tactic Review

| What Worked | |
|---|---|
| Frequent optimizations and Google Ads rebuild to drive conversion efficiency | • **+210%** increase in conversions YoY<br>• **-46%** decrease in CPA YoY<br>• **+28%** increase in conv. rate YoY |
| Increasing Capterra spend, and focusing on top performing categories | • In Q3 +**62.5%** increase in leads, **-26%** decrease in **CPL**<br>• In Q4 +**69.4%** increase in leads, flat CPL<br>• **Learning:** Q1 '23 saw increase in competitive bids, Capterra reserve price changes, and an increase in CPL, frequent quality checks will inform future budget decisions |
| Incentivizing conversation ads to increase qualified leads from paid social | • Conversation ads drove **18% of total MQLs**<br>• **-27% CPMQL** compared to average during runtime<br>• **17.35%** lead -> MQL ratio |

# SEO Has Surpassed Our Annual Goal by 19%

**SEO Only**

**Organic Leads**

**465**

**+19% against goal of 388**

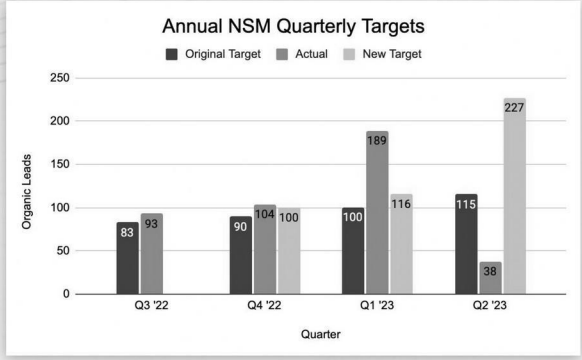
+3.3% YoY (465 vs. 450)*

**Organic Sessions**

**61,457**

**+16% year-over-year**

+16.5% YoY (61,457 vs 52,733)*




*Comparing Data from April 1 - March 31, 2021 vs. April 1 - March 31, 2022*

(Google Analytics & Internal Lead Data)

# Organic Sessions Have Increased by 16% Year-Over-Year With No Signs of Slowing

| Users | New Users | Sessions |
|---|---|---|
| 16.42% | 15.63% | 16.54% |
| 27,115 vs 23,291 | 24,556 vs 21,237 | 61,457 vs 52,733 |

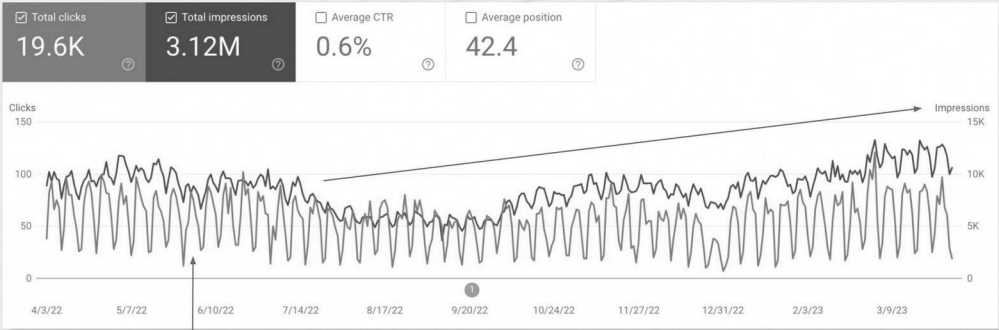
Start of Directive SEO Engagement

Site Refresh Goes Live

QoQ Increases *Finally* Turn Into YoY Increases!

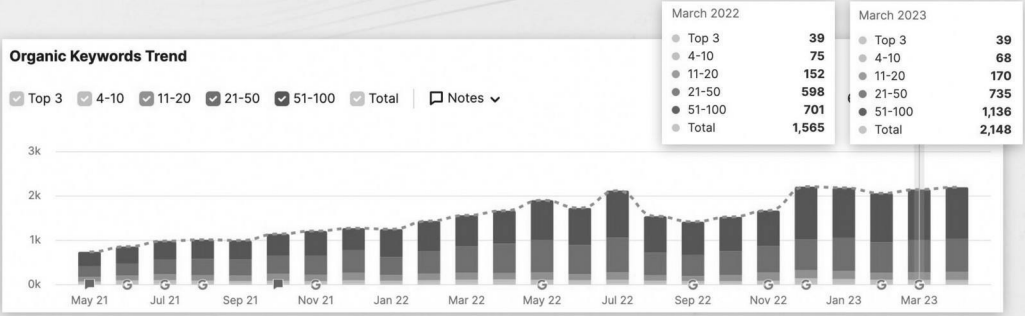
# Search Visibility has Increased by 21%

When (Client) and Directive partnered up to conquer SEO, we discovered that we were stuck in a downward trend largely due to a spike in traffic during the pandemic. Our first goal was to stabilize this trend and then reverse it by attracting more qualified traffic. We have been able to increase impressions by 21% over the last 6 months compared to the previous 6 months for a stronger SERP presence.



