Tyler Santos

ENGW 3301

October 9, 2013

Prof. Christen Enos

<u>A Week of Communication on the Marketing Demand Generation Team</u>

Within a business organization, the most widely used form of communication is email to easily track information and to have important data and requirements written down between individuals. This write-up is an overview of internal email communication between a five-person marketing demand generation team trying to reach their weekly lead goals. A lead for a company is a person who has expressed interest in the company or products through an outreach such as watching a webcast, reading a whitepaper, downloading a free tool or product, attending a conference and speaking to one of our reps, or emailing into the company. It is highly important for these five individuals to be in sync in order for them to send over the required amount of leads to the sales department every week in order to help the company grow the business and generate revenue. I renamed the people on the team and modified data in order to keep everyone's identity secret and the business information confidential.

**From:** Aaron Mason (aaron.mason@rapid7.com)
**To:** Chris Sulka (chris.sulka@rapid7.com), Ken Gower (ken.gower@rapid7.com), Patricia
Bowen (patricia.bowen@rapid7.com), Tyler Santos (tyler.santos@rapid7.com)
**CC:** Christine MacDonald (christine.macdonald@rapid7.com)
**Date:** Monday, August 5, 2013 at 10:07AM
**Subject:** Demand Generation Team Overview – Week of Aug. 5, 2013

Hello All,

We did a great job last week of surpassing our lead goal of 1700 leads with 1820 leads sent to sales! Great work. Here is a review of our goals this week, as we must hit our 2000 lead goal in order to continue our ramp-up through the rest of Q3 and 2013.

Tyler – can you be sure to sync up with Harry Larson on the events team. We should expect to see 550 leads from the BlackHat Conference that ended last week. We need to get the list of people that stopped by our booth at the conference. We also need to see which sales reps went to the event and collect business cards from them as soon as possible. It would be great if we could get these leads in the CRM system by Thursday.

We are also hosting two webinars this week on. Tomorrow, we will be broadcasting a webcast with Cristina Kirkwood, Product Manager of Metasploit, on the new features in the new release of Metasploit. Nicole Ciampi, Product Manager of Nexpose, will be doing a webinar on the hidden secrets of Nexpose on Thursday.

Ken – can you let me know how many current registrants we have for each of these webcasts and how many we expect?

Lastly, we are excited that Patricia is releasing new optimizations within our website today that should help the download process on our freemium products download pages. We are hoping to see an uptick of 20% on product downloads, which should help us achieve our high lead goal this week.

Please keep me up to date on the status of your projects and the growth of our lead achievement over the course of the week.

Sincerely,

Aaron Mason
Director of Demand Generation
Rapid7, LLC

**From:** Christine MacDonald (christine.macdonald@rapid7.com)
**To:** Aaron Mason (aaron.mason@rapid7.com), Chris Sulka (chris.sulka@rapid7.com), Ken Gower (ken.gower@rapid7.com), Patricia Bowen (patricia.bowen@rapid7.com), Tyler Santos (tyler.santos@rapid7.com)
**Date:** Monday, August 5, 2013 at 10:23AM
**Subject:** RE: Demand Generation Team Overview – Week of Aug. 5, 2013

Keep up the great work team! I know that with all of our A-players on this team, we can surpass our goals and continue to crush the completion!

Best,

Christine MacDonald
Chief Marketing Officer
Rapid7, LLC

**From:** Ken Gower (ken.gower@rapid7.com)
**To:** Aaron Mason (aaron.mason@rapid7.com),
**CC:** Chris Sulka (chris.sulka@rapid7.com), Patricia Bowen (patricia.bowen@rapid7.com), Tyler Santos (tyler.santos@rapid7.com)
**Date:** Monday, August 5, 2013 at 10:41AM
**Subject:** RE: Demand Generation Team Overview – Week of Aug. 5, 2013

Hi Aaron,

As of right now we have 172 people signed up for out Metasploit webinar. I am going to tweet out a link to the registration page again this afternoon, and we should definitely reach, if not surpass, our goal of 200 registrants. For Thursday, we currently have 74 registrants with a goal of 150 people. We should absolutely exceed that goal based on the pattern of registration for past Nexpose webinars.

