

- Successfully launch new products (e.g., call center services) that will generate over \$500M in TCV and \$100K in 2017 Revenue
- Realize \$100K+ in Rocket Receivables revenue in 2017, positioned for significant, profitable growth in 2018
 - Rocket Receivables has been chosen as one of a select few by Google to take part in their Advantage pilot program
 - TSI will be working directly with Google to develop and implement our digital marketing strategy
- Successfully launch an upgraded TSICO – dramatically improving TSI's brand
 - We are currently interviewing and vetting agencies. We will have a new TSICO when we kick off Q4
- Digitally transform TSI and our presence on social media
 - We've consolidated all of TSI's LinkedIn company profile pages into one
 - We've created a formal social media marketing plan and calendar in order to increase brand awareness and engagement
 - Develop accurate and consistent presence for each channel (LI, Twitter, FB), and each brand (TSI, RR)
 - Post regularly to keep us top of mind in each channel (1 x week, per "brand")
 - Create and maintain posting schedule(s)
 - Utilize post scheduling tool (Pardot)
 - Report on analytics from each channel via Pardot and native analytics tools
 - Educate internal audience on usage
 - Encourage regular usage from TSI/RR SME's and champions
 - Develop real time social updating around events (pre, during, and post) and other timely news
- Marketing is the tip-of-the-spear when it comes to making TSI a cool, fun sales culture
 - Anybody have a fog machine and a strobe light?
- By the end of Q3, the marketing team will be utilizing data from all platforms we use (Google Analytics, SFDC, Pardot, Wordpress, etc.) to inform our decision making process, tactics, and strategy
 - We will be establishing the metrics by which we judge our impact on revenue and, in turn, the metrics by which this team will be judged by the entire organization
- Whale Hunting and Advanced Sales Support
 - Assist in the development of acquisition strategy and tactics
 - Provide more high-touch, white-glove marketing support in the service of acquiring new LARGE & HIGH-VALUE clients