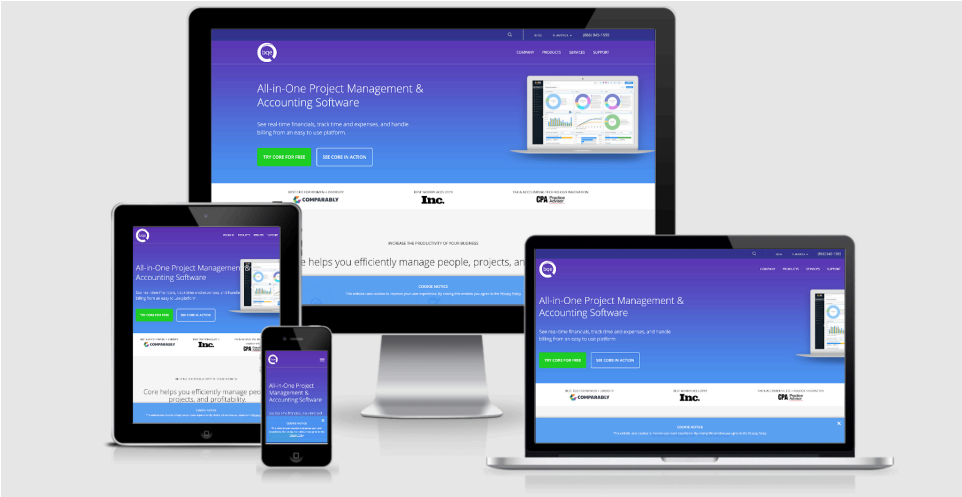


COMPETITIVE MARKETING AND SALES ANALYSIS
February 2020

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Introduction

This Website and Competitive Analysis is well defined process that will allow BQE to better understand the competitive factors that create marketing success (or failures) for both themselves and their competitors.

The Web Site Competitive Analysis is a study of the macro and micro factors that propel your buyer personas through the buyer's journey. This report while highly detailed represents only one-third of the discovery and assessment process that is necessary to fully develop a comprehensive marketing/sales plan. Simply put, this report will include an assessment of the strengths and weaknesses of current and potential competitors that will allow you to better understand and develop an offensive and defensive strategic plan to address both opportunities and threats.

To fully develop a comprehensive marketing/sales plan it is necessary to complete the Discovery and Assessment process. This requires that additional information must be generated through interviews of stakeholders, former clients, and lost (closed) opportunities. The additional reports that will be generated once this process is completed are:

- Strategic Buyers' Insight Report
- Buyer Persona Report
- Buyer Sentiments Report
- Event Marketing Strategies
- Sales Enablement Strategies

This Competitive Analysis report looks at quantitative and qualitative empirical data to formulate the scope and direction of the marketing initiatives. In every instance, we support our findings by sharing information learned from our discovery and assessment or from industry reports and standards.

Utilizing competitors identified by Owler, we utilized over 50 third-party software tools to examined hundreds of data points provide the foundation of this report. If there are other more relevant competitors, these report needs to be redone to reflect their performance and information.

When appropriate, each chart is colored coded to identify the best and worst performers in that category:

- Green = Company performing at the highest standard
- Yellow = Only is applicable to BQE and identifies areas that need improvement
- Orange = Only is applicable to BQE and identifies areas that need substantial improvement
- Red = Company performing at the lowest standard

At the end of each section, there is a “Finding Sections” where we identify the problems impacting BQE and a Recommendation Section which identifies the actions that need to be implemented.

Note: Because we did not have access to in-house information, there are both SaaS metrics and social media metrics that could not be ascertained that have or analyzed. There are sections dealing with these areas but until access is made available the information in these areas is incomplete.

Context

While BQE has had double digit growth each year, they need to substantially increase leads to maintain their trajectory. Once the leads are introduced to BQE it is incumbent that they become and main them as customers and eventually influencers and advocates for the brand.

This report is not only a snapshot of the current initiatives success but also forms the foundation for identifying the elements of a marketing plan that will ensure continued double digit growth and success.

Whenever we provide a detailed competitive analysis to a client who is entering a market with a dominant competitor there is a tendency to try and duplicate whatever it is they are doing. The logic is they are number one so it must work. That is not necessarily be best strategy or utilization of resources.

Because they have such a dominant market position is exactly why this is such a bad idea. They brand and name recognition allows them the luxury of breaking some best practices and not suffering the consequences.

It also means that if you try to compete with them head on and do exactly what they are doing you will run into a juggernaut and be crushed. It is imperative that when a company is trying to gain market share they a blue ocean marketing strategy where there are less obstacles for success. Picking and choosing the right techniques and where/when/how to battle will result in the acquisition of sales and market share. Doing exactly what the market leader is doing or even what ALL the competitors are doing simply means you will be in an ocean that is read due to the blood that has been spilled.

Avoid the impulse to simply duplicate the market leader. The takeaway that needs to be made is to understand where they are vulnerable and take advantage of those weaknesses.

Finally, we are often asked three critical questions about this analysis and would like to address them up front.

1) What doesn’t this information look exactly like what I find on Google Analytics (GA)?

There are two reasons for this. First, every analytic tool builds in their own protocols and bias. For example, the methodology that GA uses to determine time on site and return

visits is different from the way HubSpot makes that determination. Neither is wrong, just different.

That leads to the second answer, we do not have access to your GA and that of your competitors. By using a 3rd party service we can get as close as possible to the best information. The key is consistency. Any bias or methodology being used by an independent 3rd party source is applied across all companies. This ensures that the information is consistent, accurate, and actionable.

2) Why do you use many different sources to evaluate the same metric?

Each software has its own built in bias on how the information is acquired and presented. Looking at multiple data sources allows us the ability to weed out the outliers and ensure that the data is accurate.

3) Why do you both summarize the data in a chart then share pictures of the information it was pulled from?

Simply to help establish credibility about the data being provided.

Lead and Demand Generation

The first step for any successful company begins with generating interest or demand and driving traffic to their site to learn about your products.

For any SaaS company to be successful, you must be able to convert that demand into leads by capturing contact information that allows you to nurture them or place them into a sales funnel. Typically, this is accomplished by providing them a free trial or if they are not ready to make a bottom of the funnel action by capturing their contact information in exchange for information they find extremely valuable.

Both demand and lead generation requires a multi-discipline process that must combine science, art, and creativity. There is no one single activity that will be the magic bullet. It begins with locking down the fundamentals and then incorporating best practices to put forth a cross channel marketing program.

It then requires the collection and analysis of metrics that cover every aspect of the sales and marketing endeavors. Only through analysis will you be able to ascertain what is working and what needs to be modified or discarded.

This report is one of the foundational steps that begins to address those questions. Every metric impacts both lead and demand generation.

This report is one of the foundational steps that begins to address those questions. Every metric impacts both lead and demand generation.

At the end of this report an initial marketing plan is set forth. That marketing plan is subject to modification once the full discovery and assessment process is completed.

Website Performance Analysis

There has been a consolidation in the BQE website from having many diverse products to having a primary focus on a consolidated offering called CORE. The following analysis will examine the affect these changes have had and serve as a baseline for further improvement. We start the analysis with the website as it is the epicenter of your online and offline marketing efforts. An optimized website is critical for both online and offline sales.
Two thirds of clients will check information about BQE before considering whether to contact you. It is the focal point of your marketing that will explain who you are and offer your unique value proposition to the world. Your website and its ecosystem must be intuitive and the navigation seamless.

Before they will read the messaging on a website or landing page, they need to see that it scannable and resonates and provides the information they are seeking.

Eighty-one percent of clients conduct online research before they initiate contact, even when the actual interaction is offline in your office. The purpose of a website is to educate with the potential client and serve as their trusted advisor. It has been shown that clients are more likely to try SaaS services which originate from a website that is both easy to navigate and that provides quality content. Your website needs to be educating them on how you can help them be more productive or solve an ongoing problem. They need to be learning and obtaining information from your website rather than seeking information from a competitor's site (Adweek).

While the BQE's website has many good features, it does not meet all the best practices. This will impact Google sending organic leads to the site and the likelihood that the visitor will engage once there. We took a deep dive into the website to see what is working and what elements may need to be optimized. Again, this is critical as poorly optimized website will cause a decrease in organic traffic and cause those who do find the site less likely to engage.

In my evaluation of the website, the following areas were considered:

- Website Technical Performance
- On-Page SEO
- UX/UI (User Experience/User Interface)
- Content
- Platforms Utilized
- Website Content
- Mobile and Tablet Performance

Website Review

Company	Website Grader	WooRank	Site Analyzer	Page Insights Desktop Optimization	Speed Index	Time to Interact	Load Score	Load Speed Speed	Load Speed Size
BQE https://www.bqe.com/	89/100	67/100	67.6/100	70/100	2.5S	4.4S	62/100	6.46S	2.6MB
Deltek https://www.deltek.com/	87/100	78/100	74.1/100	92/100	1.6S	1.8S	66/100	1.7S	6.9MB
REPLICON https://www.replicon.com/	92/100	72/100	76.6/100	96/100	1.1S	1.8S	89/100	3.25S	1.2MB
HARVEST https://www.getharvest.com/	84/100	75/100	80.6/100	95/100	0.9S	1.3S	76/100	1.36S	1.1MB
Journyx https://journyx.com/	79/100	72/100	84.3/100	54/100	4.6S	3.0S	66/100	5.58S	1.1MB
MavenLink https://www.mavenlink.com/	92/100	80/100	73.0/100	62/100	1.9S	4.7S	68/100	2.04S	4.1MB

Findings:

We used several different website tools to evaluate the overall performance of the websites. The reason is that all these third-party tools have their own biases and items that they focus.

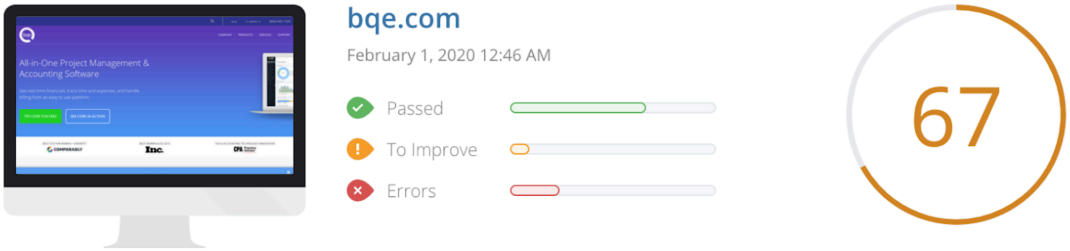
- **Website Grader –** This is a HubSpot tool that looks at the overall site from an inbound marketing perspective. BQE had a respectable score of 89/100. This score tends to be more superficial and reflects only those elements that HubSpot built into it several years ago. Unfortunately, it has become a bit dated. Both Replicon and MavenLink scored a best of class with a 92/100. While an 89% is not a bad score, it does suggest that there are a few issues and by clearing them up it will increase overall performance and organic traffic.

- **WooRank –** This tool provides a better and more in-depth website analysis over a broad range of key performance indicators (KPIs) that will impact if you make it to the first page of Google search results. BQE's website was tested using WooRank and it only scored a 67%. WooRank looks more toward the technical aspects of a website is constructed and is more indicative on how Google and other search engines will evaluate the site.

- BQE's website was the worse in class when compared to the 5 competitors. A 67% score means that there is a need for substantial improvement and the website is losing organic traffic from the search engines.

A websites effectiveness will diminish over time if it is not monitored and improved based on 1) actual use by visitors, 2) on-page SEO, and adjustments made for changes in Google Algorithms.

- WooRank ranked most of the competitors in the mid 70's with the overall winner (MavenLink) scoring a rating of 80%. The takeaway from this is that the by optimizing your website, it will allow BQE to be viewed more favorably by the search engines increasing your ability to obtain organic traffic and increase your market share.

