

	30 Days: Understand	60 Days: Practice	90 Days: Build/Execute
<b>Learning Goals/Tactics</b>	<ul style="list-style-type: none"> <li>❖ Understand the products that the company provides. <ul style="list-style-type: none"> <li>- Observe and participate in sales training to learn the details and start the journey to become a SME.</li> </ul> </li> <li>❖ Acquire a detailed understanding of current onboarding routine: <ul style="list-style-type: none"> <li>- Conduct 1:1s with peer leaders to get feedback.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>❖ Build subject matter eco system: <ul style="list-style-type: none"> <li>- Product/Service 1</li> <li>- Product/Service 2</li> <li>- Product/Service 3</li> </ul> </li> <li>❖ Build presentation: <ul style="list-style-type: none"> <li>- Use presentation as a tool to grade digital efforts (Social communication, PPC, Ads, etc.)</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>❖ As the Digital Architect build <ul style="list-style-type: none"> <li>- Customer funnel reports</li> <li>- Increased lead</li> </ul> </li> <li>❖ Subject Matter Expertise <ul style="list-style-type: none"> <li>- Review sales materials</li> <li>- Learn and organize intranet for easy creation of assets.</li> </ul> </li> <li>❖ Make communication strategies that result from the strategic planning process.</li> </ul>
<b>Performance Goals/Tactics</b>	<ul style="list-style-type: none"> <li>❖ Complete 5 customer interviews <ul style="list-style-type: none"> <li>- Work with sales to be introduced 5 customers to understand pain points The Company answers, why they partner, and why they are satisfied.</li> <li>- Build metrics that I can measure this repeatable satisfaction.</li> </ul> </li> <li>❖ Meet key internal stakeholders: <ul style="list-style-type: none"> <li>- Understand how our Digital Marketing</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>❖ Analytics (GA &amp; AA) <ul style="list-style-type: none"> <li>- Script path for dashboard content, so we know what data comes from what source.</li> <li>- Pick up where predecessor left of with daily reporting of digital activity.</li> </ul> </li> <li>❖ Audit digital marketing strengths/weaknesses <ul style="list-style-type: none"> <li>- Build strategy to answer weaknesses by tapping into other departments, creative, cross-divisional counterparts, etc.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>❖ Build/Execute digital strategy: <ul style="list-style-type: none"> <li>- Measure effectiveness and market penetration.</li> <li>- Make strategic recommendations to improve customer engagement in proactive ways.</li> <li>-</li> </ul> </li> </ul>

	<p>supports the larger business objectives.</p> <ul style="list-style-type: none"> <li>- List out the department objectives and measure against the departmental KPIs.</li> <li>- Set a performance benchmark and growth trajectory for digital marketing initiatives.</li> </ul>		
<b>Personal Goals/Tactics</b>	<ul style="list-style-type: none"> <li>❖ Begin building relationships with teammates: <ul style="list-style-type: none"> <li>- Look within my department for people who can strengthen my understanding of The Company products.</li> <li>- Look to sister departments for similar roles and build a meeting schedule where we can meet and share ideas.</li> <li>- Look one level up for mentor relationship.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>❖ Create one pager of lingo and acronyms: <ul style="list-style-type: none"> <li>- Improve communication.</li> <li>- Improve execution of digital efforts.</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>❖ Be known as an instrumental member of the Marketing Team <ul style="list-style-type: none"> <li>- Participate in discussion on how improve digital efforts.</li> <li>-</li> </ul> </li> </ul>
<b>Metrics</b>	<ul style="list-style-type: none"> <li>- Learning – Read, watch, and absorb all marketing information on the Joint Replacement process.</li> <li>- Performance – Build a dashboard of metrics that we can measure the performance of the digital efforts. Set mini</li> </ul>	<ul style="list-style-type: none"> <li>- Learning – Participate in lunch and learn opportunities to educate myself.</li> <li>- Performance – Reduce landing pages bounce rates through best practices of LP activities</li> </ul>	<ul style="list-style-type: none"> <li>- Learning – Know the process of selling we support.</li> <li>- Performance – Report on social and digital initiatives by creating a narrative based on KPI data.</li> </ul>

	goals to improve each metric, always be improving. - Personal – Build relationships with 3 departments and start to introduce myself to external contractors.	and research information. - Personal – Build relationships with external contractors to understand their efficiencies.	- Personal – Success will be measured on the progress of inculcating myself into The Company way of doing marketing.
<b>Outcome</b>	- Deliver 30 Day Update.	- Deliver audit summary.	- Build a 12-month plan for further development.