



PARALLEL GROWTH PLAN® BUILDER

BALANCE **LONG TERMS** GOALS WITH **NEAR TERM** ACTION



BUYER STAGE AWARENESS

1

Theme: \$100M for diverse b2b startups in 2023

Focus: Followers, Web Traffic

Indicators: CTS, Time, Clicks, Bounce

Target: Impact LP

Content: 4 blogs, 8 emails, 4 posts, 2 polls, 4 live outlines

Creative: Graphic, Animation, Video

2

Theme: Provoke visibility in b2b tech

Focus: Channel Partners

Indicators: CTS, Bounce, Responses

Target: Impact LP

Content: 4 blogs, 8 emails, 4 posts, 2 polls, 4 live outlines

Creative: Graphic, Animation, Video

3

Theme: Uncomplicating RevOps Science

Focus: MQLs

Indicators: Clicks, Bounce, Forms, Time

Target: Process LP

Content: 4 blogs, 8 emails, 4 posts, 2 polls, 4 live outlines

Creative: Graphic, Animation, Video

Media Plan

Channel	Media	Production
Web	Blogs, Ebook, Video	12/1/1 (script)
Email	Copy	24
Linkedin	Posts/Polls/Live	12/6/4
Twitter	Posts/Polls/Live	12/ 6/4
Facebook	Posts/Stories/Polls	12 /12/6
Instagram	Posts/Stories/Polls	12/12/6



Project Planning

Parallel Growth Plans

INPUTS	OUTPUTS
Updated Brand Assets	Creative Production
Web Page Drafts	Copy Production
	Content Calendar
	Quality Assurance
	Scheduling
	Deployment



BUYER STAGE

- AWARENESS
- ENGAGEMENT
- ENABLEMENT
- LAND
- EXPAND

1

2

3

Media Plan

Channel	Media	Production
Web		
Email		
Linkedin		
Twitter		
Facebook		
Instagram		



Project Planning

Parallel Growth Plans

INPUTS	OUTPUTS
What Else?	



HI, WE'RE SUCCESSMENT

RevOps | Strategy | Marketing | Content | Creative | Consulting

WHAT

We're a **revenue growth** partner for diverse **B2B** startups that enable economic visibility for disadvantaged **humans in tech**.

WHY

Diversity, **Equity**, **Inclusion**, **Access**, and **Belonging** of thought, ability, ethnicity, race, religion, age, identity, gender preference, color, class, and background **deserve collective investment**.

HOW

We uncomplicate **RevOps Science** with **BOOM®** to spark B2B startup's first \$10M.

WHO WE IGNITE



+40%
Lead Gen



+\$750K
Channel Sales



2x
Revenue

WHO WE PARTNER WITH



PSSST... WANNA CHAT?

