

Q1 and Q2 Planning

Below is not an exhaustive list of recommendations, but one that highlights the most impactful activities to ARR that can be achieved in the remaining 2 quarters of 2022.

Summary

1. Strategic thinking needs to be completely focused on ARR and its core drivers
2. The #1 opportunity; focus on execution
3. Broaden the value proposition; targeted campaigns for all solutions, apps and content
4. Broaden the reach; target NZ and singapore
5. Broaden the channels; activate new channels to drive new deals
6. Team culture; create a great culture driven from agreed values.

Strategic thinking needs to be completely focused on ARR and its core drivers

Your ultimate goal is to contribute as much as possible to ARR. The marketing department should be relied upon to drive replicable growth. You must question every single activity and assess its impact on ARR. You simply don't have the resources to waste on activity that doesn't have impact.

Recommendations

- Begin weekly stand-ups on Monday to discuss all the activity each team member will produce that week.
- Help individual team members remove and add tasks based on its impact toward ARR and the current objectives.
- Set up a dashboard with key metrics that you all review on a fortnightly basis.
 - # MQL
 - Av MQL cost \$
 - MQL to SQL %
 - SQL to new opportunity %

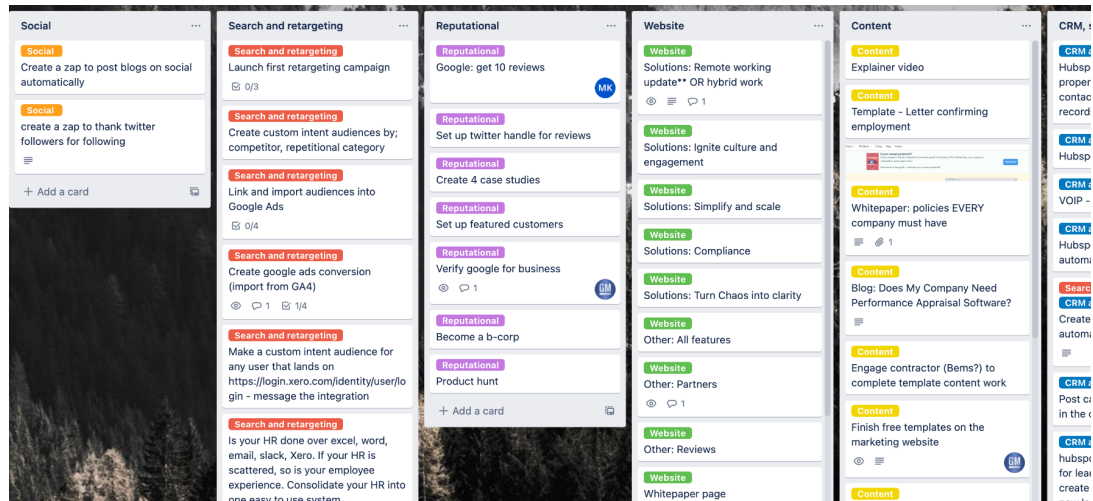
- MQL to new opportunity av time
- % no shows to meetings
- New business vs account development (new opportunity)
- New opportunity original source (2022 cumulative - use a pie chart)
- C/conv to new opp total
- C/conv to new opp original source

The #1 opportunity; focus on execution

Strategy matters, but execution is what gets the job done. If each staff member could do one additional task per week, it would make a sizable difference to ARR.

Recommendations

- Plan** - Convert this report into a trello/notion kanban, with each ticket complete with outcome that constitutes as complete (eg create a video for youtube: complete is once all the following have happened; video launched to sales team, video launched on google ppc with 1 conversion, etc etc.)



- Focus** - At weekly standup, review the tickets each team member is doing in the week (it will be in a column called 'starting'). Wednesday afternoon, catch up individually with each team member to discuss their activity; give them an opportunity to reduce their weekly load so they still achieve 100% completion, review their approach to make sure its on track, inspire and educate, etc

- Action** - Create a framework of monthly minimum outputs for each team member - this is in addition or a part of their other tasks. For example
 - █████ 2 articles per month (1 case study, one new customer announcement), 3 new reviews on both capterra/g2, 1 event.
 - █████ One new product campaign, inc 5 min demo video, blog article, web landing page, google ad review.
 - █████ 2 insights articles, 5 ABM campaigns, 1 internal sales enablement session.
 - █████ 2 product webinars per month

Broaden the value proposition; targeted campaigns for all solutions, apps and content

█████ (especially with the inclusion of █████ and █████) is blessed with a value prop advantage - nowhere else on the EHSQ market can a business get so much into the one place. Each individual █████ capability (solution, app, service, content) should have its own campaign to effectively 'increase' the product offering of █████, and by doing so, maximise inbound potential.