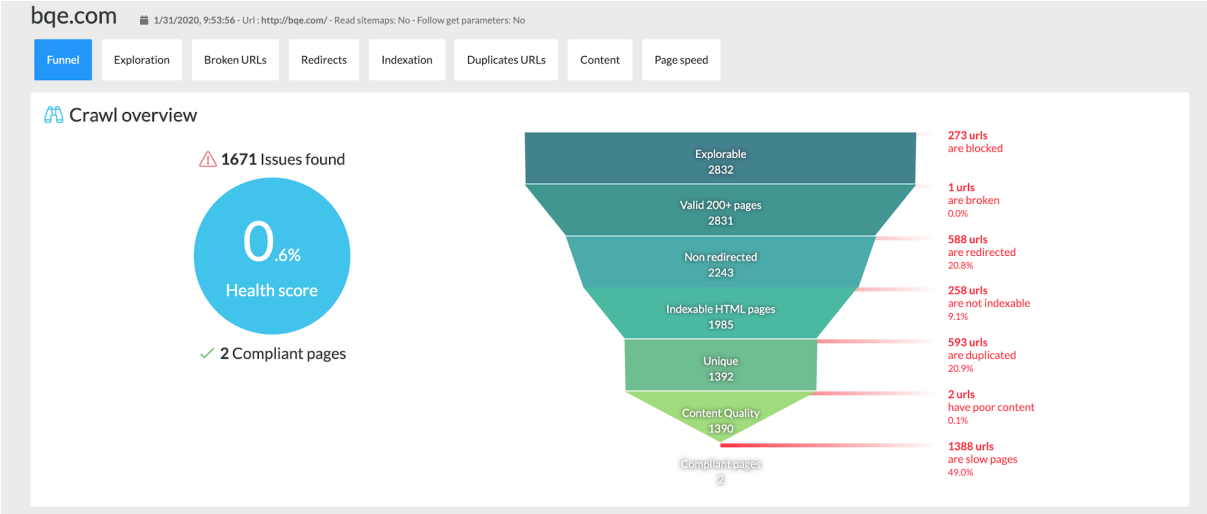


- **Site Analyzer**

Site Analyzer analysis of a website focuses more on design, accessibility and performance. BQE's website had an overall ranking of 67.6%. This again puts BQE on the bottom when compared to their competitors.

- **Website Health Analysis**

We ran a more in-depth health score for BQE's website and the result was that there were 1,671 issues found resulting in a dismal score.

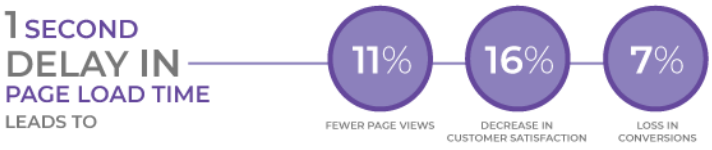


Recommendations:

We recommend that a heat map be applied to the site so see how visitors are engaging and that on-page SEO be fine-tuned. It is also imperative that BQE review how its content is being developed and implement a program to provide the type of content that is loved by both search engines and visitors.

- **Load Speed:**

A recent industry study has shown 83% of people expect a page to load within three seconds or less. For every additional 1 second delay beyond that time reduces customer satisfaction by 16%, page views by 11% and conversion rate by 7%.



What does this mean in practical terms for a website?

If you don't stick to the 3-second window, then you risk an abandonment rate of over 40%.

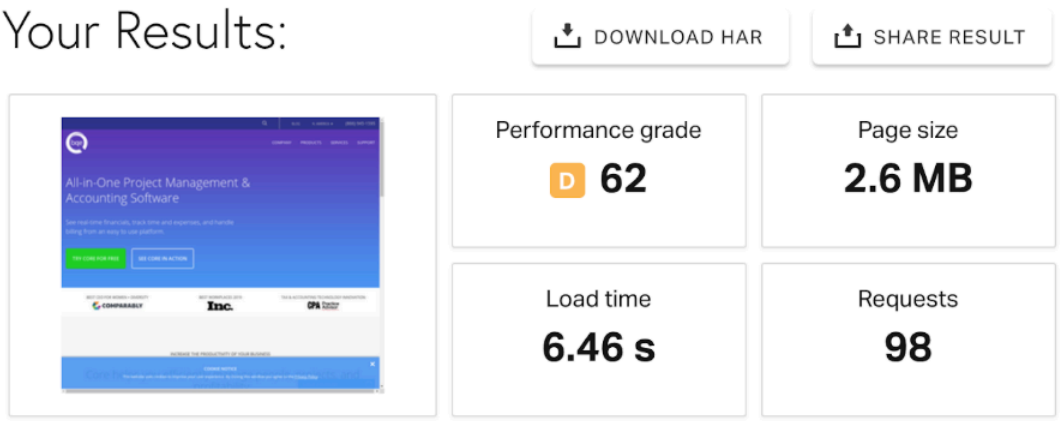
What does this mean in monetary terms?

If a website is making $100,000 per day, just one second delay in the page load time could potentially result in $2.5 million loss in sales per year.



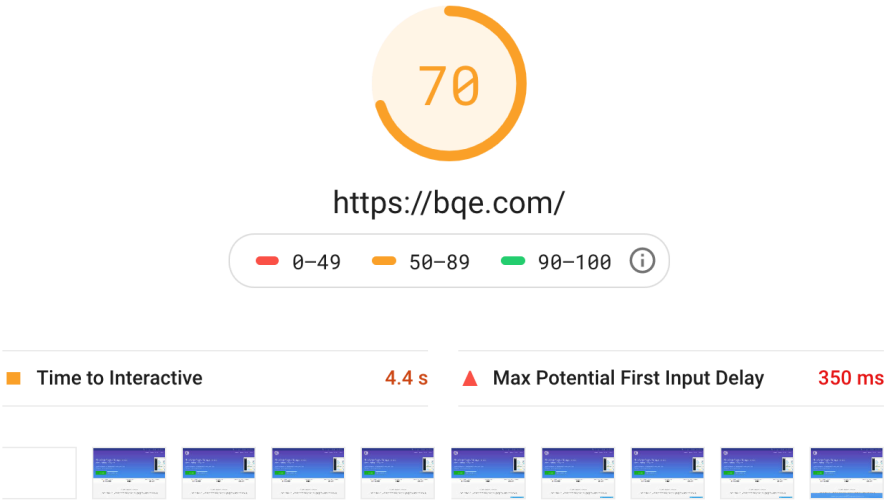
- The speed that it takes to load a website is dependent on many factors some of which are outside the control of the company. To help avoid errors caused by location or equipment, we analyze all companies using the same computer interface and at the same time. We also use several different testing services to see if there is consistency in the results.

- BQE's website had a range of desktop load times from 6.46 seconds (Pingdom) to 8.115 seconds. This is a life time when a person is waiting to acquire information from your website. This is even more significant when the website is only 2.6 MB. This is partially because there are many technical errors that is impacting the load time. This time negatively impacts both user experience and obtaining organic traffic. Google penalizes sites with that slow load speed and light on content.

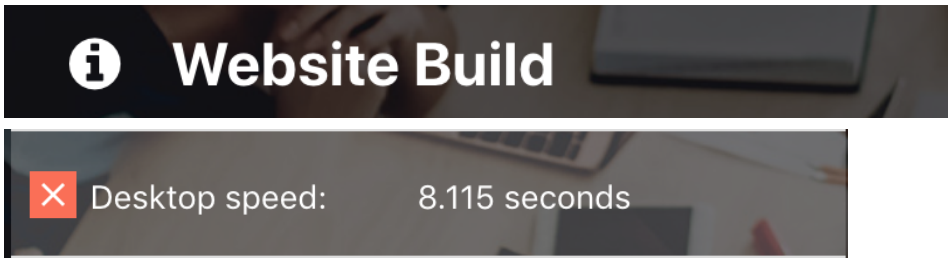


- A clear determination of how Google itself views the desktop website is that their own webmaster tools gave the current BQE's website an 70% optimization score. The key take away here is that while the first meaningful

paint is “only” 2.5 seconds, the time it takes before a person can fully interact is 4.4.0 seconds. This means that there is significant room for improvement.



- Website Health Speed Analysis load speed reflects that the first significant page load came after 8.115 seconds.



Recommendations:

A desktop website load speed that has under 6.0 MB of content should load below 1.5 seconds.

- Sixty-nine percent (69%) of BQE’s website traffic is through a desktop computer. This means that BQE is incurring a substantial revenue loss due to the slow website load time.
- Utilizing the findings from the three speed load tools, make the necessary corrections to eliminate the poor load time.
- SEO - Google has indicated load time is one of the signals used by its algorithm to rank pages. And research has shown that Google might be specifically measuring time to first byte as when it considers page speed. In addition, a slow page speed means that search engines can crawl fewer pages using their allocated crawl budget, and this could negatively affect your indexation.

- User Experience – Load time is also important to user experience. Pages with a longer load time tend to have higher bounce rates and lower average time on page. Longer load times have also been shown to negatively affect conversion.

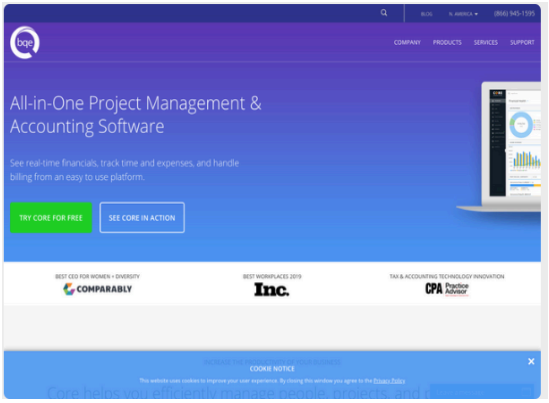
On-Page SEO

Company	Site Analyzer On-Page SEO Score	Seo SiteCheckup On-Page SEO Score	SEO Critical	SEO Warnings	Broken Links
BQE https://www.bqe.com/	80.4/100	73/100	11	2	0
Deltek https://www.deltek.com/	88.8/100	77/100	9	2	2
REPLICON https://www.replicon.com/	80.4/100	88/100	5	2	2
HARVEST https://www.getharvest.com/	92.6/100	94/100	4	2	2
Journyx https://journyx.com/	75.5/100	80/100	10	0	1
MavenLink https://www.mavenlink.com/	82.2/100	87/100	5	3	0

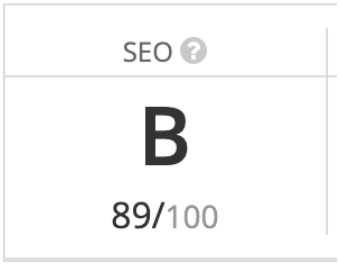
On-Page SEO (as opposed to performance SEO) is one of those marketing components you simply must get right. Google is extremely upfront as to what is required but it often takes having a website evaluated by several different third-party tools to ensure that a website is fully optimized.

We scored the BQE and their competitors' websites using Site Analyzer (SA) and SEO Checkup. We also used ALEXA to further evaluate BQE.

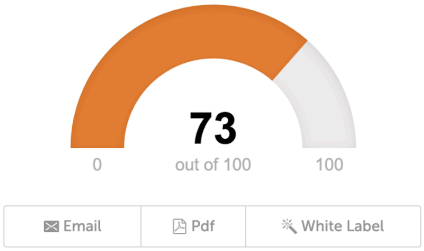
SA website gave BQE an on-page SEO score 80.4/100 and SEO Checkup scored the site at 73 percent with 11 critical errors. Alexa ran a comprehensive site audit and provided an overall SEO score of 89/100. The reality is that on-page SEO should be locked in and the website should not have a ranking lower than 95%.

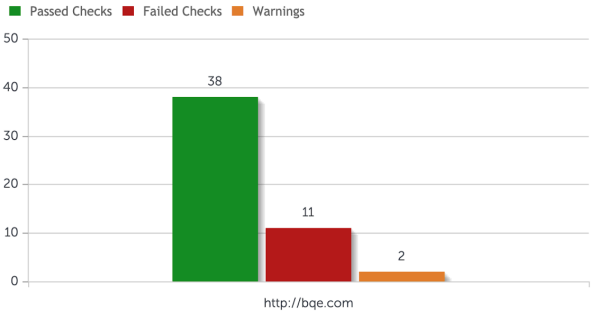






http://bqe.com





Some of the reasons that BQE performed so poorly include:

SEO

- Give important pages unique titles.
- Shorten page titles to 65 characters or fewer.
- Add links to hard-to-find pages.
- Replace redirects with direct links or reconfigure server.
- Replace generic anchor text.
- Fix broken links.
- Improve error page.
- Shorten URLs to 128 characters or fewer.
- Give each page a unique meta description.
- Consider keywords for advertising campaigns.
- Add on-site links to important pages.
- Add text content to important pages.
- Add descriptions to images.
- Failure to Optimize H1, H2, H3 tags

Performance

- Speed up slow pages.