Thanks,

Ken Gower
Marketing Campaign Specialist
Rapid7, LLC

**From:** Tyler Santos (tyler.santos@rapid7.com)
**To:** Harry Larson (harry.larson@rapid7.com)
**Date:** Monday, August 5, 2013 at 11:11AM
**Subject:** BlackHat Las Vegas 2013 Event Follow-Up

Hi Harry,

I hope that BlackHat Las Vegas went well. Can you please send over a list of all the sales representatives that attended the event? I want to get business cards and import them into the CRM by Wednesday night. Also, when can we expect to get the list of booth scans from the event, which has all the names and contact information of the people that stopped at our booth? I would also like to get these uploaded to the system as soon as possible.

Thanks!

Tyler Santos
Marketing Operations Coordinator
Rapid7, LLC

**From:** Harry Larson (harry.larson@rapid7.com)
**To:** Tyler Santos (tyler.santos@rapid7.com)
**Date:** Monday, August 5, 2013 at 11:53AM
**Subject:** RE: BlackHat Las Vegas 2013 Event Follow-Up
**Attachments:** Blackhat2013_Booth37_Scans.csv

Hi Tyler,

BlackHat went great! The following sales representatives from the West Coast, Southwest and Federal sales teams attended the event: Jonathan Garofalo, Peter O'Brien, Randy Martin, Allison Sousa, Lauren Greene, and Mark Fallis. I also received the booth scans list from the BlackHat Conference this morning. I attached the file to this email.

Thanks for checking up,

Harry Larson
Events Manager
Rapid7, LLC

**From:** Tyler Santos (tyler.santos@rapid7.com)
**To:** Aaron Mason (aaron.mason@rapid7.com),
**Date:** Monday, August 5, 2013 at 3:40PM
**Subject:** RE: Demand Generation Team Overview – Week of Aug. 5, 2013

Hi Aaron,

I spoke with Harry and was able to get in contact with all the sales representatives that attended the BlackHat conference that was in Las Vegas last week. I collected 177 business cards from Jonathan Garofalo, Peter O'Brien, Randy Martin, Allison Sousa, Lauren Greene, and Mark Fallis. I will be sure to have these uploaded to our system and the follow-up tasks sent to the sales team by Wednesday afternoon. Harry also sent me the booth scan list, and it looks like we will surpass our event lead goal over 177 business cards and more than 400 people on the booth scan list. I will keep you updated on the status of these leads.

Best,

Tyler Santos
Marketing Operations Coordinator
Rapid7, LLC

**From:** Ken Gower (ken.gower@rapid7.com)
**To:** Aaron Mason (aaron.mason@rapid7.com),
**CC:** Chris Sulka (chris.sulka@rapid7.com), Patricia Bowen (patricia.bowen@rapid7.com), Tyler Santos (tyler.santos@rapid7.com)
**Date:** Tuesday, August 6, 2013 at 1:56PM
**Subject:** Metasploit Webinar with Cristina Kirkwood

Hello Aaron,

Our webinar today with Cristina Kirkwood on the new features of Metasploit was successful. With a goal of 200 registrants, we reached 250 registrants. Registration increased A TON after we tweeted a registration link out yesterday afternoon. For our webinar on Thursday, we now have 136 registrants with two days to go!

Sincerely,

Ken Gower
Marketing Campaign Specialist
Rapid7, LLC

**From:** Joseph Zatony (joseph.zatony@rapid7.com)
**To:** Chris Sulka (chris.sulka@rapid7.com), Tyler Santos (tyler.santos@rapid7.com)
**Date:** Tuesday, August 6, 2013 at 2:27PM
**Subject:** CRM Account Issues

Hello Chris and Tyler,

I noticed this morning that our CRM system connection was moving particularly slowly. I looked into the situation to see that the code behind account merging has broken. When individuals are interacting with our company via downloads, form fill-outs, webcast views, etc., the information is not merging with the past history of interactions that those individuals have previously done with our company in our CRM. We have acknowledged the problem and this will take my team about two days to fix. Until then, we must manually merge accounts. Keep you posted.

