DerivativePATH

Marketing Strategy Brief and Punchlist: First 90 Days
Julian Willis • Pages: Five • Word Count: 1,985 • Date: June 5, 2022

> "The last few years have been a war between the Mad Men
> and the Math Men, and the Math Men have won."
> — Ken Auletta, Contributing Editor, Media Critic, and Writer, *The New Yorker* and Author, *Googled*

Introduction
In 2013, Penguin Random House published a profound but slim volume entitled *Growth Hacker Marketing*. In this runaway business bestseller, author Ryan Holliday details a four-step, low-cost approach to demand generation and performance marketing focused on quantifiable results and return on marketing investment (ROMI).

Holliday walks us through case studies of billion-dollar unicorns, both B2B and B2C, which transformed revenue with growth hacking. As Sabermetrics is to baseball (*Moneyball*), growth hacking is today to marketing. To summarize Holliday's findings, growth hacking has two overarching segments or halves:

- **Inbound Marketing:** Earning attention and generating qualified leads organically, without interrupting a prospective customer's workday.
  Benefits: Lower average costs to acquire customers. Generates momentum and network effects and decreases the need for sales teams to conduct cold outreach. Examples include content marketing, SEM, SEO, influencers, and partnerships.

- **Outbound Marketing:** Interrupting a prospective customer's workday to gain their attention and qualify a lead.
  Benefits: Higher average costs to acquire new customers. It is powered by budget, reputation, and time and driven by cold outreach.
  Examples include ABM, cold calling programs, email campaigns, and trade shows.

Developing a full-blown inbound/outbound marketing strategy presents prospects with various ways to interact and establish a relationship with a brand. Relationships have historically driven the banking and securities industry – and this strategy is ideal for Derivative Path. For the first 60 days, I would like to establish the inbound marketing efforts, as these will help drive further outbound efforts and network effects in month three (August).

The First 90 Days: Marketing Strategy and Tactics
I will utilize a start date of June 1 for planning to keep the timeline clean. My overarching mission is to drive at least 300 gross MQLs per month for sales by August 31. We will generate MQLS organically (website) and with paid channels (e.g., Google Ads and LinkedIn Ads).

After doing a preliminary audit, I'd like to split the first 90 days into two segments:

- **Phase I Outline: June 30:** Build Marketing Engine and Launch.
- **Phase II Outline: August 31:** Build Reporting Engine and Optimize.

Phase I: Building the Marketing Machine: 10 Tactics – Due Date: June 30
To achieve success in demand generation and growth marketing efforts, we must first upgrade the firm's growth marketing engine – DP's website and landing page platform. This upgrade will immediately transform DP's monthly unique visitors (traffic) and generate quality leads in July.

1. Dedicated Server
Includes migration to WP Engine and Google Compute Optimize VM. Cost: $1,475/month. The most expensive – and arguably the most crucial marketing investment we can make, but it will more than pay for itself in both lead generation and a ~$31K decrease in developer costs (see Tactic #3 below).

Today, performance marketing rests on four factors: (1) page speed; (2) a mobile-first approach; (3) keyword identification and deployment; and (4) message match or "relevancy" from keyword-to-ad-to-landing-page, which requires the ability to stand up an unlimited number of landing pages (LPs).

With this said, speed is by far the most critical factor. The DP website must fully load in three seconds or less. As of today, the site is loading in 7.5 seconds, according to GTmetrix and Google Page Speed Insights. After three seconds in page loading time, more than 95% of visitors will depart or "bounce."

I recommend migrating to WP Engine immediately, which currently hosts 7% of all global websites (with WordPress powering ~40% of all international websites). Pantheon (our current host) is adequate but not focused entirely on WordPress (WP) and slower than WP Engine. WP Engine significantly outperforms Pantheon for a dedicated server in recent industry studies.

This move will drive significant cost savings for web development – and prepare DP for a move to Headless WP. Headless WP decouples the front and back end and will transform our marketing efforts further in 2023.