Security

- Remove insecure meta tags.

HTML Tags

- Add analytics tags.

Audit Crawler Report

- Fix crawler errors.

OTHER

- Keyword Usage
- Page Object Test
- Use of inline CSS Styles
- Use of Java Scripts
- Not mobile optimized
- Failure to follow AMP protocol
- Headers are not properly set to us HSTS
- Need to add internal links for improved UX/UI
- BQE website is not optimized for voice searches
- Email address found in plain text

Recommendations:

All three On-Page SEO tools take a slightly different view on the importance on how Google algorithms factor in each element. The first step is to correct the 11 critical errors that have been found. This should improve your on-page SEO score to the low 90th percentile. After that simply take each identified technical issue and make the required improvements.

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UX/UI Performance

Company	Site Analyzer Accessibility Score	Site Analyzer Design	UX/UI Score
BQE https://www.bqe.com/	66.4/100	49.4/100	6/10
Deltek https://www.deltek.com/	51.4/100	78.3/100	5/10
REPLICON https://www.replicon.com/	79.8/100	55.7/100	4/10
HARVEST https://www.getharvest.com/	81.9/100	66.4/100	6/10
Journyx https://journyx.com/	98.2/100	78.3/100	7/10
MavenLink https://www.mavenlink.com/	72.5/100	72.1/100	6/10

UX refers to the **USER EXPERIENCE** and UI refers to the **USER INTERFACE**. The two need to be optimized so that the overall experience ensures that the visitor can easily find the information as they interact with a website. When you design a webpage that's centered on UX/UI, you create a space that's easy for the reader to access, understand, and navigate. Some concepts that involve a user's experience include:

- The process they go through to discover your company's unique value proposition
- Determine if a process or procedure is applicable to them
- The sequence of actions they take as they interact with the interface
- The thoughts that arise as they try to accomplish their task
- The impressions they take away from the interaction as a whole

Why Does UI/UX Matter?

Consider the following statistics:

- More than 65% of people prefer to read a UX-optimized site over a plain webpage.
- In the same study, nearly 40% of people exit websites that load slowly.
- Doing something as simple as incorporating a more popular color can boost your revenue.
- It's essential to make your site responsive. The amount of mobile traffic grows every year and is even expected to be half of global connections in 2020.

It is obvious that a website that is optimized for UX/UI will present an enjoyable experience for the web visitor allowing them to find what they are looking for and will

result in them staying on the site longer. Small details such as the font, wording, and graphics are all visually compelling, and create a cohesive interface that will attract users and increase traffic.

UX/UI is also important for obtaining organic traffic. Google algorithms will reward sites that allow the visitor to easily find what they are looking for and where navigation is intuitive. UX/UI is comprised of many items including:

- Findability
- Navigation
- Load Speed
- User Interface
- Internal Linking
- External Linking
- SEO

BQE has an UX/UI score of 6/10. While this ranks comparably to their competitors, there is still room for refinements that will mean the difference in conversions. Some of the items that will be identified will require A/B testing to properly optimize the UX/UI.

Some of the reasons include

- Failure to optimize the header
- On-page SEO is not optimized
- Poor Blogging Practices
- Lack of new (blog) content on home page
- Lack of resource page
- Needs industry specific module
- Poor load time
- Not Mobile Optimized
- Backlinks to site lack in quantity and quality
- Social reach is poor
- Overall web traffic is low
- Poor use of social proof (influencers and earned media)
- Testimonial module is not optimized
- Failure to offer a piece of gated content to capture new leads
- Lack of Social Links
- Improper use of forms
- Limited use of video

The current BQE website does not conform with best marketing practices for UX/UI. The failure to conform to these standards hurt both the opportunity to earn organic traffic and to satisfy the visitor if they do happen upon the website. I recommend adding a heat map on the website to see how visitors are navigating the website. This will allow us to perform A/B testing and to ascertain what elements need to be further enhanced.

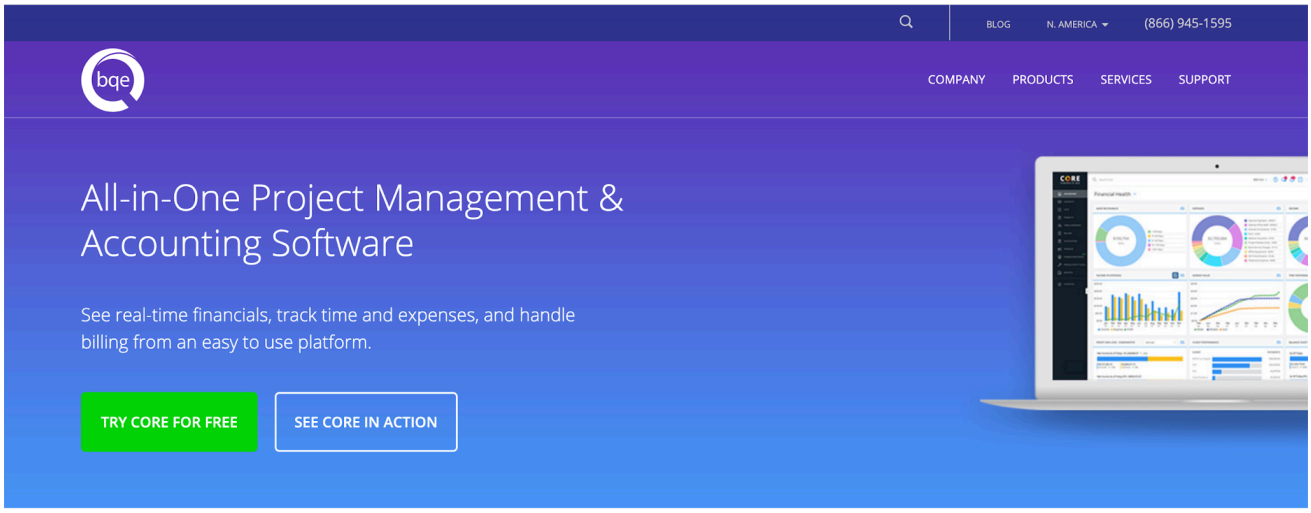
The following is a detailed review some of the items that need to be fixed. **These are in addition to the On-Page SEO and Load Page problems that were discussed in a previous section.**

The items below have not been listed per priority but simply based upon a review of each page.

UX/UI Considerations

The process of creating the appropriate UX/UI is ONLY done after a complete discovery and assessment process that involves discussions with company stakeholders, past clients, and if possible lost closed opportunities. However, without interceding into that process, I do want to provide some general oversight as to some problematic issues with the current BQE's website that will need to be addressed and corrected.

Header



This is the most valuable real estate on the entire website. It must attract and compel the visitor to act. Most visitors will not navigate any further into the website unless the header:

- Captures their attention
- Confirms that they are on a website that can address their concerns and problems.

The BQE header does many things correctly including:

- A compelling image that does not distract from the messaging
- A Bold Statement of Purpose
- A Call to Action that allows the visitor to try the product for free.

It does fail to provide a secondary call to action for those who are not yet ready to try the product

- A Secondary Call to action that allow the targeted persona to offer an extremely valuable piece of contact in exchange for their name and email.

Secondary CTA

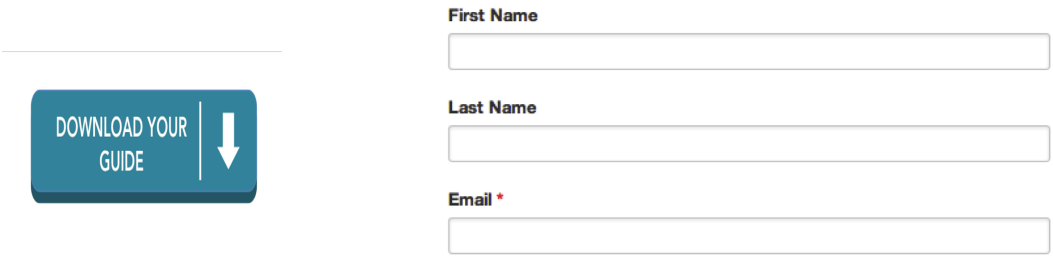
The reality is that 92% of ALL first-time website visitors will NOT click on a bottom of the funnel CTA ("get in touch") during their initial visit. (Inc. Magazine). They are simply trying to determine if you can answer their questions, solve their problems, or see whether they can trust you.

The reality is they may investigate dozens of different alternatives before they are ready to make create a trial account. You cannot afford to let them leave without either creating a free trial or leaving their contact information so you can follow up and nurture the lead.

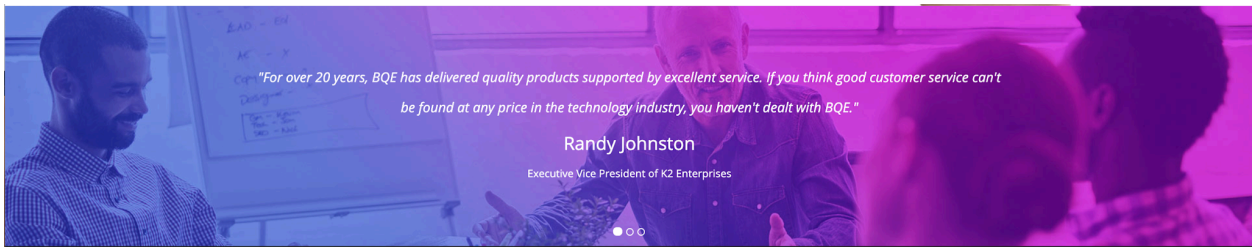
Having a secondary CTA for a compelling piece of content will allow you to capture this information if they are not ready to start a free trial.

The secondary CTA also needs to be in the header and offer the visitor the opportunity to download a piece of content that is highly relevant and informative in exchange for their email address.

Once a prospect lands on your website, you need to take steps to ensure that they become registered as a lead. To accomplish this, you need to have a resource that they believe is so valuable that they will exchange their basic contact information to acquire.

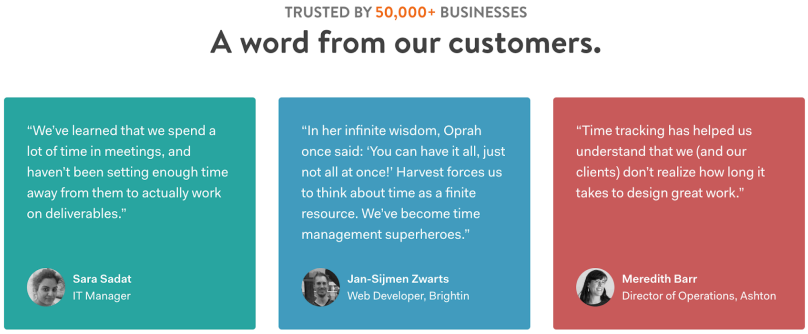


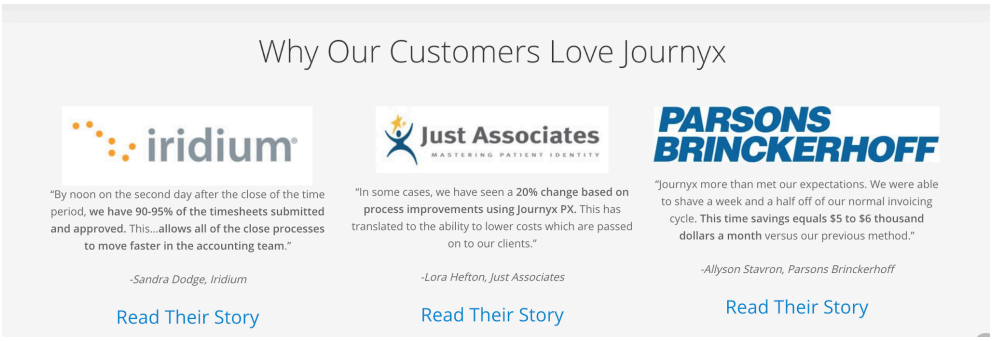
Testimonials



While the BQE home page does have a testimonial module, the design does not pass the scan test. Any visitor should be able as they are scrolling down the website understand and appreciate that BQE has three to five testimonials from quality organizations.

