Marketing Team Meeting | May 1, 2021

Attendees: Jane Smith, Sam Roberts, Kara Adams, Dylan Michaels, Rachel Foster, Jim Stewart

Purpose: Update on weekly content, report on recent lead gen campaign performance, and determine our next webinar topic

Desired Outcomes:
By the end of this meeting, we will have...

1. An understanding of this week's content calendar so that we can execute each item on time.
2. An understanding on the lead gen performance so that we can make adjustments and begin thinking of our next campaign.
3. An agreement on our next webinar topic so that we can begin building and marketing the event.
4. A list of next steps

Agenda:

What (Content)	How (Process)	Who	Time (Minutes)
Start-Up	• Present Desired Outcomes • Clarify • Explain decision making method for webinar topic	Sam	5 minutes
Content Calendar	• Present calendar, assignments, and deadlines • Make adjustments if necesarry	Kara	10 minutes
Lead Gen Performance	• Present performance dashboard for last 30-days • List questions for clarification • Address questions/capture any additional insights or agreements on how we will continuously improve	Dylan	20 minutes
Webinar Topic	• Generate a list of topic ideas • Narrow list based on selection criteria • Build topic agreement (consensus with fallback to Jane)	Jane	20 minutes
Close	• Confirm Next Step Action Items • Meeting Plus/Delta	Sam	5 minutes

Agreements/Notes:

Topic	Agreements/Notes
Content Calendar	We should not post anything about our webinar on Wednesday since it won't be ready to promote.
Lead Gen Campaign	We need more information about peak times people are visiting this landing page
Webinar Topic	Next webinar topic will be on reducing energy costs in the summer months

Action Items:

Who	What	By When
Dylan	Change Wednesday's post to an industry quote	5/12/21
Sam	Contact Denise at XYZ Digital Marketing to provide data on when people are visiting our landing page	5/12/21
Kara	Build messaging for emails, landing page, and marketing material	5/14/21
Rachel	Build webinar landing page	5/14/21
Jim	Coordinate with technical producers for upcoming webinar	5/19/21