2. Landing Page (LP) Platform
Includes: WordPress, WP Engine Google Compute Optimize VM. Cost: Free
An LP is a stand-alone web page customized for every paid keyword and ad. LPs are the most critical asset for success across Google Ads and every paid channel. An example of an effective landing page is the following from Semrush: https://bit.ly/3aGlUGF. Please note that the entire page has one focus: "take our free trial." We will focus DP's pages on "book your demo."

Effective and world-class landing-page platforms, like Instapage, start at $300 but ultimately run $2K per month for just 60 landing pages. We will need several hundred (200 minimum) landing pages by the fourth quarter of 2022. To build out our LP Platform, we segregate a subdomain of derivativepath.com for LPs, such as https://go.derivativepath.com, and develop a UI/UX template for landing pages, which I will then customize for every ad we run. With WP optimized, we can utilize WP plugins to manage all marketing efforts, including event management.

3. WordPress Developer Upgrade
Includes: Scott Farquharson. Cost: $3,000/Month, Savings: $2,600/month ($31.2K/Year)

I have worked with Scott closely for ten years, and he was one of two professional references for Zack and Derivative Path. He holds an MS in Computer Science from Harvard. An ace WordPress developer with 20 years of experience, Scott was previously an IT director. For just $3K per month, we get a senior developer and IT specialist. I'm a mid-level WP developer (nine years of experience). Together, we can upgrade this function and save $31,200 per year, more than covering the cost of the migration to WP Engine.

4. Keyword Research and Deployment
Includes Semrush with full integration to DP's website and Google Ads. Cost: $230/Month.
I'd like to onboard Semrush's "Guru" subscription package to provide us with a full suite of SEO and SEM keyword research and traffic tools. Below is just a tiny example of what Semrush can deliver. All data and figures are monthly as of May 31, 2022.

Comparison	Authority Score	Unique Visitors	Organic Keywords	Paid Keywords	Pages Per Visit	Website Backlinks	Shared Organic Keywords
Derivative Path	28	~2,500	418	8	N/A	1,700	69
Chatham Financial	42	37.9K	17.0K	10	4.74	19.0K	(This is low/poor.)

5. Auto Optimize SEO
Includes Yoast SEO Premium. Cost: $89 Annually.
We will immediately jumpstart our SEO and organic lead generation efforts by employing WP Engine and a Google Compute Optimization VM. We also need to onboard Yoast Premium as soon as possible, which works in the background to auto-optimize SEO daily.

6. Analytics Relaunch
Includes: Google Analytics 4, Console, Optimize, and Tag Manager. Cost: Free.
These four tools will improve SEO immediately.

7. Google Ads Relaunch
Includes Google Ads, HubSpot, and WP LPs. Monthly Spend: $5,000 (for relaunch July 1).
I've spent the last 13 months optimizing Everflow's Google Ads account. Please review these two articles I recently authored on Google Ads: (1) Everflow Case Study (https://bit.ly/3Q1zZhT) and Madrivo blog post (https://bit.ly/3MimHL1).

The DP Google Ads account (eight keywords and no dedicated/customized landing pages) needs to be paused and relaunched on July 1. I will enable the HubSpot integration to Google Ads and real-time offline conversion reporting via HubSpot. I will completely restructure the Google Ads account to have at least nine focused "campaigns," including Advisory, Brand, Competitors, Display, Interest Rate, Foreign Exchange, Hedge Accounting, and SaaS. We will ultimately have more than *150 paid keywords* (instead of eight) by 08/31/22.

8. LinkedIn Ads Launch and Other Paid Channel Tests
Includes LinkedIn Ads, WordPress LPs, and a G2 integration. Monthly spend: $5,000.
Over the last nine years, I have generated a lot of success with a few different LinkedIn Ad types, including "Single Image Ads" and "Messaging." LinkedIn should be a great fit for Derivative Path. We can "gate" content, like white papers, on LinkedIn and drive leads.

9. Auto Opt-In of Prospect Email Addresses

Includes continued audit and work in HubSpot forms and files. Cost: Free.
Moving forward, every single form submission, whether organic (website) or paid (landing page), will be "auto-added" to a master marketing list in HubSpot for email drip campaigns. With Attom Data, our newsletter became our top-converting channel. That is my goal for DP as well.