Here are several examples of home page testimonials that are scanable.





Both cases allow the website visitor (while scanning) to understand that real people and organizations have had a great experience with their products.

There are many ways a business can display customer testimonials — And when determining the best approach for your business it's important to keep in mind that different formats and mediums can have varying effects on your target audience. You'll want to use a format that's viewable for your potential leads and aligns closely with their values.

Testimonials that include either a picture or a video of the client are proven to be more effective than those that are without. In addition, one sentence testimonials are often viewed to be superficial and do not transfer trust that is sought.

There should be a minimum of three and ideally five. Influencer marketing is a critical component that is relied upon by prospective clients

People by nature are skeptical creatures, which you need to overcome their concern and convince them to contact your office. So, if we know that people take shortcuts even when making complex and very business decisions.

Why is it so important to include testimonials on your website?

92% of consumers read online reviews, and on top of that 68% agree that reading positive customer reviews build their trust for a business. It takes advantage of one of the key scientifically based factors that influence buying behavior. These factors were tested and proven by Dr. Robert Cialdini and can be found in his book C *Influence*. The principle that is applicable here is Consensus. We do not have the time to evaluate all the choices available when researching a product (especially with the internet). Therefore, when we are uncertain we look to the actions, behaviors, and choices of others to help make that buying decision.

While there are trillions of reviews based websites online, but not everyone has the time and resources to seek them out before making their decision to buy. Sharing your best customer reviews on your own official website not only lets you put your best foot forward, but it also makes it easy for visitors to find out about real-life experiences

A good testimonial has the following attributes:

- Discusses the benefits of the product
- Substantiates your product claims
- Is from someone your audience can relate
- Is credible

Testimonials are an extremely important part of the success of your business. On your relationship-building journey, which is lined with credibility and expertise, testimonials from loyal customers are a critical part of the presence of your business

Influencer (Testimonial) Marketing Recommendations:

You need to add a module that incorporates testimonials and social sharing. These are critical components of any influencer marketing program. Three testimonials are the bare minimum any site should have. Curate the testimonials into different market segments. They should be properly labeled and placed immediately after the value proposition they support. Have a minimum of three to five testimonials for each market segment and add pictures and videos if the client consents.

Third Party Authorities and Earned Media





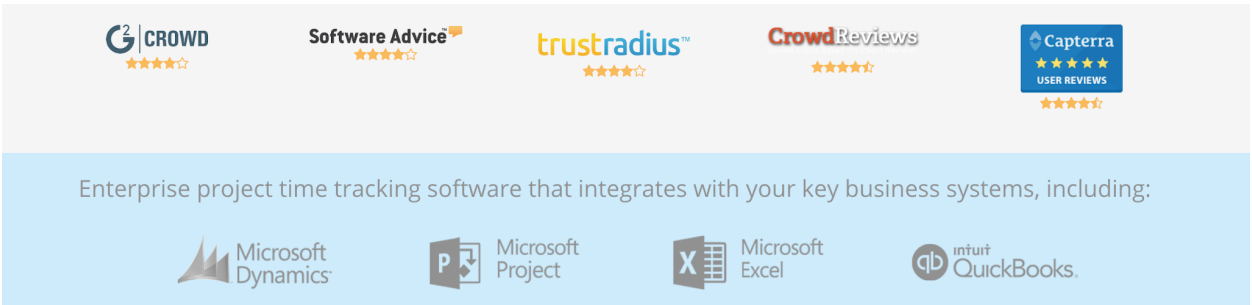


BQE does have a module that provides some third-party authority, however two of the three logos provide support about the workplace rather than the product itself. The place to have a third-party authority and earned media is not in the second module where the person is still trying to ascertain who you are and can you help them.

Here are several examples of home page testimonials that more in line with best practices.



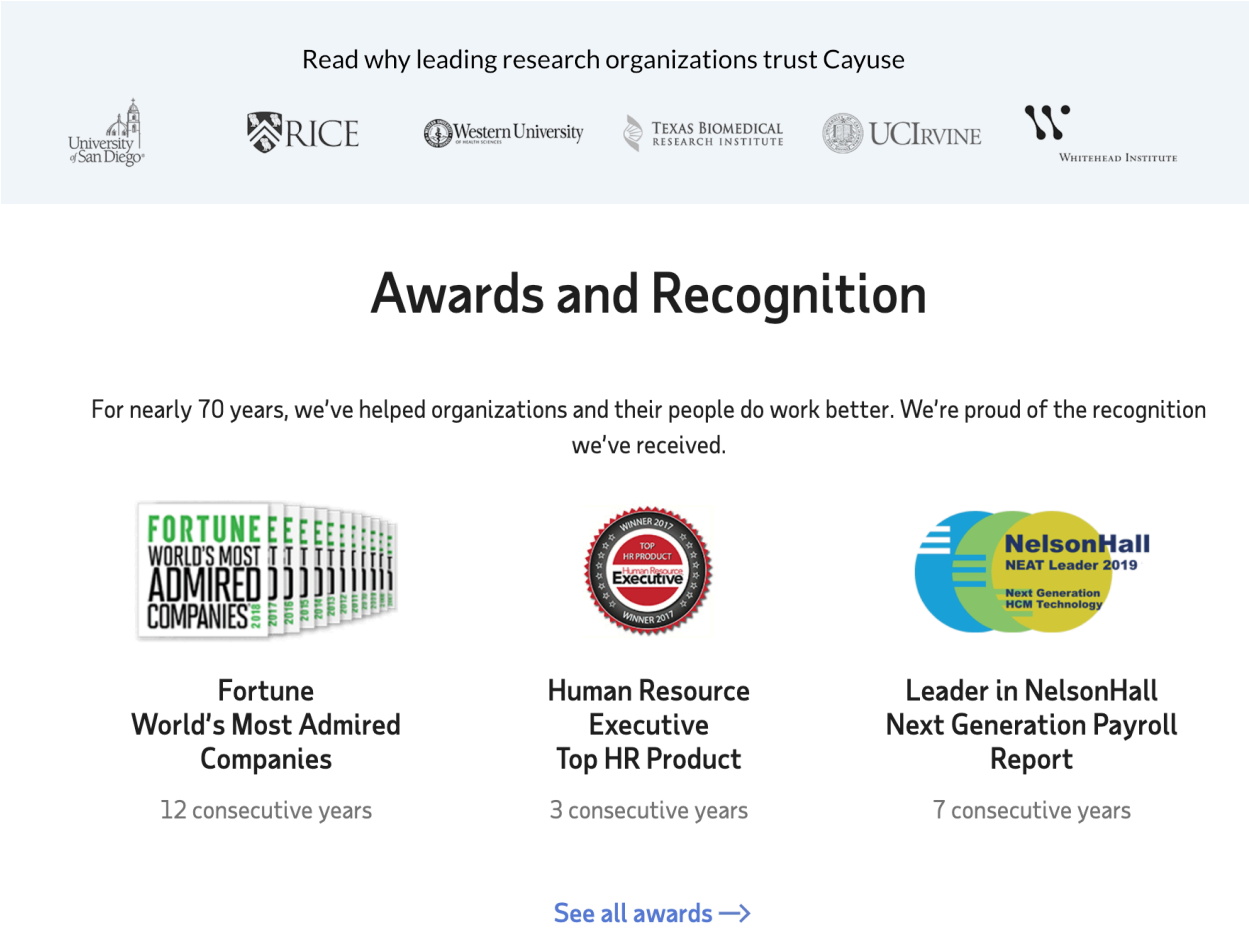




Prospective Clients will believe more what seemingly independent third parties have to say about BQE than what you say about yourself. Even if it is an article that was generated by earned media.

Influencer Marketing (Third-Party Authority) Recommendations:

Add a module that makes it clear which 3rd party authorities that BQE is aligned. An example of this is:



Recommendations:

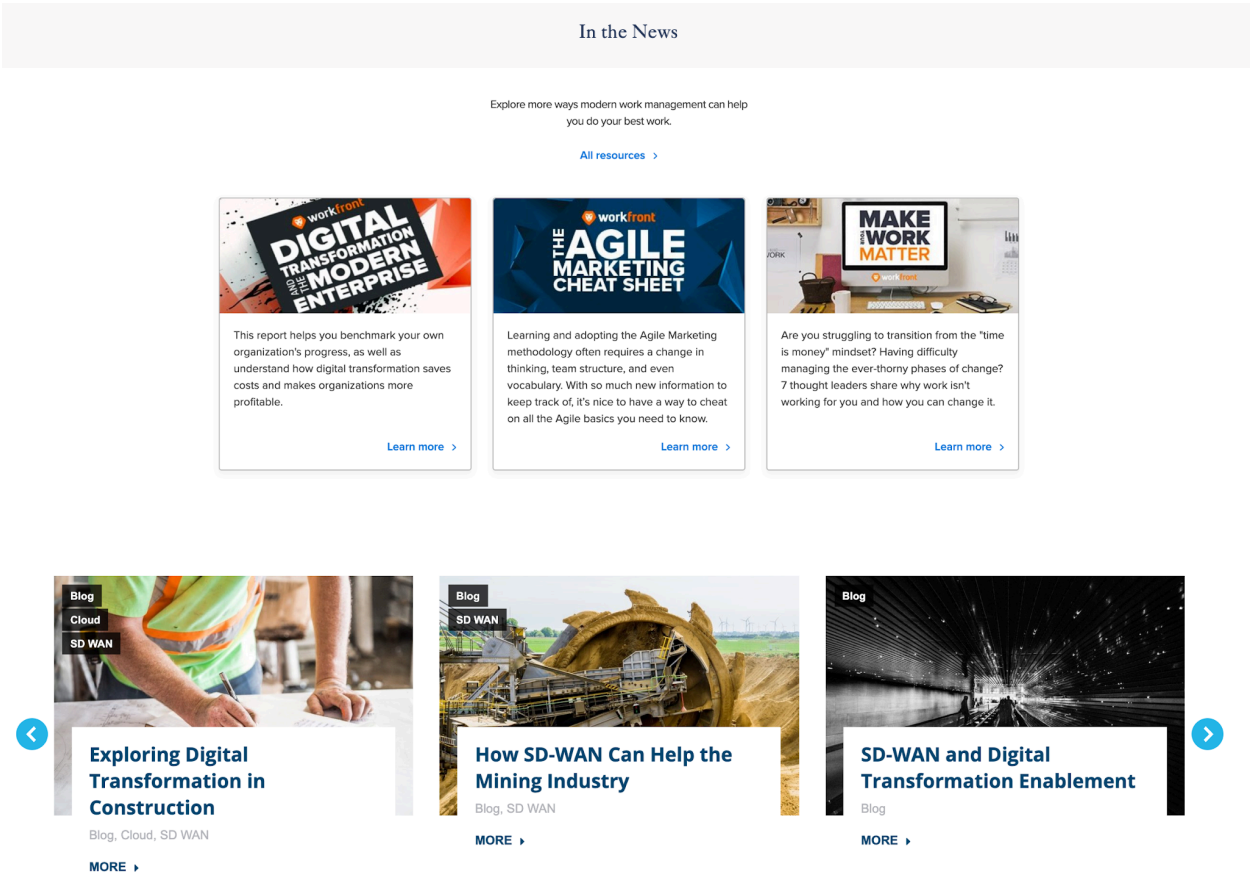
You need to add a module that provides better third-party or earned media authority for the product themselves. The logos used to identify the support should be a live link that takes the person to an interior page that incorporates any third-party recognition and earned media accolades. These are critical components of any influencer marketing program

<u>Blogs</u>

Google and other search engines reward fresh original content. We will discuss optimal blogging in another section. However, there is a need to ensure that your new blog content is reflected on your home page.

