



Head of Marketing

Goals

As measured by

Smash our revenue goal

1. Execute 5 targeted customer acquisition campaigns
2. Generate \$50M in pipeline by end of Q1
3. Acquire 1,000 qualified leads or customers by end of Q1
4. Achieve 100 + downloads of new collateral for specific verticals (e.g. manufacturing or retail) by February 20

Solidify brand and position as THE market leader

1. Create a unified comms calendar across content, social, press, and launch activities by end of Q1
2. Hire a new branding agency by end of Q1
3. Set up 3 analyst briefings and manage analyst requests and submissions by end of Q1
4. Get 15 media placements and 10 speaking opportunities by end of Q1

Betterworks Can Help Your Business Create a Goals Process That Drives Results

betterworks.com

Adopting OKRs for goal creation ensures employees in every department and function are aligned and working toward the organization's top priorities.

Every organization is unique and there is no one-size-fits-all approach to Continuous Performance Management. You want to understand all the learnings and best

practices, and then use them to craft the unique program that best fits your organization's culture and business needs.

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PR / AR

Goals

Make some noise with new focus on PR

As measured by

1. Publish 20 press pieces by end of Q1
2. Achieve 100 LinkedIn shares on at least one press piece
3. Host 2 media dinners with key industry influencers by end of Q1
4. Secure a speaking spot for our CEO at TED
5. Place 20 bylines or contributed posts by Q1

Differentiate ourselves from the competition

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Product Marketing

Goals

As measured by

Drive an epic launch for product v3.0

1. Get 10,000 page impressions/downloads within first month of launch
2. Create demo videos for sales that receive 1,000 views
3. Create one customer case study or 3 testimonials supporting the product v3.0 value propositions by February 15

Improve quality of release communications

1. Reduce ticket volume from last release from 375 to <200
2. Hold bi-weekly release meetings for any employees interested, with the first meeting happening Jan 22 (6 meetings)
3. >300 attendees at first ever "VIP" advanced-release webinar on March 9
4. Reach out to 10 individuals from our top 10 accounts to prepare for release process overhaul in Q2

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Customer Acquisitions / Lead Generation

Goals

As measured by

Drive a wild increase in lead generation

1. Add 30,000 new contacts in marketing database by Jan 31
2. Deliver 1,000 leads through direct mail campaigns by end of Q1
3. Acquire 4,500 leads (or signups) by end of Q1

Create an inspired 2020 customer acquisition plan

1. Get budget approval from finance department by Feb 15
2. Finalize LTV/CALC values to scale cost-per-lead campaigns by Jan 21
3. Ensure lead scoring and criteria is in place along with software infrastructure by Jan 21
4. Provide vendors with clear guidance on process, budgets, goals, and lead guarantees by Jan 31
5. Host executive alignment kickoff meetings with Sales, Product and Services departments by Feb 27

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Brand

Goals

As measured by

Improve brand score in North America

1. Increase brand score by 5% from prior year by end of Q1
2. Receive X number participation in awareness survey in North America by January 31
3. Evaluate 10 agencies and short list 3 for the end-of-year media campaign by end of Q1
4. Publish 20 blog posts and launch 3 Twitter contests by end of Q1

Help the company and vendors speak with one voice

1. Create brand guidelines for internal as well as for partner and vendors by February 9
2. Hire 2 world-class art directors and 3 producers by end of Q1
3. 300 views on new corporate video and 500 downloads on new brochure by end of Q1
4. Provide necessary design and materials to support Q1 company earnings call on January 27

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