10. Launch G2 Page and Gather Reviews
Includes a G2 page build, a customized LP, and a LinkedIn integration. Cost: Free.
G2 is the most popular software reviews website globally, with 6.4 million unique visitors per month. Calypso, Murex, Open Link, and Riskalyze all have G2 pages. G2 has at least three categories we can promote across: (1) Commodity/Energy Trading, Transaction, and Risk Management (CTRM/ETRM) Software; (2) Financial Risk Management Software; and (3) Treasury Management Software. G2 also provides us with another "trust factor" to utilize.

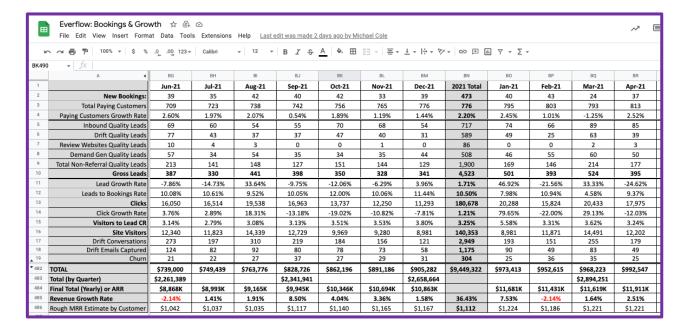**Phase II: Optimizing the Marketing Machine: 12 Tactics – Due: August 31**
With this phase, we will begin to address firm positioning, revamp all messaging, optimize HubSpot and Zoom, and launch numerous efforts to test new channels and tools. As we approach August 31st, I will provide a second brief, like this one, which details the progress we've made, with recommendations for the remainder of 2022 (four months).

1. **HubSpot Optimization:** After a full audit, create a full-blown plan with Brian Ramirez.
2. **Zoom Optimization:** Same here.
3. **Collateral Review and Website Audit:** I will provide a complete audit report by July 31.
4. **Messaging/Positioning:** I will tackle as a copywriter and syndicated financial journalist.
5. **Monthly Editorial Calendar:** After the audit (#1), I will build out a full thematic calendar.
6. **Chat Bot and Live Chat:** A new paid channel for website and LPs. Cost: $100/month.
7. **Monthly Email Newsletter:** New channel leveraging the auto opt-in of all form fills.
8. **Test Facebook, Gartner, Microsoft, and Twitter Ads:** More eyeballs, more leads.
9. **Crossbeam:** This is a freemium platform to drive new strategic partnerships. Cost: Free.
10. **Launch DP University and Glossary:** This is a superb idea from Tom that will boost SEO.
11. **Launch Walnut:** This is a new award-winning SaaS utilized by Adobe and NetApp that can provide pre-demo interactive platform tours on both a website and LPs. Walnut is vital for Derivative Path with the strength of our SaaS platform and UI/UX.
12. **Performance Marketing Platform:** We will look at Everflow, Amplitude, and others.

Demand Generation and Revenue Forecasting
The first 90 days of our new inbound/outbound marketing strategy will create a virtuous feedback loop to optimize future marketing efforts. With this said, it's essential to establish some high-level goals for the remainder of 2022.

I will be tracking all metrics starting 07/01/22, employing the multi-tab demand generation spreadsheet I utilized with Everflow (see below), which we will eventually migrate to HubSpot.