BQE does not have a module that showcases new blogs and provides fresh new content to their home page.

The problem with most websites is that much of the information is static and eventually they will get penalized for being so. One way to keep Google sending organic traffic to your website and having people engage once they arrive is to add new blogs to your home page.



Blog Recommendations:
Provide a clear entry point on your home page that will showcase interesting content with pictures and text. Add a blog feed on your home page.

The appropriate protocol for blogging practices will be discussed in the Performance SEO/Demand Generation section. However, it is important to note that an aggressive blogging program needs to be adopted that ensures 15 or more new blogs are created and shared each month.

<u>Explainer Module(s)</u>

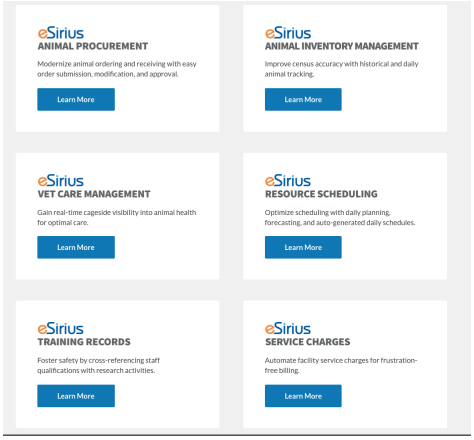
Since 92% of ALL first-time website visitors are trying to ascertain if you can solve their problems and concerns, it is critical that you provide a clear path to educate them. (Inc. Magazine).

A well-established UX/UI practice to solve this need is to have the second module of your website provide information on how you can help them. This can be done in one of two formats either by providing a brief description of your services or brief descriptions of solutions to their problems. While these may seem identical, they simple are providing the same information from different perspectives.

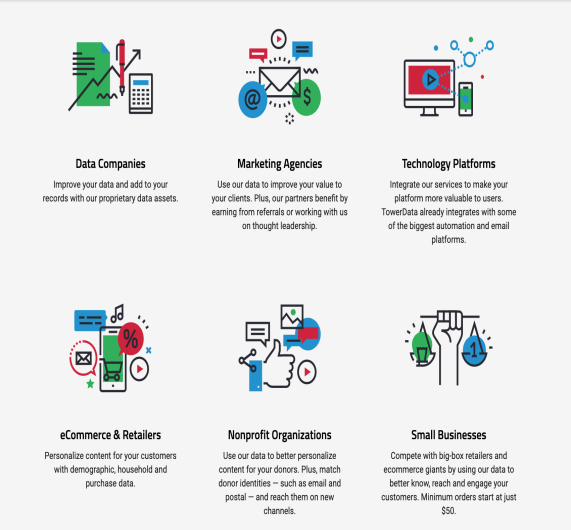
Several rules should be followed here:

- The presentation is in clear segmented sections that will through parallax functionality show the user they can be clicked on to bring them to a more detailed interior page.
- The Home page needs to address both the service offerings and the problem solutions (address from both perspective). So, whichever one is not addressed in the second module, it is found in a module further down the page.

By Services



By Industry

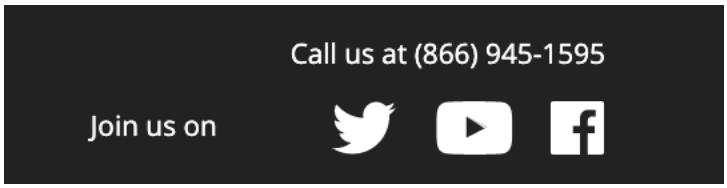


Explainer Module Recommendations:

BQE needs to utilize both formats in presenting how they can help their prospective clients. The second module needs to include clear concise summary of how you can help and then show (through words and parallax functionality) that they can drill down to an interior page that provides more detailed information.

A secondary module needs to present the information from the alternative perspective. If a service based approach is used in module two than a solution based approach is then done in module five.

Social Media

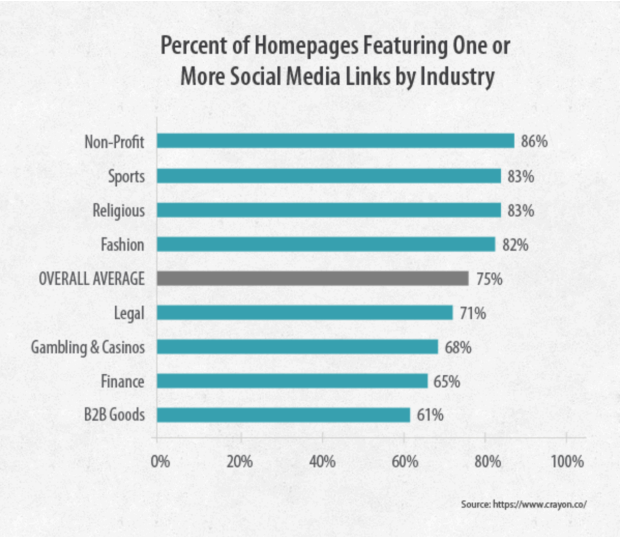


Social Proof is a critical part of influencer marketing. Ideally, the home page needs to showcases social media feeds. It's become increasingly clear that if you're not tapping into social media you are going to be severely limiting social proof.

Don't believe the hype? Fair enough, but the numbers don't lie as social media remains a potential goldmine for budding website brands. For starters:

- Brands with smart social sharing on their websites are six times more likely to secure a purchase: if you want customers to open their wallets, it's crucial that they open to *you* in their social feeds and that you share and make them feel a part of your brand.
- The classic statistic that 74% of buying decisions are influenced by social media can't be overstated: the more positive interactions you have with potential customers, the better.
- Businesses that focus on social networks build a stronger customer culture: in other words, it's possible for customers to evangelize *you* versus constantly trying to track them down

For B2B, it is certainly more difficult to cultivate social proof, in fact if you have not been actively building the channels, it might be necessary to leave that module off till you create a social media presence.



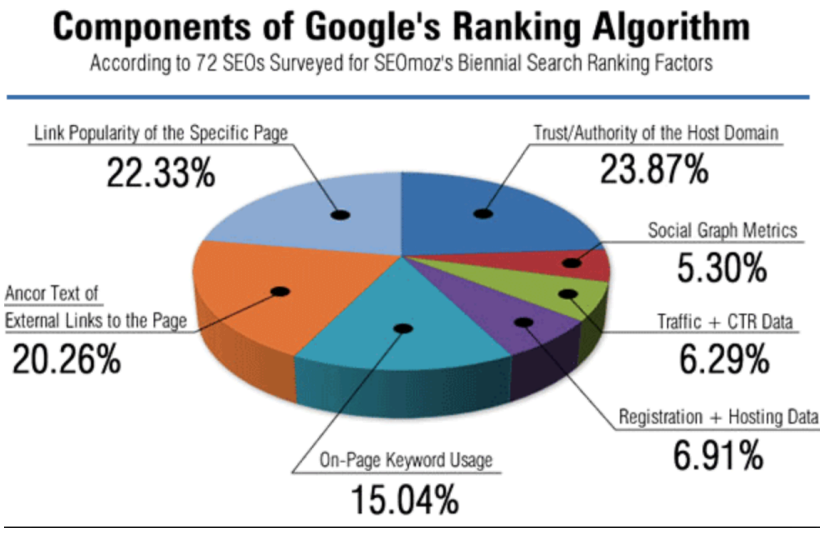
Social icons are a critical component of your website. Over 61% of B2B websites incorporate them. It is important to remember that when users click on a social media button, they are going to leave your site and unless they're going to do something with your content, it is counterproductive to have social links at the top of the page. You spent a lot of time and effort to get them to your site, don't immediately send them away. Minimize user loss by choosing your social media placement carefully and keeping social media pages freshly updated and monitored.

Also, make sure that your social media platforms are done right and contribute to the overall marketing effort. This takes time and talent and should be done right.

Social Media Recommendations:

BQE does have social icons for Twitter, YouTube, and Facebook in their footer. Later sections of this analysis will discuss the importance of having a cross-channel social media program. Google algorithms place a great deal of importance on social listening and interaction. BQE needs to add both LinkedIn and Instagram and fully utilize all social media channels.

Internal Linking Performance



External Linking: When one site links to another, it passes along "link juice," or a little bit of that first site's trust factor. The more external pages linking to a page on your website, the more valuable it becomes in the eyes of the search engines (that's why a strong link building strategy is so important). Google will reward the website when it provides the web visitor with a link to a site that has highly valuable information. It is critical that that site have higher juice (Domain Authority) and when you click through it opens a new window and not actually take you away from the site.

Internal Linking: pages of a website can also pass some of their link juice along to another internal page. For instance, when you put a link on your homepage to a product page, your homepage is lending some of its search engine trust factor to that product page. This helps build the authority of some of the deeper pages on your site that might not receive as many external links.

Company	Internal Equity Passing Links	External Equity Passing Links	Total Equity Passing Links	Internal Nofollow Links	External Nofollow Links	Total Links	% of Total Links, external + follow	SPAM SCORE
BQE https://www.bqe.com/	1,307	4,716	6,023	0	340	6,624	74%	2%
Deltek https://www.deltek.com/	9,421	324,025	333,446	0	4,239	333,685	96%	1%
REPLICON https://www.replicon.com/	2,411	51,430	53,841	0	2,721	56,562	91%	3%
HARVEST https://www.getharvest.com/	1,692	59,080	60,772	0	26,125	86,897	68%	1%
Journyx https://journyx.com/	1,547	7,952	9,499	0	2,015	11,514	69%	8%
MavenLink https://www.mavenlink.com/	953	7,939	8,892	0	16,353	25,245	31%	1%

Metrics	bqe.com	www.deltek.com	www.replicon.com	www.getharvest.c...	journyx.com
Domain Authority	46	58	56	64	42
Page Authority	42	53	53	60	47
Spam Score	2%	1%	3%	1%	8%
Total links	6,264	337,685	56,562	86,897	11,514
% of total links, external + follow	74%	96%	91%	68%	69%
External, followed links	4,617	324,025	51,430	59,080	7,952
Internal, followed links	1,307	9,421	2,411	1,692	1,547
External, nofollowed links	340	4,239	2,721	26,125	2,015
Internal, nofollowed links	0	0	0	0	0
Total linking domains	102	2,415	2,143	8,107	1,863
Followed linking domains	56	1,886	1,503	6,877	1,508

Metrics	bqe.com	www.mavenlink.c...
Domain Authority	46	56
Page Authority	42	53
Spam Score	2%	1%
Total links	6,264	25,245
% of total links, external + follow	74%	31%
External, followed links	4,617	7,939
Internal, followed links	1,307	953
External, nofollowed links	340	16,353
Internal, nofollowed links	0	0
Total linking domains	102	2,329
Followed linking domains	56	1,879

Findings:

BQE has significantly fewer internal or external links that are passing equity. Since Google utilizes this metric in part to ascertain if a website has optimal UX/UI this is a problem. Many of your competitors are doing a much better job.

The standard that BQE should to adhere is where there is a three to one ratio for every three-internal links there should be one external link but ONLY to a website that truly

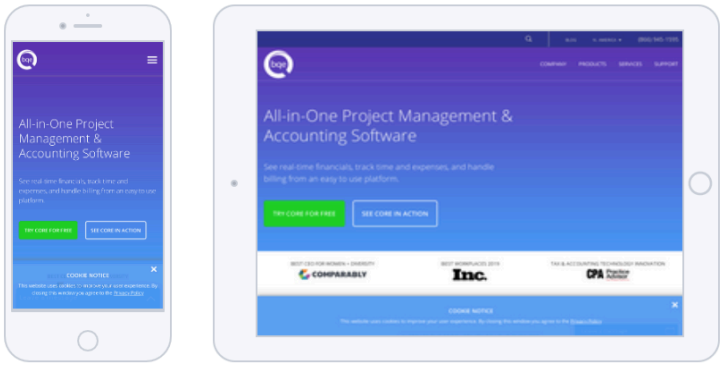
has valuable information and a higher Domain Authority score. This is the reason we did not grade the External Nofollows links as there might be legitimate reasons why you place a Nofollow code for some external links (e.g. Domain Authority is lower on the external page)

Recommendations:

The BQE needs to implement an internal and external linking strategy where there should be a three to one ratio for every three-internal links there should be one external link but ONLY to a website that truly has valuable information and a higher Domain Authority score. The external links should only open in a new window.