# We Rank for 37% More Keywords YoY

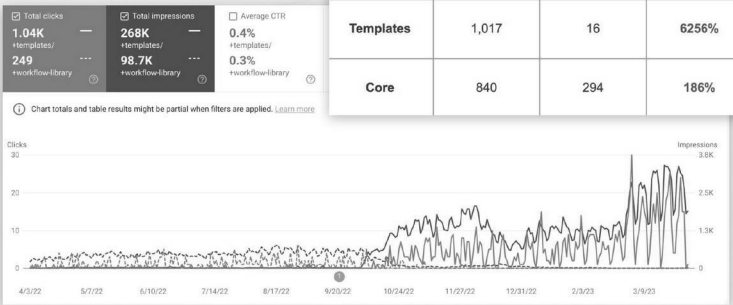
Compared to March 2022, we've picked up **583 more keywords** which was made difficult by the dip experienced between August and November.



# Traffic to Core Pages and Templates Increased by 186% and 6,256%, Respectively

Content optimizations, shortened URLs, and an improved site architecture all contributed to the increased traffic and visibility to these pages.

| Page Type | Last 6 Months Clicks | Previous 6 Months Clicks | Difference | Last 6 Months Impressions | Previous 6 Months Impressions | Difference |
|---|---|---|---|---|---|---|
| **Templates** | 1,017 | 16 | **6256%** | 265,014 | 7,820 | **3289%** |
| **Core** | 840 | 294 | **186%** | 616,186 | 74,967 | **722%** |




*Google Search Console - Template Library*

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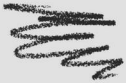
# Design: Year in Review



Over the past year, our team has achieved higher.
click through rates and conversions.

Almost exactly one year ago, our highest converting page sat at **2%** and now is **16%**

**By incorporating more human imagery and showcasing visual representations of how (Client) can be utilized, we've created a compelling and relatable narrative that truly connects with our audience** .

APRIL 2022 - a look back

# (Category) focus

This page gets the majority of traffic and has been one of the highest Conversion Rates for pages launched. At this capture, around the same time last year it was at a **0.56%** conversion rate, one of our highest at the time.

After conducting a CRO audit, we identified several opportunities for improvement. By leveraging insights from previous short-lived page launches, including the Facebook Retargeting Page and its high engagement rates, we were able to uncover additional insights to enhance the performance of this page.

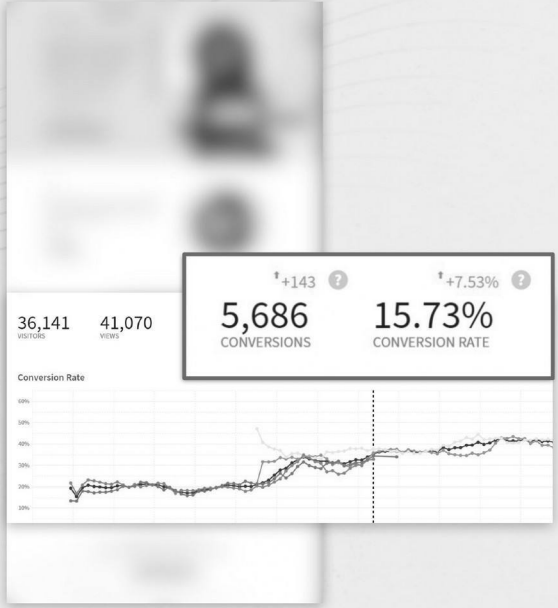
*This page!*

| Current Champion | Weight | Visitors | Views | Conversions | Conversion Rate |
|---|---|---|---|---|---|
| A **Free Trial Offer - 3/28/22** Updated 6 days ago | 50% | 5864 | 6505 | 33 | **0.56%** |

# (Category) focus

Fast forwarding to this year, we've made significant improvements to our website's creative and messaging, resulting in a Conversion Rate of **16%**, which is a **2.7k%+** increase from the previous year. Our elevated brand direction and focus on human imagery has been particularly effective. We'll continue to build on these successes in the future.

- Implemented findings with refreshed creative and revised brand direction.
- New creative variant created, changing our approach to creative.
- Revised messaging and elevated brand direction attributed to higher results.



# Before the creative shift

This summary highlights the creative performance of our landing pages as of March 2022. At that time, the highest converting page had a **2%** conversion rate, while the average conversion rate across all pages was approximately **1%**.

| Active Variant | Visitors | Views | Conversions | Conversion Rate |
|---|---|---|---|---|
| **Radical redesign - 1/31/22** Updated about 2 months ago | 104 | 111 | 1 | **0.96%** |

(Category)

Reset stats

| 3,722 | 4,284 | 70 | 1.88% |
|---|---|---|---|
| VISITORS | VIEWS | CONVERSIONS | CONVERSION RATE |

(Competitor)
Competitor

| 302 | 439 | 2 | 0.66% |
|---|---|---|---|
| VISITORS | VIEWS | CONVERSIONS | CONVERSION RATE |

API
Dev Page

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# After the creative shift

- Pages that have implemented the **new creative strategy** have improved to an average conversion rate of **14%.**
- **1.3k%** increase from the previous year
- Our page performance is **36% above the median industry average** (Source: 2021 Unbounce study where median conversion rate for landing pages across all industries was 9.7%)

# NSM Journey

We use A/B testing, competitor research, and revised messaging to make educated, analytical based creative improvements. We track our progress over time to showcase our impact and journey of continuous improvement, which leads to better outcomes for our users and (Client) team.

- Utilize A/B testing, competitor research, and revised messaging to make improvements.
- Reflect on journey of continuous improvement and new opportunities to explore.
- Focus on delivering better outcomes for users and (Client) team.

