

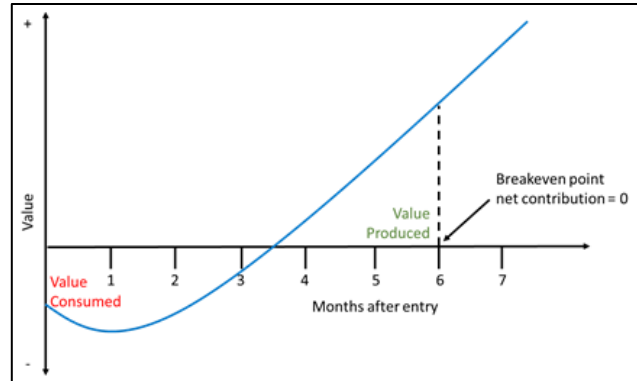


First 90 Days Recap and Second 90 Days

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INTRODUCTION

As of Aug 31, I've completed my first 90 days and have entered the "value production" period of my onboarding. This two-page brief lists ten major accomplishments since Jun 1 -- along with ten goals for my "Second 90 Days (see page two). In short, my mission is now twofold: (1) Drive significant value by delivering MQLs (with high intent) that quickly convert to customers. (2) Upgrade firm communications, launch growth reporting, and improve CRM functionality.



FIRST 90 DAYS: BUILD GROWTH ENGINE

1. Migrated to Dedicated Server

Completed migration to WP Engine on 07/23/22 to a Google Compute Optimize C2 server.
Highlight: Aug website traffic is up 108.9% over April - and up 20.8% over DP's 2022 average.

2. Built Landing Page Platform

Onboarded senior web developer on 08/09/22. Completed landing page platform build on 08/31/22.
Highlight: As of Aug 31, DP's new landing pages are serving/loading in just 0.6 seconds.

3. Centralized Web Development

With Chris Renaud, launched an IT-owned web development workflow, which was finalized 8/26/22.
Highlight: We've established a check in/check out process for code in Jira for website DEV and PROD.

4. Launched Keyword SEM and SEO Research

Finalized keyword selection efforts with Semrush's "Guru" platform -- and built out competitor data.
Highlight: With Zack and Tom, identified 38 keywords for our Google Ads campaign launch on Sep 7.

5. Built Competitor Universe

Working with front-line sales, finalized first DP competitor universe with data points on 08/22/22.
Highlight: As of Aug 31, we've identified 61 firms to use as benchmarks for growth marketing efforts.

6. Finalized Google Ads Launch

With Zack, Tom, Jeff, Eddie, and Rachel - finalized all Google Ads assets for launch on 09/07/22.
Highlight: From keyword-to-ad-to-landing page, we'll have near 100% message match for search ads.

7. Launched SEO Auto-Optimization

Launched Yoast Premium SEO on August 5th, which runs just \$89/year (~\$7.50/month).
Highlight: Our website's "bounce rate" declined 88.8% in Aug. Page views per session rose 105.5%.

8. Upgraded Website Visitor Intelligence

Replaced VisualVisitor with Leadfeeder, a platform which natively integrates with HubSpot.
Highlight: I will fully enable Leadfeeder and ZoomInfo's "Websights" and "Intent" tools by Sep 30.

9. Onboarded Everflow

We've natively integrated Everflow with HubSpot and Google Ads – now finalizing all tracking scripts.

Highlight: Everflow's "click tracking script" for the public website is enabled and fully functional.

10. Relunched HubSpot Assets

Built and revised HubSpot (HS) marketing emails, forms, lists, and workflows as of 08/31/22.

Highlight: HS "Lifecycle Stages" activated, along with HS "Script Loader" (via Google Tag Manager).

SECOND 90 DAYS: ACTIVATE GROWTH ENGINE

1. Digital Growth Reporting Dashboard: Sep 30 (completion).

Utilizing Everflow, Google, HubSpot, I will build out an extensive digital reporting dashboard for growth marketing KPIs that will provide extensive real-time updates daily, weekly, and monthly.

2. LinkedIn Ads Launch: Oct 1.

The next paid channel for our growth marketing efforts will be LinkedIn Ads, which I've used heavily in prior roles. We will be starting with LinkedIn's "Single Image Ads" on Oct 1, which will drive leads.

3. Corporate Communications (CC) Audit: Sep 30 (completion).

I will deliver an extensive brief to the C-Suite on Sep 30, which will include recommendations on firm messaging and positioning, editorial calendar, style guide, PR, and mission/vision statement.

4. Landing Page Platform (LPP) Optimization: Sep 30 (completion).

Melanie has approved the use of a chat bot (no live chat) on landing pages, starting Oct 1. We will also test other new tools on the LPP, including ZoomInfo's "Form Complete" Marketing OS module.

5. Sales Enablement Launch: Nov 1.

As of Aug 31, all key internal stakeholders have demoed Gong. With this said, I'm now demoing and pricing ZoomInfo's "Chorus.ai" platform, which may be a better option and spur higher Zoom usage.

6. Bing/Microsoft Ads Launch: Nov 1.

Although Google SEM dominates the U.S. search advertising space (with 86.7% market share), Bing/Microsoft SEM has a significant presence with 7.2% market share – and needs to be activated.

7. HubSpot and ZoomInfo Optimization: Oct 31 (completion).

I've started fully integrating optimizing HubSpot and ZoomInfo. I've met with our Zoom manager – and we will clean and enrich data in early Sep. We will also look at BlueFrog for HS/ZI consulting.

8. Public Website and SEO Optimization: Oct 31 (completion).

I will be working closely with Jeff D., Kevin B. (dev), Scott F. (dev), and IT to reduce the page-loading or serving speed of the website (now 7.8 seconds), improve SEO, and drive organic traffic and leads.

9. Channel Testing Launch: Nov 1.

Starting Oct 1, we will begin testing several free and paid channels for growth marketing efforts. Test channels include Crossbeam, DuckDuckGo, Gartner, G2, Nativo, Outbrain, Taboola, and Twitter Ads.

10. Referral Program Launch: Nov 1.

I plan to deliver a brief by Fri, October 14, which will detail the launch of a new referral program to be tracked across Everflow and HubSpot with set conversion/stage values and potential incentives.