Mobile Website Performance

Mobile Rendering



The world has gone mobile. The company that does not implement a mobile first strategy will find they lose favor with both Google and their perspective clients. Here are some statistics that address the importance of having a website that is fully optimized for use on a smartphone and tablet.

- Up to 70% of web traffic happens on a mobile device (CIODive, 2018)
- 57% of all U.S. online traffic now comes from smartphones and tablets (BrightEdge, 2017)
- Mobile searches for “best” have grown over 80 percent in the past 2 years (Google, 2017)
- 51% of customers say that they use mobile devices to discover new brands and products (BrightEdge, 2017)
- 69% of smartphone users also say that they are more likely to buy from companies with mobile sites that easily address their questions or concerns (BrightEdge, 2017)

- Worldwide, more people own a cell phone than a toothbrush. (Consumer Technology Association, 2015)

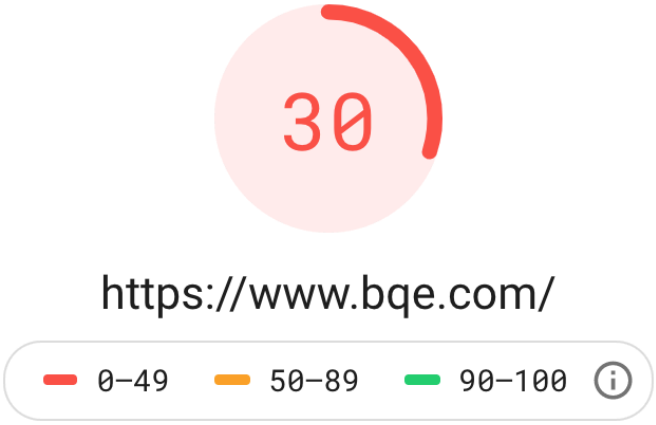
This trend is growing at an amazing pace. The North American Market the consumer is turning to their mobile devices for website shopping at a record pace. In Canada, it is growing at a rate of 19% Year over Year and in the United States 24%.

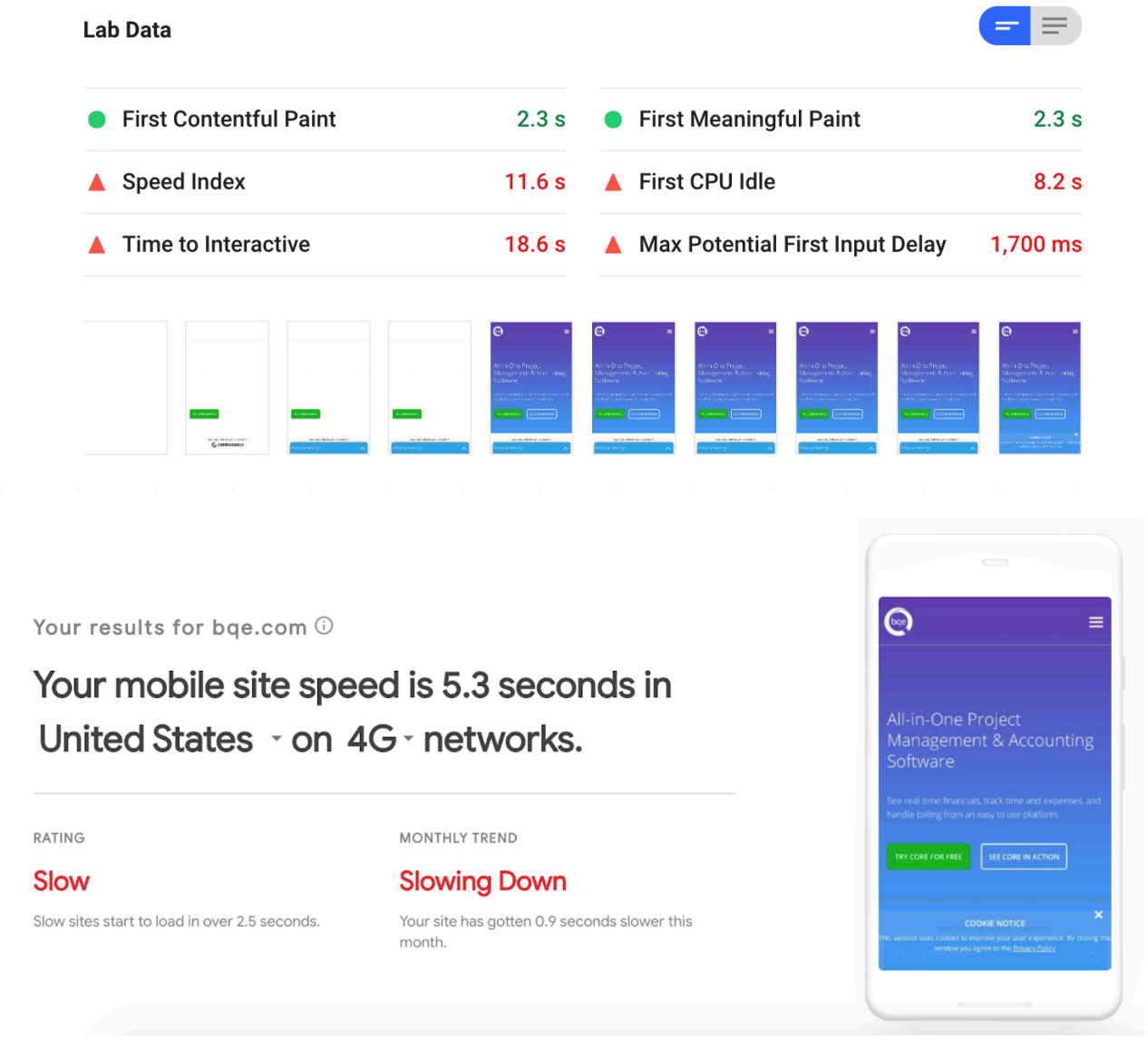
A seamless mobile performance is critical.

- When faced with a negative mobile engagement experience, 43% of consumers will go to a competitors site. (Radware).
- The negative experience that is most often the basis for that negative engagement experience is slow performance on the mobile device. A 500ms connection speed delay results in up to a 26% increase in peak frustration and up to an 8% decrease in engagement (Radware).
- Approximately two-thirds (66%) of mobile users have attempted but failed due to poor user experience (Radware)

Therefore, it is so critical that BQE has a world class mobile experience.

Company	Responsive	Mobile Friendly	Mobile Optimized	Google Test My Site Speed on 4G	Google Page Speed Mobile Optimization	Speed Index	First Meaningful Paint	Time to Interact
BQE https://www.bqe.com/	Yes	Yes	No	5.3S	30/100	11.6S	2.3S	18.6S
Deltek https://www.deltek.com/	Yes	Yes	No	3.3S	62/100	4.9S	3.8S	6.6S
REPLICON https://www.replicon.com/	Yes	Yes	No	3.2S	58/100	4.3S	3.5S	7.8S
HARVEST https://www.getharvest.com/	Yes	Yes	No	2.9S	65/100	3.8S	5.4S	6.3S
Journyx https://journyx.com/	Yes	Yes	No	5.1S	14/100	14.0S	7.8S	11.9S
MavenLink https://www.mavenlink.com/	Yes	Yes	No	3.3S	12/100	8.0S	6.0S	18.9S





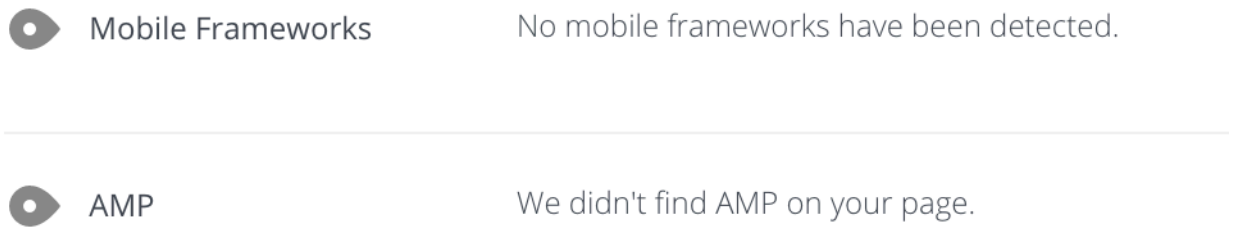
Findings:

When GOOGLE says, you have a problem…. You have a problem.

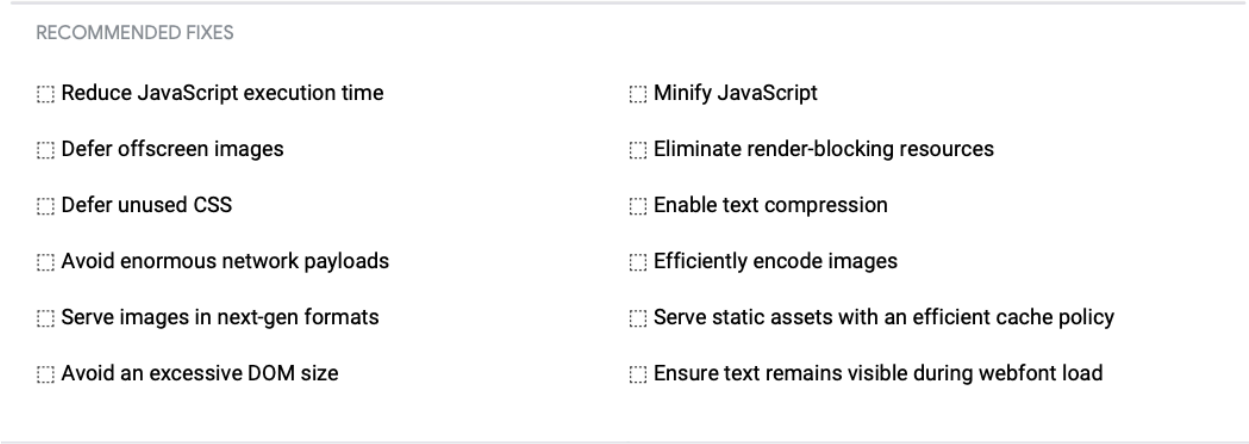
The current BQE website has a problem. It is extremely slow and is **not** mobile optimized. BOTH mobile speed test we ran are Google provided tools.

Load Speed – One Google test shows that while the mobile version of BQE's website has an initial first content paint of 2.3 seconds, it takes an average of 18.6 seconds (Google) before a person can effectively interact with the website. Google rated the mobile load speed at 30% which is well below acceptable standards. Another Google

tool has clocked the mobile load time at over 5.3 seconds on a 4G network. Part of the reason is the failure to have an Accelerated Mobile Protocol (AMP) and a mobile framework.