Overview of LP experiences

Motion

# Conversion Rates of Newer CTA Experiences

Our new CTA experience led to a dramatic increase in conversion rate from **15%** to almost **50%**.

You'll notice the "Free Trial Offer" has a Conversion Rate of **49.55%**, while the **Narrative Hero variant** has a conversion rate of **47.72%**.

| Active Variants | Visitors | Views | Conversions | Conversion Rate |
|---|---|---|---|---|
| H **Free Trial Offer - 2/9/23_Alt CTA** Updated 2 months ago | 3681 | 4567 | 1824 | **49.55%** |
| I **Narrative Hero_Shorter Page Length_Bullet List_Testomnial_2/9/23** Updated about 1 month ago | 2561 | 3387 | 1222 | **47.72%** |

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# What is working

**Brand visual elevation:**
A consistent creative direction across all pages can help establish a strong brand identity, making it easier for customers to recognize and remember your brand.

**Increased engagement:**
By implementing a new creative direction, we capture the attention of your target audience and encourage them to engage more with your brand.

**Improved user experience:**
A well-crafted creative experience can improve the overall user experience, making it easier and more enjoyable for customers to navigate and engage with your website.

**Better results:**
By implementing a new creative strategies backed by analytics, we capture the attention of your target audience more seamlessly, and, encourage them to engage more with your brand.

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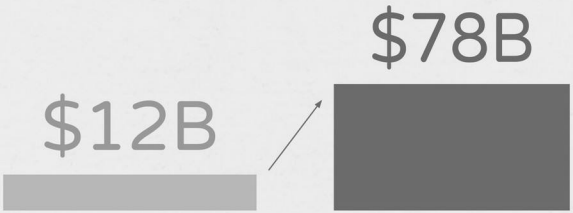
# Strategic Opportunities

# The (Category) Market is Growing

- The (Category) market is anticipated to record a CAGR of over **23%** from 2022-2030.
- The market was valued at **$12 billion** in 2021.
- This is expected to grow to **$78 billion** through 2030.

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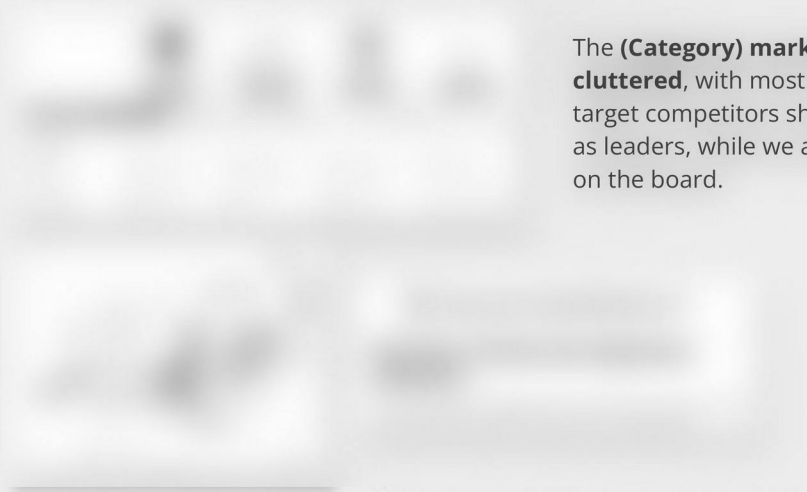
# Visibility Issues in Legacy Topics



The **(Category) market is cluttered**, with most of our target competitors showing as leaders, while we aren't on the board.

# 2023 Objectives & Solutions

Collaborative, cross-team projects, to take (Client)'s marketing strategy to the next level.

| Objectives: | Become a Thought Leader in (Category) (CA) | Focus Paid on Commercial Intent to Maximize ROI | Nurture Top of Funnel Traffic |
|---|---|---|---|
| Solutions: | Build Awareness with Blog Content | Optimize Self Service for Organic vs Paid | Create Specific Content Based on ICP/JTBD |
| | Run Paid Social Campaigns on CA | Reduce spend on "Free / Freemium" Terms | Create Evergreen Paid Social Content |
| | Target Paid Spend on Competitive CA Terms | Integrate Salesforce + AdWords | Improve CTAs + A/B Testing |
| | Use Negative Keywords to Avoid Paid Waste on "Lifecycle" | Utilize Paid for Immediate Visibility on High Value Topics | Expand into New Social Channels |
| | Message Cohesion + Expand Design Work to New Projects | | |

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# Become a Thought Leader in (Category)

# Our Current (Page) is Focused on Management Instead of Automation

Since analyzing the contracts competitive landscape, we now know that **"automation" is a soft-spot** that we can capture more easily than "management".

As we optimize the page, we can **replace "safe" content** with a more bold and confident brand voice

Our target keyword of **(Category) is not included (yet!)**.