Many Thanks,

Joseph Zatony
IT Systems Manager
Rapid7, LLC


**From:** Chris Sulka (chris.sulka@rapid7.com)
**To:** Tyler Santos (tyler.santos@rapid7.com)
**Date:** Tuesday, August 6, 2013 at 2:41PM
**Subject:** RE: CRM Account Issues

Hi Tyler,

I know you are working on many other projects this week. Can you please prioritize merging accounts twice a day, once in the morning and again in the afternoon? I will take care of assigning accounts and follow-up tasks to sales. Hopefully Joe's team can handle this issue by early Thursday morning.

Thanks,

Chris Sulka
Marketing Operations Manager
Rapid7, LLC

**From:** Ken Gower (ken.gower@rapid7.com)
**To:** Tyler Santos (tyler.santos@rapid7.com)
**CC:** Aaron Mason (aaron.mason@rapid7.com), Chris Sulka (chris.sulka@rapid7.com)
**Date:** Wednesday, August 7, 2013 at 9:56AM
**Subject:** FW: IDG and SCMagazine CPL leads – 8/6/2013
**Attachments:** IDG_LeadReport_080613.csv, SCMag_R7_0813.csv

Hi Tyler,

We have submitted a few documents to outside vendors IDG and SC Magazine, who have promoted our whitepapers on their websites and have found qualified leads for us to follow-up on. We retrieved 63 leads from IDG and 79 leads from SC Magazine. Can you import these into the CRM system and notify sales that these leads were retrieved through our third-party vendors?

Many Thanks,

Ken Gower
Marketing Campaign Specialist
Rapid7, LLC


**From:** Tyler Santos (tyler.santos@rapid7.com)
**To:** Aaron Mason (aaron.mason@rapid7.com),
**Date:** Wednesday, August 7, 2013 at 2:11PM
**Subject:** BlackHat Las Vegas 2013 Event Leads

Hi Aaron,

Just following up with my email from Monday. I have uploaded all the leads from BlackHat Las Vegas to our CRM, and I am happy to report that we beat our 550 event lead goal with 438 booth scans and 177 business cards.

Our current lead count for this week, including these event leads, our Metasploit webinar leads and third-party vendor leads, is 1,007.

Sincerely,

Tyler Santos
Marketing Operations Coordinator
Rapid7, LLC

**From:** Joseph Zatony (joseph.zatony@rapid7.com)
**To:** Chris Sulka (chris.sulka@rapid7.com), Tyler Santos (tyler.santos@rapid7.com)
**Date:** Thursday, August 8, 2013 at 2:27PM
**Subject:** RE: CRM Account Issues

Hello Chris and Tyler,

I am happy to report that these processes regarding account-merging issues have been fixed and are automated. You no longer need to manually merge accounts.

Thanks,

Joseph Zatony
IT Systems Manager
Rapid7, LLC

**From:** Patricia Bowen (patricia.bowen@rapid7.com)
**To:** Aaron Mason (aaron.mason@rapid7.com), Chris Sulka (chris.sulka@rapid7.com), Ken Gower (ken.gower@rapid7.com), Tyler Santos (tyler.santos@rapid7.com)
**Date:** Thursday, August 8, 2013 at 3:37PM
**Subject:** Rapid7.com Website Optimizations

Hello Everyone,

On Monday I added some optimization to our website to speed-up the process of downloading our product trials. I am happy to report that over the last three days we have seen an increase of 27% in Metasploit downloads, 19% in all versions of Nexpose downloads, and 24% in our free tools downloads. This averages out to a download increase of about 23% this week. I have looked into our lead counts for product downloads, and we already have 420 Metasploit downloads, Nexpose downloads of 390, and free tools downloads of 155. This will certainly help us reach our ever-growing lead goals going further!

Thanks,

Patricia Bowen
Web Marketing Manager
Rapid7, LLC

**From:** Ken Gower (ken.gower@rapid7.com)
**To:** Aaron Mason (aaron.mason@rapid7.com),
**CC:** Chris Sulka (chris.sulka@rapid7.com), Patricia Bowen (patricia.bowen@rapid7.com), Tyler Santos (tyler.santos@rapid7.com)
**Date:** Friday, August 9, 2013 at 9:18AM
**Subject:** Nexpose Webinar with Nicole Ciampi

Hello Aaron,

With a goal of 150 registrants, we reached 179 registrants for our webinar yesterday on Nexpose with Nicole Ciampi. Also, many of the sales representatives are reporting very good conversations with the people that attended the Metasploit webinar on Tuesday. Hopefully we can expect the quality of these leads to be as great as well.