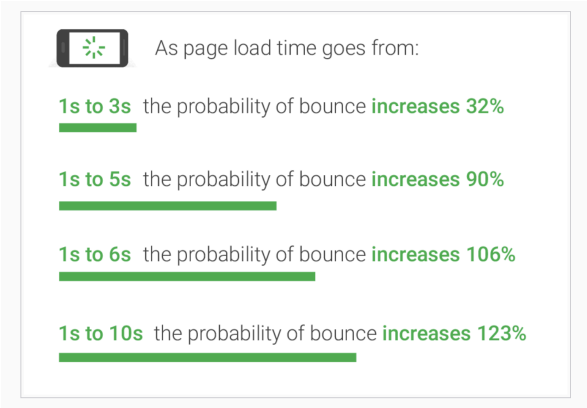


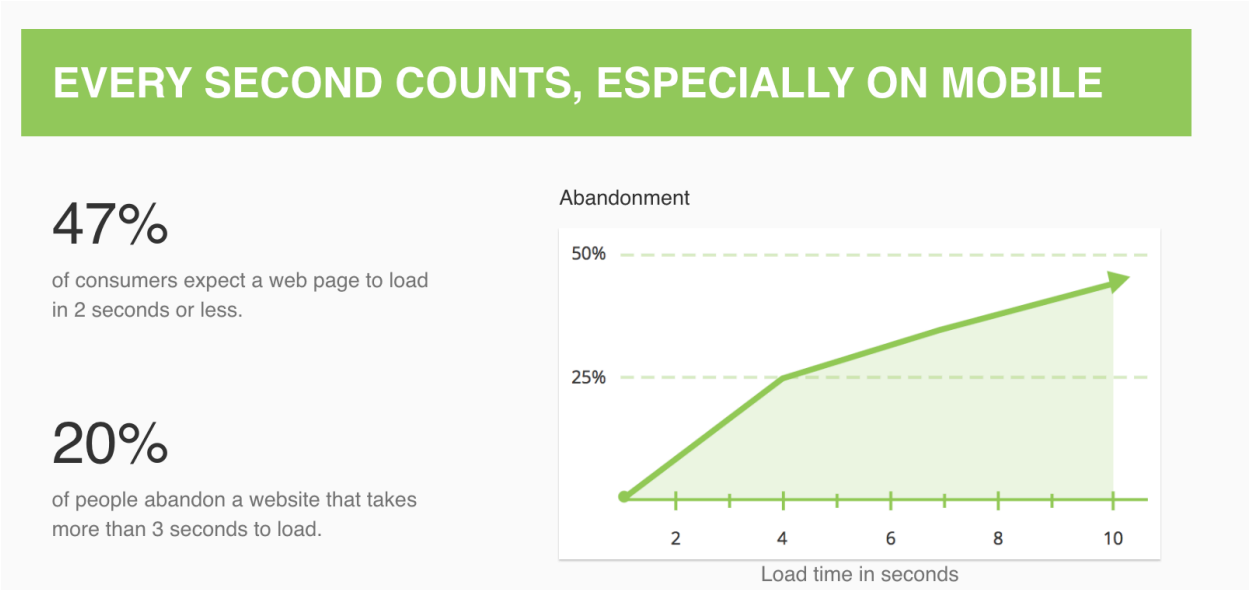
Other issues that need to be address are:



Mobile First Strategy: The BQE mobile site is a knock off its desktop version. The user experience is not intuitive. It is critical that the user interface be such that the consumer can look at and instantly know how to use. Buttons should look like buttons, with ample space around them so that fingers can press individually with ease. They should also be large enough that they do not look like they require a mouse.

SEO: Speed is one of the ranking factors for SEO in general. Google doesn't want users to be stuck waiting for a slow page to load when there are faster quality websites out there. So, the fact that your mobile website loads slow not only negatively impacts the user experience but severely impacts Google sending organic traffic to when the user is operating a mobile device.





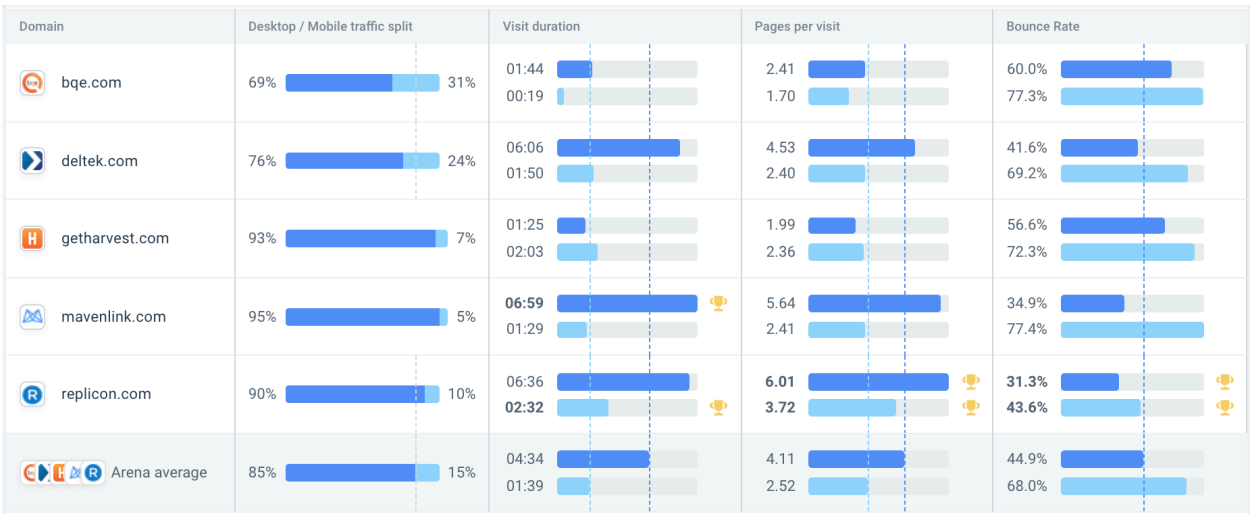
Mobile Website Recommendations:

BQE needs to take a mobile first strategy

Google has taken a mobile first strategy for their own business. BQE needs to adopt the same approach. In a mobile first strategy, a company's web presence is designed for mobile devices first and desktop second. The desktop website design is made as simple as possible. It can then be upgraded with additional features that are only accessible to desktop users. This contrasts with a desktop first strategy in which a website is built to the company's satisfaction and then has its non-compatible elements stripped to create a mobile site.

Desktop v. Mobile Performance

The UX/UI, load time, and many other factors dictate whether a visitor to your website will be engaged or bounce. Below is a comparison of desktop v. mobile performance for BQE and four of its competitors



Domain	Desktop / Mobile traffic split	Visit duration	Pages per visit	Bounce Rate
bqe.com	69% 31%	01:44 00:19	2.41 1.70	60.0% 77.3%
deltek.com	76% 24%	06:06 01:50	4.53 2.40	41.6% 69.2%
getharvest.com	93% 7%	01:25 02:03	1.99 2.36	56.6% 72.3%
mavenlink.com	95% 5%	**06:59** 01:29	5.64 2.41	34.9% 77.4%
replicon.com	90% 10%	06:36 **02:32**	**6.01** **3.72**	**31.3%** **43.6%**
Arena average	85% 15%	04:34 01:39	4.11 2.52	44.9% 68.0%

The takeaway is that while only 31% of your traffic is through mobile devices (currently) the time on site and pages per visit have a significant drop off when the visitor tries to engage through mobile. While the bounce rate is poor for both, there is a 17.3% higher bounce rate when the site is being viewed through a smartphone or tablet.

BQE does not have a mobile first initiative that would significantly improve the user experience and organic traffic for mobile devices.

Since 69% of your website traffic is currently coming from desktop, it means you cannot afford to overlook optimizing the desktop performance.

Marketing SaaS is often a game of making incremental improvements in a lot of different areas. A half of percent improvement in traffic here a percent there will translate into substantial sales.

Performance SEO Analysis

Have a website that is fully optimized for On-Page SEO, UX/UI, Marketing and Conversions is simply foundational. That alone will not provide the leads necessary to achieve marketing/sales success.

Getting Google and other search engines to send organic traffic to the site requires implementation of Performance SEO and Demand Generation Activities.

Performance SEO can comprise many different engagement activities including: Influencer Marketing (which consists of earned media, Social Proof, traditional PR and social media)

We will examine BQE and their respective competitors for each of these areas.

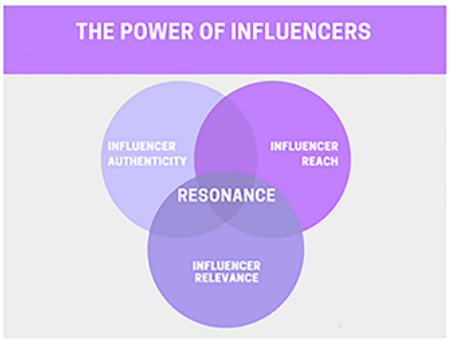
- Influencer Marketing
- Social Media Marketing
- Trusted Source
- Influencer Outreach
- Earned Media
- Content Creation

Influencer Marketing Analysis



The most impactful and cost efficient method of growing your business – if done correctly. A recent case study by TapInfluence and Nielsen Catalina Solutions, influencer marketing delivers 11 times the ROI of digital marketing--as it pertains to actual revenue, not impressions and views, but actual revenue.

Why is Influencers marketing the most cost effective and impactful methods of improving brand awareness, loyalty, engagement and, sales? It goes back to another Principle of Influence by Dr. Robert Cialdini.



Influencer marketing is the transfer of information and trust from a person who is respected for their knowledge, expertise, or social position. Influencer marketing can take many forms from word of mouth, earned media, social media and public relations.

The key is to find and make brand allies who, through engagement and nurturing, become powerful brand influencers and advocates.

People follow the lead of credible, knowledgeable experts or those they perceive to be knowledgeable experts. The internet has brought us self-proclaimed experts who by the sheer volume and type of reviews are now trusted by the masses. The science has shown that it's important to signal to others what makes a person a credible, knowledgeable authority before you make your influence attempt. The science also shows that it doesn't seem to matter if the person who introduces you is not only connected to you but also likely to prosper from the introduction themselves.
Here is why you need to put influencers on the home page of your website:

- 70 percent of teenage YouTube subscribers trust influencer opinions over traditional celebrities. Google
- 86 percent of women turn to social networks before making a purchase. (Influence Central)
- 71 percent of consumers are more likely to make a purchase based on a social media reference. (HubSpot)
- 86 percent of the most-viewed videos on YouTube were made by influencers, compared to 14 percent by brands, themselves. video views have increased 65 percent year over year. (Pixability)

- ❖ 57 percent of companies use influencers as part of their marketing strategies, while an additional 21 percent are also planning to add this strategy to their campaigns in 2017. (Ion)
- ❖ 11.7 percent of US marketing budgets is devoted to social media, up from 3.5 percent in 2009. (Ion)
- ❖ On average, businesses generate $6.50 for every $1 invested in influencer marketing. (Tomson)

Influencer Marketing embodies several different elements. It can be traditional PR, Social PR, Earned Media, and Shared information from Mega, Macro, and Micro Influencers.

Traditional PR is very effective when it works, but your investment in a publicist cannot be guaranteed. With influencer marketing, you will not only be seen--but if an influencer has chosen to work with you, you'll also be seen in a positive light.

Digital advertising works, but Millennials often block ads--so you're spending dollars without knowing if people are seeing you. People electively follow influencers, so there's no getting blocked.

Traditional Advertising is Becoming Noise:

- ❖ 1,700 Banner Ads Each Month
- ❖ 0.1% CTR
- ❖ Ad Blocking grew 40%
    - 86% of Consumers Skip TV Ads
    - 44% of Direct Mail Never Opened
    - 91% Unsubscribe Rate
    - 200 Million on Do Not Call List

Mega-Macro-Micro Influencers

Influencer marketing works because we tend to listen mostly to the people that we trust. In today's hectic world where there is information overload, we take shortcuts when making buying decisions. These shortcuts are based on sound scientific principles that Dr. Robert Cialdini shared in his book *Influenc*e. These principles explain why we will trust and act upon information shared by people we barely know or just know because we follow them on social media.

