

## Objective

What we want to achieve

**Generate leads**



## Key Results

How we know we achieved it

- generate 650-700 leads
- generate 199 marketing-qualified leads
- generate 58 sales-qualified leads
- close 18 deals
- generate 1.4 million in revenue at an average of 75k per client.
- How much marketing and how much biz dev. \*\*\*\*\*



## Initiatives

What we must do to achieve it

- Trends Report
- newsletter
- white papers
- Round Table Talks
- webinars
- conferences

## Objective

What we want to achieve

**Improve quality  
and regularity of  
blog**



## Key Results

How we know we achieved it

- Release 2 blogs per month
- Readers spending more time per blog and clicking links
- Readers sharing blogs



## Initiatives

What we must do to achieve it

- Create a blog release calendar
- Improve UX, menu, and SEO
- Share links on social media and in the newsletter regularly
- Targeted, paid ads on LinkedIn to support blog posts. Can monitor click-through rate and view form capture.

## Objective

What we want to achieve

**Build community loyalty, retention, activity, and identity.**



## Key Results

How we know we achieved it

- 85% of the community retained through 2024
- Grow community number by 20% (960 members)
- Measure actions they take in Slack and on socials: increase comments per day by percentage of 30%
- Generate 75k in revenue



## Initiatives

What we must do to achieve it

- Craig hired to engage community on a regular basis
- In-person meet up
- Certification expansion
- Merch line
- Emphasize role as “Agency +”

## Objective

What we want to achieve

**Improve and streamline email marketing campaigns**



## Key Results

How we know we achieved it

- 40% open rate for emails
- All correspondence running through HubSpot
- Increase click-through rate by 20%



## Initiatives

What we must do to achieve it

- **Nurturing campaigns:** Establish and set up 4-5 email nurturing campaign that gets sent to every lead no matter where they come from.
- Weekly or biweekly nurturing email goes out to everyone who completes the original nurturing campaign

## Objective

What we want to achieve

**Expand social reach and visibility on LinkedIn**



## Key Results

How we know we achieved it

- Increase followers to 5,000
- Maintain or upgrade current engagement rate and organic growth standing



## Initiatives

What we must do to achieve it

- Job postings
- 30-40% of the time; opinion pieces on the industry at large/ID/life/universe
- 20-30% focus specifically on IDLance and what we're doing
- 10% FUN on the same day of the week
- Set some dough aside for paid ads, \$1-2k per ad; Consider using on solid blogs with a CTA

## Objective

What we want to achieve

**Improve offerings to potential clients, ie demos, portfolios, consults, etc.**



## Key Results

How we know we achieved it

- Clients have well-rounded selection of assets to help them understand the IDLance customer experience.



## Initiatives

What we must do to achieve it

- 6 customer stories or case studies (blind items also possible for NDAs) problem/solution/outcome
- 4 round table consults with potential customers; how to plan ahead, typical pain points we can help with, PM, working with freelancers etc. One per quarter.
- Build a DAM, a single place where all the latest pitch decks, studies, demos, paid ads, outreach emails, etc, are stored. **ONLY USE THESE ASSETS.** Latest available!! (Q2)