# We Will Focus on Driving Top and Middle of Funnel Contract Traffic Through the Blog, Starting with Automation Topics



| | |
|---|---|
| | |
| | |
| | |
| | |
| | |

# A Cohesive, Unique Brand Voice Across Channels Will Make Us Stand Out From the Crowd

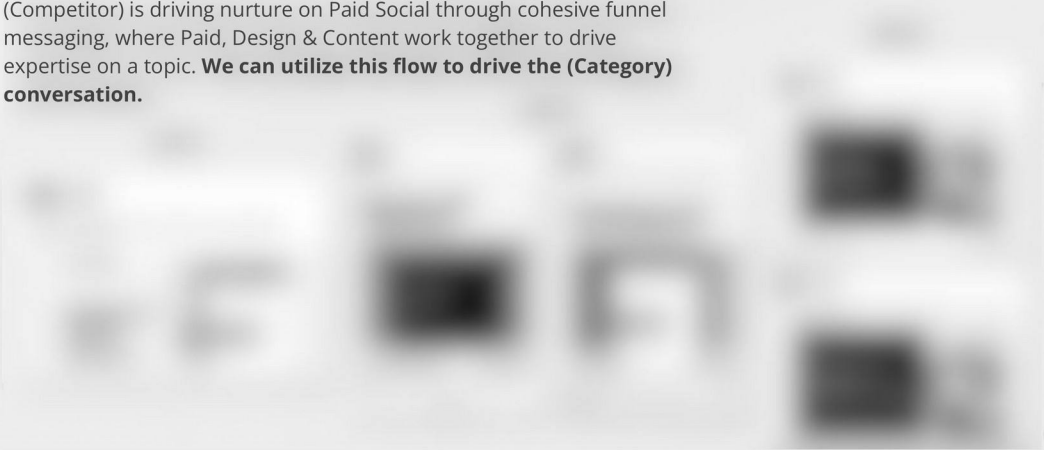
(Competitor) isn't afraid to make bold statements that grabs the users attention. We know that (Client) is also hungry for bolder messaging and we plan to coordinate this across all our channels to help us stand out in the SERP.

| | Paid | Organic |
|---|---|---|
| SERP | [redacted] | [redacted] |
| Landing Page | [redacted] | [redacted] |

Attention-grabbing and bold claims are carried through to the LP's. While each message is different both portray a confident, cohesive brand.

# Create Messaging Flows That Rival Leading Competitors

(Competitor) is driving nurture on Paid Social through cohesive funnel messaging, where Paid, Design & Content work together to drive expertise on a topic. **We can utilize this flow to drive the (Category) conversation.**



# Target High Difficulty CA Keywords With Google Ads Campaign

| Keyword | Avg. monthly searches | Three month change | YoY change | Competition |
|---|---|---|---|---|
| [redacted] | 4,400.00 | 22% | 0% | Low |
| | 880.00 | 22% | 0% | Low |
| | 880.00 | 14% | 14% | Medium |
| | 720.00 | 22% | 22% | Medium |
| | 720.00 | 0% | -52% | Medium |
| | 720.00 | 0% | 0% | Low |
| | 590.00 | 50% | -18% | Low |
| | 590.00 | 23% | 0% | Medium |
| | 480.00 | 50% | 0% | Medium |
| | 480.00 | 23% | 23% | Medium |
| | 480.00 | 0% | 50% | Medium |
| | 480.00 | -33% | -46% | Low |
| | 390.00 | 23% | -33% | Medium |
| | 390.00 | -18% | -18% | Low |
| | 320.00 | 23% | 0% | Low |
| | 320.00 | 23% | 0% | Low |
| | 320.00 | 23% | 0% | Medium |
| | 320.00 | 23% | 23% | Low |
| | 320.00 | 0% | 0% | Low |
| | 320.00 | -18% | 52% | Low |

View Paid Keyword Data Here

| Keyword | KD | Volume |
|---|---|---|
| [redacted] | 62 | 3.1K |
| | 33 | 1.0K |
| | 54 | 400 |
| | 58 | 250 |

Use list of "(topic)" keywords as a negative match to further avoid crossover and budget waste.

# Focus Paid on Commercial Intent to Maximize ROI

# Full Channel Coverage Led To Inefficient Budget Spend on Overlapping Keywords

Topics and keywords with overlap were assessed, and we identified areas that Google Ads budget could be spent more strategically to cover gaps in organic coverage, and stop bidding on existing organic wins.

## "(Category)"

- $5,570.97 spent
- Conv. Rate 1.1%
- Low Quality Leads
- Majority ranking on 1st page organically

## "(Category)"

- $12,657.49 spent
- Majority ranking on 1st page organically
- Most common lead is self-service

VS

## "(Category)"

- $23,295.95 spent
- More than 2X impression opportunities for ads
- Lower rankings organically
- Mix of self-service and end-user leads

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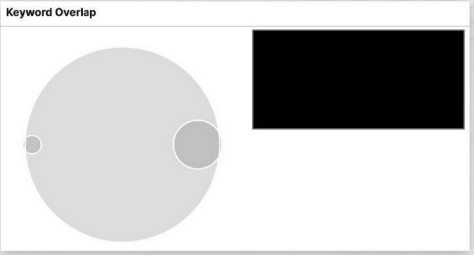
# Use Paid Media for Immediate Visibility to Highly Competitive Organic Keywords

| | Search result | Words | DR |
|---|---|---|---|
| 1 | [redacted] | 3,226 | 93 |
| 2 | | | |
| 3 | | 0 | 90 |
| 4 | | 3,514 | 78 |
| 5 | | 1,213 | 54 |
| 6 | | 8,835 | 71 |
| 7 | | 2,595 | 77 |
| 8 | | 4,427 | 74 |
| 9 | | 9,067 | 42 |
| 10 | | 1,862 | 75 |

It will take a significant investment and quite some time for (Client) to reach page 1 for a competitive term like "(Category)".

