



Meeting of the Board
November 20th, 2019

Agenda

- ☑ Elova Priorities first 30 days and status update
- ☑ Go to market strategy discussion and alignment
- ☑ Data / evidence to support launch of proprietary product blend
- ☑ Preliminary budget and work plan
- ☑ Team meetings: operational and board: timing, cadence & attendance
- ☑ Administrative and legal issues: budget approval process, content review and approval process, insurance, banking / accounting management

Priorities

Product development and supply chain

Content marketing strategy

E-commerce site

CRM system, marketing automation and service automation software

Paid advertising plan

Influencer marketing strategy & plan



Content

“For your content marketing to continue to resonate with your audience you must be an always on publisher scaling with both quality and quantity” *Eric Siu Single Grain Marketing*

Phase 1

Pre-Launch Content

Assess alternative copywriting services

Complete keyword research analytics

Develop e-book CBD 101 for pets for lead magnet

Website copy audit for conversion and targeted to multiple personas

Phase 2

Launch Content

Develop 6 month editorial content calendar

4 1000 word blog articles per month

1 daily branded instagram post

1 monthly newsletter & infographic

1 email outreach to qualified leads

Newsworthy & entertaining content developed ad hoc

Phase 3

Publish & Promote

Publish on blog

Tweet about article

Add link and CTA in newsletter

Share on Facebook page

Publish link on Instagram

Republish on another authoritative website with backlinks

Email relevant bloggers with whom we have relationship

Phase 4

Measure & Optimize

Social sharing metrics

Consumption metrics (page downloads, visits, views, etc...)

Lead generation metrics

Sales metrics

Website

Phase 1

“Coming Soon”

Research & engage illustrator for “Hero” image

Develop micro-animated image

Wordpress plugins research for functionality & compatibility

E-book design and content development

Phase 2

Staging & Alpha Testing

Site flow development

Illustrations & micro-animation

Photography: stock & original e.g. product images

Web copy optimized for conversion & buyer personas

Blog content developed: 5 content buckets & 5 posts per bucket

Video & infographic original content

Loyalty program development: content and functionality

Phase 3

Push Live & Beta Testing

Website code pushed to hosting server

Password protected site during internal beta testing

Viewable at elova.pet and elovapet.com, (URL will redirect to elova.pet)

Website live launch

Phase 4

Add Shopping

Woo-commerce integration with local staging site

After testing, integration with live site

Marketing

Automation Software HUB



Blogging

Publish relevant, engaging, conversion-optimized content with tools that speed up creation, keep formatting consistent, and optimize for search.

Landing Pages

Launch landing pages that look perfect across devices, add forms optimized for completion in one click, and automatically change by segment

Email

Create email templates, automatically personalize subject lines and content for each recipient, and run A/B tests

Marketing Automation

With marketing automation, you can use each lead's behavior to tailor emails, content, offers, and outreach at scale.

Lead Management

Access each contact's information and see every interaction you've already had. Use this data to create hyper-targeted campaigns.

Analytics

Gain insight into your entire funnel to see which marketing assets are working the hardest, and to show how marketing impacts the bottom line.

Social Media

Monitor brand mentions and relevant conversations, track engagements automatically, and schedule your social posts at the right time.

SEO

Plan your content strategy around topics that will elevate your authority in search engines and measure real SEO ROI with integrated analytics.

Calls-to-Action

Design CTAs visitors can't help but click, know who clicks which CTAs, and measure performance to optimize clickthrough rates over time.

Ads

Track the ROI of your Facebook, Instagram, LinkedIn, and Google advertising with precision, and stop struggling to justify your paid ad spend.

Customer

Service Software HUB



Conversations

Manage 1-to-1 customer communications at scale through a universal, collaborative, inbox that aggregates customer emails, chats,

Tickets

Log customer issues as tickets that can be assigned to members of your team, organized and prioritized, and tracked in a central location.

Feedback

Get a pulse on customer happiness, and deploy surveys to gather feedback that can be used to build a better customer experience.

Automation & Routing

Automate your customer service processes with ticket routing, escalation, and task creation. Use feedback responses to kick off automated customer marketing emails or internal notifications to your team.

Knowledge Base

Turn your customers' most frequently asked support questions and tickets into a robust, optimized knowledge base of help articles and documentation that's indexed in search engines.

Live Chat

Engage in contextual, personalized customer service conversations with your customers in real time on your website.

Conversational Bots

Use bots to improve live chat efficiencies and scale 1-to-1 communications by routing customers to relevant help documentation, the appropriate chat agent, and more.

Reporting

Measure the impact of your customer service efforts with built-in reporting tools that track knowledge base usage data, ticket volume and response time, customer feedback, and more.

Goals

Report on metrics related to a specific customer goal, like ticket response time. Use goals to easily track and meet customer service level agreements (SLAs).

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