

Weekly Summary Report Example

4/7/2023

Director of Marketing Weekly Report 4/7/2023

Key Metrics

- MQL's: 65/100 [G] - *On Track*
 - 65% to goal with 50% of the month remaining
 - Inbound leads from the podcast are contributing to 15% of total leads this month, +10% MoM giving us a lift
- Marketing Originated Bookings: \$1.5M ARR/\$5M ARR [G] *Off Track*
 - 30% to goal with 50% of the month remaining
 - January MQL's are converting to Closed Won deals at the normal rate of ~35% but bookings on these deals are 20% smaller than average
- Return on Ad Spend (ROAS): 5:1 / 4:1 [G] - *On Track*
 - Return on Ad spend this month is tracking well and up from last quarter (3:1)
 - LinkedIn conversions are up 25% from last month, if this continues we may look to increase and optimize our spend here with retargeting

What did you complete this week?

- The content team finished up the first draft of our eBook focused on 2023 Marketing Benchmarks for B2B SaaS companies - we will be launching this in Q3
- Met with our Ad agency to review last month's results and how we can improve our retargeting strategy for middle of the funnel prospects

What are you focused on next week?

- I will be working with Rev Ops to dive into why January's average bookings are 20% smaller than normal

- The marketing team will meet next week to discuss end of quarter results and bi-annual reviews, each member needs to come-up with 2-3 professional goals for the remainder of the year
- We will be working with the people operations team to train marketing managers on how to give effective feedback

Project Updates

- New Website Launch - On Track for 10/1/23 launch
 - Finalized the wire frame process with the web design agency this week
- Pendo Implementation - On track for 10/1/23 launch
 - Product Marketing finalized onboarding with Pendo this week. The PM team will be drafting our first 3 onboarding flows by end of month

Challenges and Roadblocks

- We are continuing to have issues with the integration between SFDC and our platform back-end, this is causing attribution issues for up-sell opportunities for the Account Management team
 - I may need your help gaining buy in from Product and Engineering to make this a priority this quarter
- Marketing and Sales haven't been in a good communication cadence this year, we need to establish a cadence for meetings between marketing and sales management - I will reach out and get the ball rolling