Due to the **high-buying intent and relevance** of this keyword, it is very important that we have coverage for it and **paid media can get us that visibility right away** while we build momentum organically.

# Growing Traffic to Template Pages Can Eventually Move Self-Service Goals Over to the Organic Channel




| Keyword | Intent | https://w... | https://w... | https://jur... | Volume |
|---|---|---|---|---|---|
| [redacted] | C | 0 | 4 | 59 | 8.1K |
| | C | 0 | 6 | 43 | 2.4K |
| | I | 0 | 4 | 46 | 2.4K |
| | I | 0 | 14 | 44 | 2.4K |
| | I | 0 | 5 | 85 | 1.9K |
| | C | 0 | 22 | 0 | 1.9K |
| | C | 0 | 3 | 22 | 1.9K |
| | I | 0 | 25 | 0 | 1.9K |
| | C | 0 | 3 | 24 | 1.9K |
| | I | 0 | 6 | 0 | 1.6K |

Optimizing Our Template Pages Can Lead to Less Reliance on Paid for Free Trial Sign-Ups

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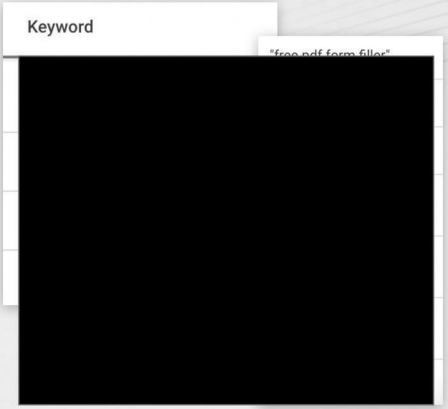
# Get "Free" Out Of Our Paid Keyword Vocabulary

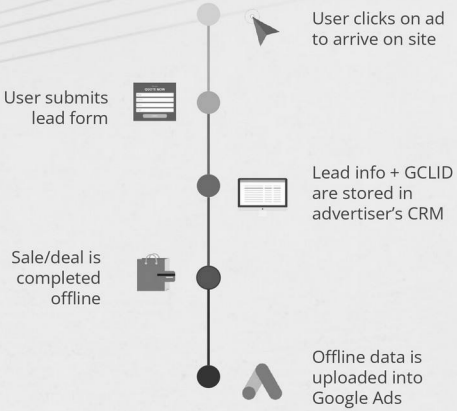



Keyword analysis shows that while queries with the word "free" have high opportunity, they have low reward - driving clicks, and trial signups, but not translating into MQLs or revenue.

Removing these keywords would save the nearly $7,000 spend on them last year freeing up budget to gain presence on more commercial intent focused keywords.

# Implementing OCT to Improve Google Ads Lead Quality

- Integrate Salesforce & Google Ads
- Gain real-time performance feedback
- Optimize towards higher quality lead types
- Creates a “lookalike” opportunity from top customers

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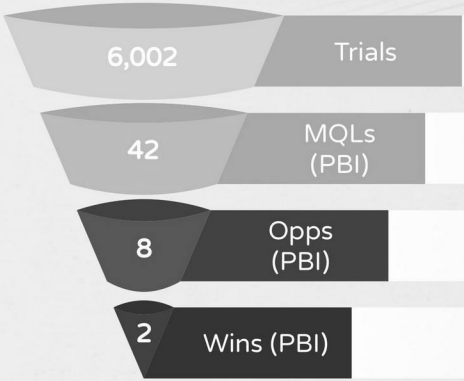
# Nurture Top of Funnel Traffic

# 600% Increase in Leads Did Not Translate To Increase in Opportunities

**June 1 - March 31 All Sources**




Over 68% of trials were generated from Paid campaigns

60% of self-service MQLs came from (Competitor) related campaigns from Paid and Viametrics

Out of the 8 Opportunities created, 3 were from Organic, 2 from Paid, 2 from Viametrics, and 1 from an Event

1 from Organic and 1 from Viametric (Competitor), 1 additional remains Open and 2 are Closed-No Decision

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# A Unique ICP-Driven Contract Experience, Can Lead to a Stickier Brand Awareness Play

# Stronger Calls-To-Action Throughout Our Pages Can Motivate Visitors to Stay Onsite and Convert

We Can Make Use of Blank Space to Link to MOF Content

# A/B Testing User Experience Elements Will Unlock Valuable Insights on What Drives Conversions

We can test the CTA on these buttons to reduce friction

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# A/B Testing Our Meta Elements Can Improve Click-Through-Rates Which Can Lead to More Template Downloads

| Top pages | Clicks | Impressions | CTR | Position |
|---|---|---|---|---|
| [redacted] | 523 | 24461 | 2.14% | 3.48 |
| | 35 | 15755 | 0.2% | 7.22 |
| | 138 | 8404 | 1.64% | 3.76 |
| | 9 | 5238 | 0.2% | 7.5 |
| | 0 | 3559 | 0.0% | 2.67 |
| | 6 | 3175 | 0.2% | 9.37 |
| | 2 | 3162 | 0.1% | 7.6 |
| | 4 | 2830 | 0.1% | 5.6 |
| | 1 | 778 | 0.1% | 1.88 |
| | 0 | 654 | 0.0% | 5 |
| | 0 | 635 | 0.0% | 7.21 |

Pages with high impressions, on page 1 make excellent A/B test candidates since they have visibility… they just need the right meta content.