Recommendations

- Google ads** - Google ads is currently designed for max efficiency on a small budget, and as such only allows you to scratch the surface advertising what █████ can offer customers. You will need to completely restructure the GA campaign framework to reflect the size and budget allowance you have and sufficiently segment keywords, ads, landing pages etc. By doing so, you will be able to add all DS capability into those campaigns. Not all of them will work right away (as is typical with GA), so you will have months ahead of testing and optimising. Keep this in house, an agency won't be able to get you there.
- SEO** - set up topic clusters to target the 20 highest revenue creating solutions and apps (pillar pages). Link relevant blogs and fill in any gaps (6 linked blogs min)
- Retargeting** - Set up pillar page audiences for all solution and app pages. Focus retargeting on these visitors only. Focus on intent campaigns based on pages visited. **You will need to upgrade to GA4, universal will be redundant next year and doesn't have the capability of GA4**

Broaden the reach; target NZ and Singapore

Identify new markets to attack. We know that what works in Australia works in the US. Apply this logic to NZ and Singapore.

Recommendations

- Google Ads** - Copy and paste campaigns for Australia, and tailor them for both Singapore and New Zealand (especially consider keywords and ad copy).
- Website** - Confirm the new website is properly localised, with contact phone number, address, content (including logos), time conversions.
- Gartner markets** - update country selections.
- Content** - Localised case studies, insights, etc

Broaden the channels; activate new channels to drive new deals

We are extending the product offering in the campaigns, attacking more markets, so lets attack in more channels too.

Recommendations

- ABM** - Utilise Terminus and the already integrated bombora to begin ABM campaigns - addressing the points above. This certainly is your biggest opportunity here to drive significant ARR. Note - there is a whole strategy I would suggest to be most effective for enterprise software - it's a whole thing and would be an ongoing engagement. Instead, I suggest you adopt a self learn approach, immerse yourself in the terminus learning center, and begin testing immediately. Focus on 1:1 campaigns to start. Content types; case study, pdf downloads, features and benefits.
- Retargeting** - Create non-pillar page audiences > display campaigns that promote interest, not intent (webinars, PDF downloads, case studies).
- Retargeting** - Create pillar page audiences > display campaigns that promote action (demo, trial, talk to sales etc).
- Event** - introduce fortnightly webinars to boost MQL:SQL conversion. Target subscribers inc non-targeted event leads. '5-minute' demo format with Q&A. 30 minute session.
- Event** - re-introduce community events for current clients (account dev) and key account targets.

- Event** - re-introduce round table events (format similar to the event that won CSIRO)
- Website messaging** - remove the global 'free trial' pop up. Find a less obtrusive option, and tailor the messaging depending on the contact lifecycle and pillar pages visited.

Team culture; create a great culture driven from agreed values

A motivated, inspired and engaged team can elevate everything mentioned above.

Recommendations

- Goals** - Everyone needs to be instantly aware of the primary goal; ARR
- Goals** - With every task, make sure it is framed to tie into the goal. EG 'create new Google ad campaign' should instead read 'generate an opportunity from a new Google ad campaign'
- Values** - Agree on a set of values with the team that everyone uses to work toward that goal. EG - "Be responsible: When the team is working toward its goals with new or optimised ideas, we don't stop to check our job descriptions. We work as a team to succeed" (you will recall I was disappointed by the BDR mentality that they generally only do activities that get them commission. It isn't in line with a good team spirit, and needs to be stamped out in order for you to succeed.)
- Motivate** - Ask the team what their goals are in the next 3-5 years, and find each of them online courses to take. Make sure they pick one that they can apply to [REDACTED]. Perhaps give them some 'gambling' budget to test their new learnings without the pressure of ROI.
- Inspire** - Find something new to teach your team regularly. ABM is a good one - it is the future of marketing, and everyone needs to know how to do it. Same goes with video making (adobe after effects or similar).