	A	BG	BH	BI	BJ	BK	BL	BM	BN	BO	BP	BQ	BR
1		Jun-21	Jul-21	Aug-21	Sep-21	Oct-21	Nov-21	Dec-21	2021 Total	Jan-21	Feb-21	Mar-21	Apr-21
2	New Bookings:	39	35	42	40	42	33	39	473	40	43	24	37
3	Total Paying Customers	709	723	738	742	756	765	776	776	795	803	793	813
4	Paying Customers Growth Rate	2.60%	1.97%	2.07%	0.54%	1.89%	1.19%	1.44%	2.20%	2.45%	1.01%	-1.25%	2.52%
5	Inbound Quality Leads	69	60	54	55	70	68	54	717	74	66	89	85
6	Drift Quality Leads	77	43	37	37	47	40	31	589	49	25	63	39
7	Review Websites Quality Leads	10	4	3	0	0	1	0	86	0	0	2	3
8	Demand Gen Quality Leads	57	34	54	35	34	35	44	508	46	55	60	50
9	Total Non-Referral Quality Leads	213	141	148	127	151	144	129	1,900	169	146	214	177
10	Gross Leads	387	330	441	398	350	328	341	4,523	501	393	524	395
11	Lead Growth Rate	-7.86%	-14.73%	33.64%	-9.75%	-12.06%	-6.29%	3.96%	1.71%	46.92%	-21.56%	33.33%	-24.62%
12	Leads to Bookings Rate	10.08%	10.61%	9.52%	10.05%	12.00%	10.06%	11.44%	10.50%	7.98%	10.94%	4.58%	9.37%
13	Clicks	16,050	16,514	19,538	16,963	13,737	12,250	11,293	180,678	20,288	15,824	20,433	17,975
14	Click Growth Rate	3.76%	2.89%	18.31%	-13.18%	-19.02%	-10.82%	-7.81%	1.21%	79.65%	-22.00%	29.13%	-12.03%
15	Visitors to Lead CR	3.14%	2.79%	3.08%	3.13%	3.51%	3.53%	3.80%	3.25%	5.58%	3.31%	3.62%	3.24%
16	Site Visitors	12,340	11,823	14,339	12,729	9,969	9,280	8,981	140,353	8,981	11,871	14,491	12,202
17	Drift Conversations	273	197	310	219	184	156	121	2,949	193	151	255	179
18	Drift Emails Captured	124	82	92	80	78	73	58	1,175	90	49	83	49
19	Churn	21	22	27	37	27	29	31	304	25	36	35	25
482	TOTAL	$739,000	$749,439	$763,776	$828,726	$862,196	$891,186	$905,282	$9,449,322	$973,413	$952,615	$968,223	$992,547
483	Total (by Quarter)	$2,261,389			$2,341,941			$2,658,664				$2,894,251	
484	Final Total (Yearly) or ARR	$8,868K	$8,993K	$9,165K	$9,945K	$10,346K	$10,694K	$10,863K		$11,681K	$11,431K	$11,619K	$11,911K
485	Revenue Growth Rate	-2.14%	1.41%	1.91%	8.50%	4.04%	3.36%	1.58%	36.43%	7.53%	-2.14%	1.64%	2.51%
486	Rough MRR Estimate by Customer	$1,042	$1,037	$1,035	$1,117	$1,140	$1,165	$1,167	$1,112	$1,224	$1,186	$1,221	$1,221

Conversion Rates

Starting September 1, I'm confident we can average 300 inbound MQLs per month over 12 months. Using conservative forecasting, I reach the following revenue figure below.

- 300 MQLs > 7% convert to SQLs (21) > 20% convert to customers = 4 customers/month.
- 4 customers/month > 48 customers per year at $50K each = $2.4M in annual revenue.
- Please Note: The demand generation programs I managed for Attom Data (600 MQLs/month with high ACV and MRR) and Everflow (450 MQLs/month with low MRR), had MQL-to-SQL conversion rates of 10%-plus.

Return on Marketing Investment (ROMI)

By employing the tactics I've detailed above, I've calculated the following annual costs and ROMI for DP's annual demand generation program. Thank you for your time and consideration!

Major Tactics	Monthly Cost	Annual Cost
WP Engine Dedicated Server (Google CO VM)	$1,475	$16,284
Senior WP Developer (Scott Farquharson)	$3,000	$36,000
Semrush Keyword Platform	$230	$2,760
Google Ads	$5,000	$60,000
LinkedIn Ads and Other Paid Channel Tests	$5,000	$60,000
Organic Lead Generation (DP website)	$0	$0
Chat Bot and Live Chat	$100	$1,200
Walnut (Platform pre-demo software)	$100	$1,200
Total	$14,905	$178,860
Annual Revenue	$2,400,000	
ROMI	1,242%	