[redacted]

Vs.

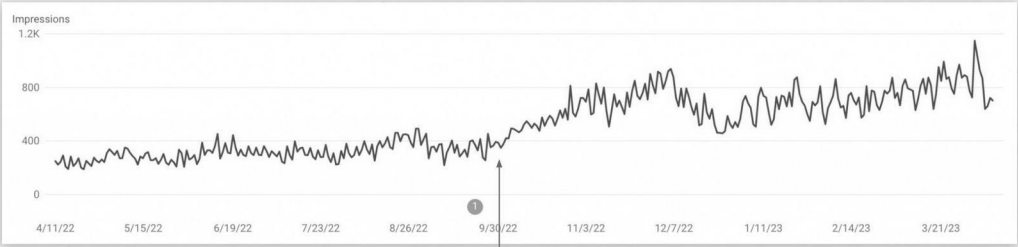
[redacted]

# Removing the “Resources” Subfolder From Our Blog URLs Will Lead to Better Visibility

Pages that are farther from the homepage appear to be less important which can mean slower crawling and indexing. When we updated the template URL structure we saw a near immediate lift in visibility for those pages.

https://www.client.com/**resources/blog/page/**

https://www.client.com/**blog/page/**




Template URL Changes Go Live

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# Redefine Commercial ICPs & Hone in Paid Social Targeting

### The Every-Hat Wearer

- Small Business Owners
- 5-50 Employees
- **UVPs**: All-in-one workflow, value, ease of use

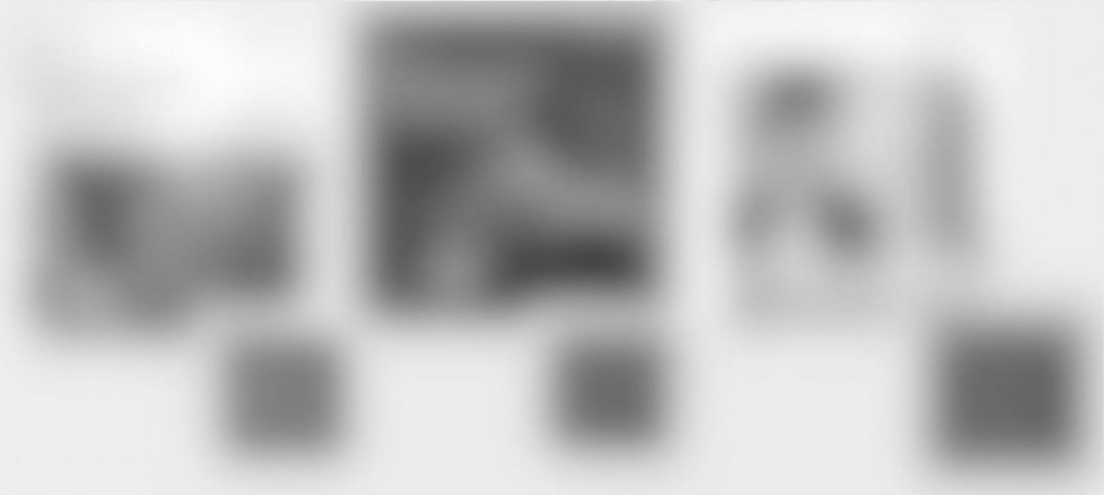
### Contract Compliance Connoisseur

- Legal Decision Maker Titles
- 50 - 5000 Employees
- **UVPs:** Time saved, eliminating errors, ESIGN Act & HIPPA compliance

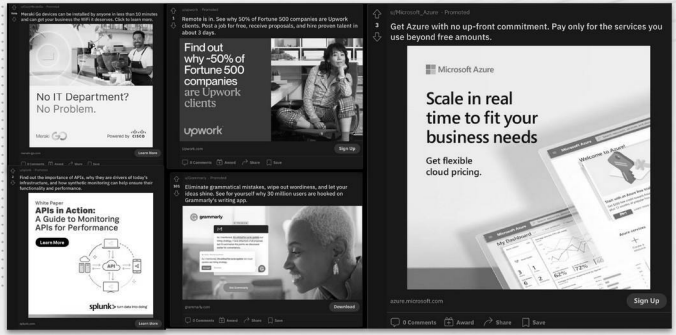
### Enrollment Efficiency Expert

- Educational Institution Decision Makers
- 50-500 Employees
- **UVPs:** Affordability, ease of use, FERPA compliance

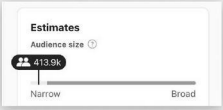
# ICPs Testimonial Ad Concept

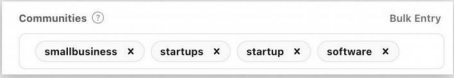


# Generate Awareness With Small Business Audience Using Reddit




There is a large small business audience on Reddit who go to the platform to ask questions, and seek recommendations on strategies, tools, and softwares for their business needs. Targeting popular communities where these conversations are taking place will give us opportunities to present our solutions to their problems.