Thanks,

Ken Gower
Marketing Campaign Specialist
Rapid7, LLC


**From:** Chris Sulka (chris.sulka@rapid7.com)
**To:** Tyler Santos (tyler.santos@rapid7.com)
**Date:** Friday, August 9, 2013 at 11:13AM
**Subject:** Lead Processing for Today

Hi Tyler,

We had a lot of lead programs this week between the events, product download updates, and webinars. Can you please prioritize lead processing today? We want to make sure that all these leads that we have generated get sent to the sales team by the end of the day.

Many Thanks,

Chris Sulka
Marketing Operations Manager
Rapid7, LLC

**From:** Aaron Mason (aaron.mason@rapid7.com)
**To:** Chris Sulka (chris.sulka@rapid7.com), Ken Gower (ken.gower@rapid7.com), Patricia Bowen (patricia.bowen@rapid7.com), Tyler Santos (tyler.santos@rapid7.com)
**CC:** Christine MacDonald (christine.macdonald@rapid7.com)
**Date:** Saturday, August 10, 2013 at 10:01PM
**Subject:** Lead Achievement – Week of Aug. 5, 2013

Hello All,

I want to thank you all for an outstanding week. We had a much larger lead goal than any other week in company history, and that did not stop us from crushing our goal of 2000 leads. Below is the lead breakdown:

| Program | Lead Count |
|---|---|
| BlackHat Booth Scans | 438 |
| BlackHat Business cards | 177 |
| Metasploit Webinar | 250 |
| IDG Vendor | 63 |
| SC Magazine Vendor | 79 |
| Nexpose Webinar | 179 |
| Metasploit Downloads | 511 |
| Nexpose Downloads | 447 |
| Free Tools Downloads | 263 |

With a total lead count for **2,407**, this sets a new standard of demand generation. Thanks to everyone for your hard work. We should celebrate at the Cheesecake Factory for lunch next week.

Great Work Everyone!

Aaron Mason
Director of Demand Generation
Rapid7, LLC

Response Letter

I would like to thank all my reviewers who helped me bring out the full potential of this assignment. I want to thank Zhaoyang Niu for analyzing my email chain and critiquing my writing and confirming my approach. He mentioned that for an outside reader, the language used could be slightly confusing for people unfamiliar with the industry. So I took his advice and added some more general language to help define these industry-specific words. He emphasized that my approach to my essay was appropriate, professional, and realistic to what people experience in their work environments. I also want to thank Nikita Patel for giving me advice on diversifying my writing and confirming the flow of my write-up was effective and trackable. She gave me the advice to use different signatures such as "Best", "Many Thanks", and "Thank You" instead of just "Thanks" to give each email and email writer a different voice and diversification. Prof. Christen Enos also provided a mark-up on my essay that made me approach many phrases and structure differently. I formatted many words and sentence structures differently with her help to make my write-up sound more professional and accurate. I also removed many words that made some emails too wordy, something effective for descriptive story-telling, but not for professional goal-oriented company emails. I did not take many points by Prof. Enos though because of the nature of my topic. I decided to leave in a crucial email from the Chief Marketing Officer (CMO) because it emphasizes how an individual so high up in an organized such as an executive, keeps in contact with the people below them and gives supportive emails to initiate great work. I witnessed many small emails such as these on my co-op experience and I think they are critical to the message of this write-up and organization's relationships among employees. I also decided to not add any more emails to the chain, unlike Christen's advice, because this would be inaccurate in creating a mock-write-up of a weekly demand generation email chain. On

a Marketing Demand Generation team, people are always busy with events, campaigns, sales meetings, third-party vendor relations, and other daily tasks. Team members do not have the time to write extensive emails with lots of language because they have many others tasks to do in their eight-hour workday. I really enjoyed recreating a Weekly Demand Generation Team email chain from Rapid7. With the help of my peers and others, I believe my structure, language, and presentation greatly improved.