Ad examples from Reddit Small Business thread

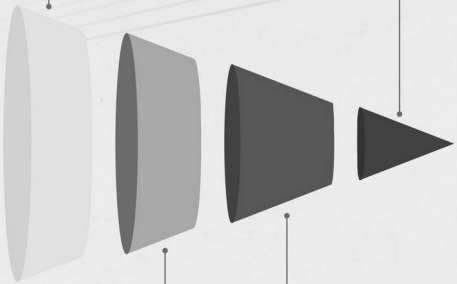
# Execute Evergreen Full-Funnel Strategy for Select Paid Social Topics

## Awareness

**Platforms:** Reddit, LI, FB
**Formats:** Single Image, Video
**Goals:** Website Traffic, Video Views

## Education

**Platforms:** Reddit, LI, FB
**Formats:** Animation
**Goals:** Blog Visit, Ungated Download/Access



## Conversion

**Platforms:** LinkedIn
**Formats:** Lead Gen, Convo Ads, RT
**Goals:** Trial Signup, Demo Request

## Intent

**Platforms:** LinkedIn, Facebook
**Formats:** Single Image, Lead Gen, Document Ad
**Goals:** Whitepaper Download, Event Signup, Webinar Registration

Directive

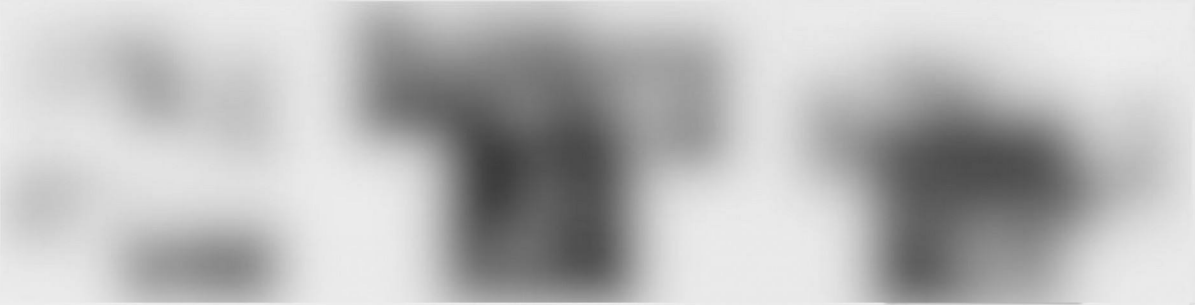
# What lies ahead

To build on our past successes, we will explore new opportunities to expand our creative strategy to a wider range of deliverables. Our primary objective is to enhance and focus on brand awareness and consistency. By broadening our creative approach, we aim to strengthen our brand presence and provide a cohesive message across all touchpoints. This ongoing effort is critical to staying relevant and competitive in today's dynamic market.

**Finding new LP experiences**

**Creative campaign concepts**

**Revised branded illustrations**



# Updated Swap Table

Directive

## Creative Team
## New swap Table

| Deliverable | Time Estimate |
|---|---|
| **1x Landing Page Design & Unbounce Build**<br>• Long form up to 14 hours<br>• Short form<br>• TY pages (short) | 14 Hours |
| **Display Ads**<br>• 1x Ad Set (static) up to 15 sizes<br>• 1x Ad Set (motion) up to 15 sizes | <br>6 hours<br>8 hours |
| **Marketing Collateral (one round of revisions included)**<br>• Business Card Design<br>• Flier Design (8.5× 11)<br>• Flier Content<br>• Bi-fold Brochure Design (8.5 × 11 total size)<br>• Bi-Fold Brochure Content | <br>6 Hours<br>7 Hours<br>4 Hours<br>10 Hours<br>6 Hours |
| **Web Banner Design Set (Static, including 5 sizes of client's choice)**<br>• 468 × 60 (Common Banner)<br>• 728 × 90 (Leaderboard)<br>• 970 × 90 (Large Leaderboard)<br>• 320 × 50 (Mobile Leaderboard)<br>• 300 × 250 (Medium Rectangle) | 8 Hours |
| **Web Banner Design Set (Motion, including 5 sizes of client's choice)**<br>• 468 × 60 (Common Banner)<br>• 728 × 90 (Leaderboard)<br>• 970 × 90 (Large Leaderboard)<br>• 320 × 50 (Mobile Leaderboard)<br>• 300 × 250 (Medium Rectangle) | 10 Hours |
| **E-book Design**<br>• 10 Pages<br>• Design Only | 15 Hours |
| **E-book Content**<br>• 3,500 Words | 25-35 Hours<br>Depending on Complexity |
| **Infographic Design**<br>• 1200×628 for Facebook<br>• 1200 × 675 for Twitter<br>• 1,104 × 736 for LinkedIn<br>• 600 × 1800 for a blog post | 10 Hours |
| **Sales Decks** | Custom Scope |
| **Sales Decks Content** | Custom Scope |

Directive

# Roadmap

# Paid Media North Star Metric Q2

With paid's focus pulling back on Trials, we are aiming for a 76% increase in MQLs QoQ, with a goal of 33 from Paid sources in Q2 2023.

**New Monthly Budget Split Goals**

| Platform | End-User (Demo) | Self-Service (Trial) |
|---|---|---|
| Google Ads | 70% | 30% |
| Paid Social | 20% | 80% |
| Review Site | 70% | 30% |
| Total | **65%** | **35%** |

**Trials**

**1,329**

-38% QoQ Trials

**MQLs**

**33**

+76% QoQ MQLs

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# Supporting Data

Based on the new proposed budget splits, and a 10% improvement in Cost-Per-MQL QoQ

| | Q3 2021 | Q4 2021 | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | Q1 2023 | Q2 2023 Budget |
|---|---|---|---|---|---|---|---|---|
| **Spend** | $61,956.03 | $96,411.82 | $83,786.16 | $112,232.59 | $69,440.33 | $51,337.90 | $51,353.67 | **$90,000.00** |
| **Leads (HubSpot contacts)** | 145 | 534 | 479 | 365 | 260 | 140 | 119 | |
| **MQLs** | 18 | 53 | 36 | 47 | 39 | 32 | 17 | |
| **Cost/ MQL** | 3442.001667 | 1819.090943 | 2327.393333 | 2387.927447 | 1780.521282 | 1604.309375 | 3020.804118 | |
| **Conversion Rate** | 12.41% | 9.93% | 7.52% | 12.88% | 15.00% | 22.86% | 14.29% | |
| **Revenue** | $54,000.00 | $159,000.00 | $108,000.00 | $141,000.00 | $117,000.00 | $96,000.00 | $51,000.00 | |

| **NSM Goal** | **Quarterly Target** | **QoQ Change** | **YoY Change** | **Target Cost/ MQL** | **Cost/ MQL % Improvement** | **Change in Spend** |
|---|---|---|---|---|---|---|
| Trials | 33.33333333 | 96.08% | -29.08% | $2,700.00 | -10.62% | $38,646.33 |

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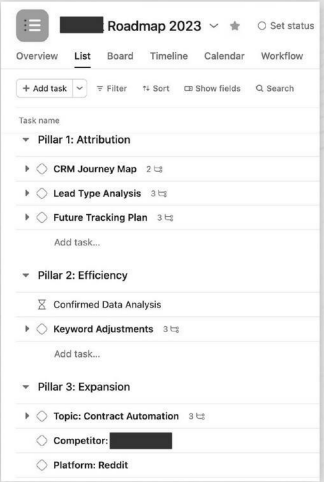
# 2023 Roadmap




Creation of an Asana board for visibility into foundational roadmap milestones, based on three strategy pillars for Paid Media:

- **Attribution -** Implement gapless tracking and campaign attribution.
- **Efficiency -** Prioritize commercial intent over individual users.
- **Expansion -** Increase awareness with full-funnel paid social strategy.

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# Align CRM Journey Mapping With MarOps

| Quarter | Hubspot Leads | PowerBi Leads |
|---|---|---|
| Q4 '21 | 272 | 138 |
| Q1 '22 | 363 | 173 |
| Q2 '22 | 697 | 284 |
| Q3 '22 | 905 | 248 |
| Q4 '22 | 1244 | 192 |
| Q1 '23 | 2263 | 167 |

Collaborating with (Client) sales and marketing operations team members to compile a robust reference document to improve data analysis and optimizations for Directive, and identify nuances in both CRM platforms including:

- Definition List - Lifecycle Stages
- Step-By-Step Mapping - Form Fill to Win
- SF Campaign Naming Convention

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# SEO North Star Metric

The last time we set an annual goal, we anticipated smaller increases due to the decline in organic performance that was happening before we started working together. After a year together I am pleased to now be forecasting a 20% increase in organic traffic that should result in a 123% increase in organic leads in 2023.

**2023 Main NSM**

**879**

+127% YoY Organic Leads

**2023 Supporting Goal**

**72,348**

+20% YoY Organic Sessions

**Q1 2023**

**189 Leads** | +70% YoY
**17,058 Sessions** | +8% YoY

**Q2 2023**

**220 Leads** | +178% YoY
**17,749 Sessions** | +14% YoY

**Q3 2023**

**230 Leads** | +147% YoY
**18,874 Sessions** | +27% YoY

**Q4 2023**

**240 Leads** | +130% YoY
**18,667 Sessions** | +33% YoY

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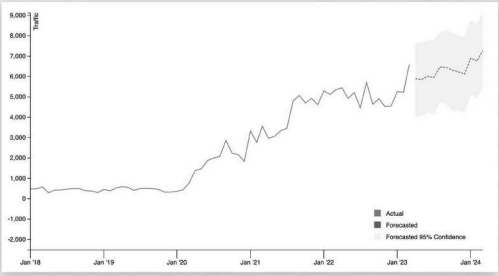
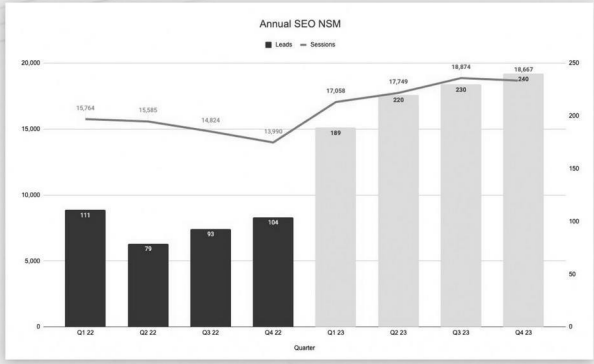
# Annual NSM Supporting Data

I determined our organic, annual goals based on a historical analysis and what we have planned for our 2023 strategy. Hitting each of our benchmarks would mark considerable year-over-year growth.




Annual NSM Setting Analysis

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# Thank You