- Mega Influencers:
    - Actors-Artists-Athletes
    - Typical has over 1 million followers
    - Drives 2%-5% engagement with each post
    - Think Kardashian or LeBron James

- Macro Influencers:

- Executives – Bloggers – Journalists
- 10,000 to 1 Million Followers
- Drives 5% - 25% Engagement with each post

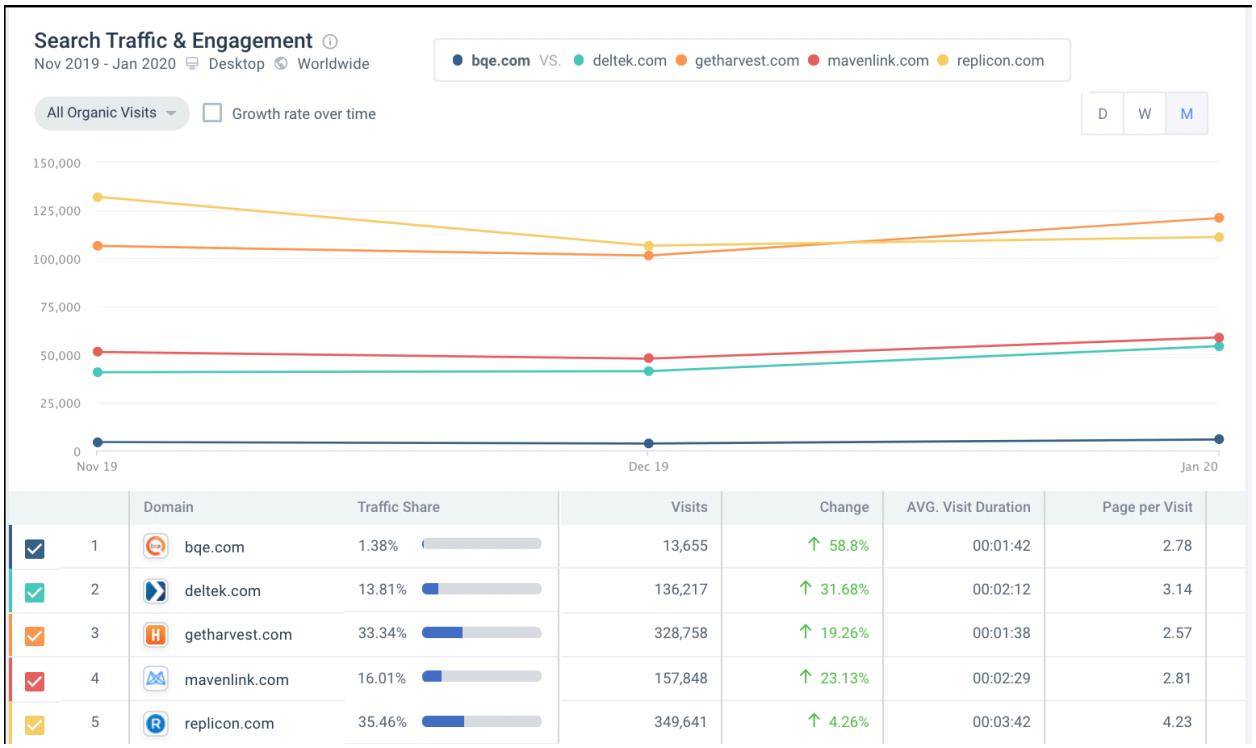
- Micro Influencers:
  - Consumers – Employees
  - 100 to 10,000 Followers
  - Drives 25% - 50% engagement with each post

Why should you care about implementing a comprehensive influencer marketing program? Consider these statistics:

- 97%% of Millennials Post on Social Networks and Share Experiences with Friend's Advertising
- 81% of Online Purchasing Decisions are Influenced by Friend's Online Posts
- 67% of Shoppers Spend more Online after Reading Recommendations (Nielsen)
- **70% of Consumers Research Online before Purchasing (Google ZMOT 2011)**
- 92% of Consumers Trust Earned Media over Advertising (Nielsen 2012)
- 12X More Trust in Consumer Recommendations than Brand Generated Messages (eMarketer 2010)
- **The Average ROI for every $ Spent in 2019 was $11.69**
- **Word of Mouth Retains Customers 37% Better than Other Advertising**
- 3X Higher Click-Through Rates than Sponsored Posts

The way to measure the impact of influencer marketing is tying it directly to sales. For Macro Influencers, each engagement does require an expenditure in cash or products. However, the effectiveness and expected ROI can and should be established before engaging them.

Since the sales metrics for influencer marketing is not currently available, we use secondary measurements that show how impactful your influencer marketing program is performing.



	Domain	Traffic Share	Visits	Change	AVG. Visit Duration	Page per Visit
1	bqe.com	1.38%	13,655	↑ 58.8%	00:01:42	2.78
2	deltek.com	13.81%	136,217	↑ 31.68%	00:02:12	3.14
3	getharvest.com	33.34%	328,758	↑ 19.26%	00:01:38	2.57
4	mavenlink.com	16.01%	157,848	↑ 23.13%	00:02:29	2.81
5	replicon.com	35.46%	349,641	↑ 4.26%	00:03:42	4.23

This chart clearly demonstrates the value of a well targeted social media program. BQE is clearly at the bottom of the traffic generated through social media generating only a 1.38% share and approximately 13,655 site visits. Replicon social media program is best in class with 35.46% share that resulted in 349,641 website visits. The following will examine the respective social channels in greater detail.

Social Media Analysis

Social networks are one of the fastest growing industries in the world. With social media projected to have a 25% annual growth over the next five years, those companies who fail to harness the power of social media will be lost in the marketplace.
Social Networking Sites

Like with content marketing, due to the continuously developing internet marketing industry, there are countless digital media and social networking sites, all of which have a unique characteristic and purpose. As part of an introduction, here are a few social network examples.

Facebook: is the biggest and arguably most powerful social network in the world with 1.55 billion active monthly users. Regardless if you are a startup or fortune 500 company, you need to be on Facebook and start engaging with your consumers.

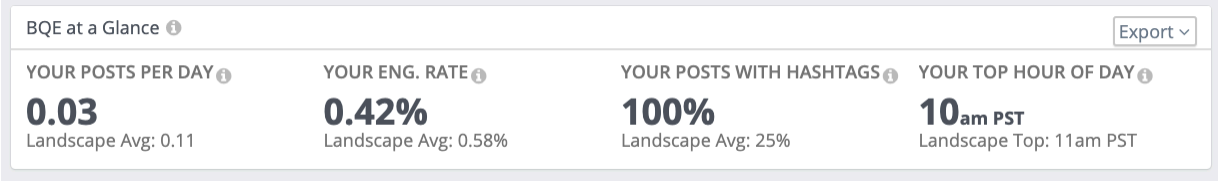
Twitter is known as the ‘‘in the moment’’ platform and boasts a respectful 255 million active monthly users. Twitter is a perfect online marketing tool for businesses that want to reach out to people (and are ready for a reply). The key is to be quick, smart and responsive.

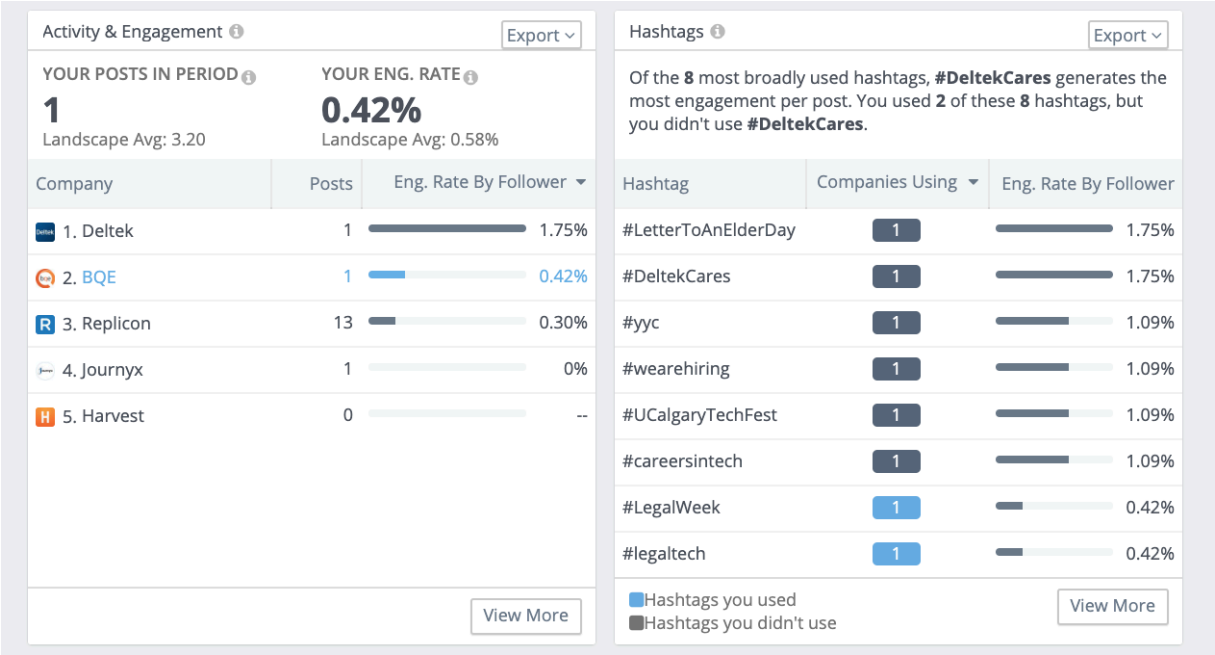
Instagram is a visual platform designed for customers to post, share, comment and engage through digital media. As the old saying goes, a picture is worth a thousand words.

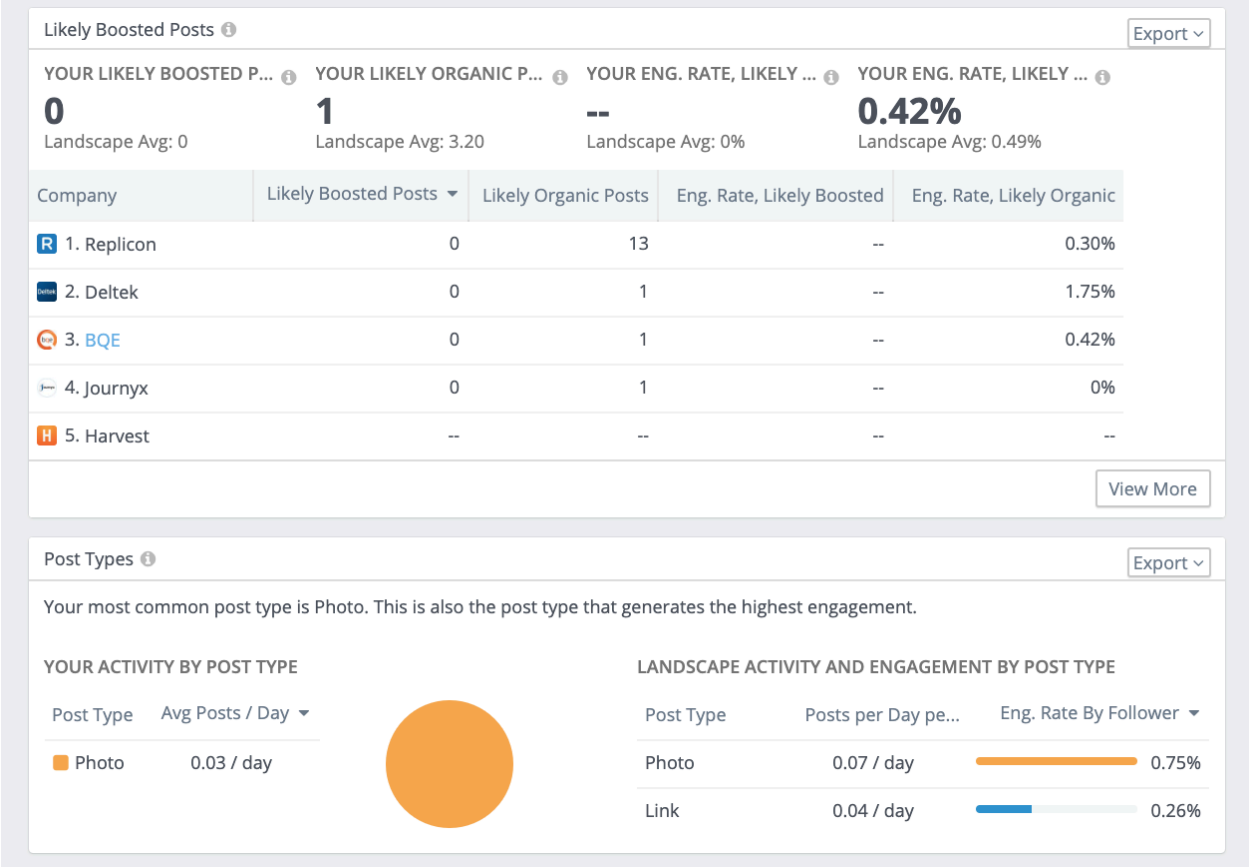
LinkedIn is regarded as the professional social networking site. Any b2b company that is not engaging and sharing on LinkedIn is missing out on a direct market to prospective buyers.

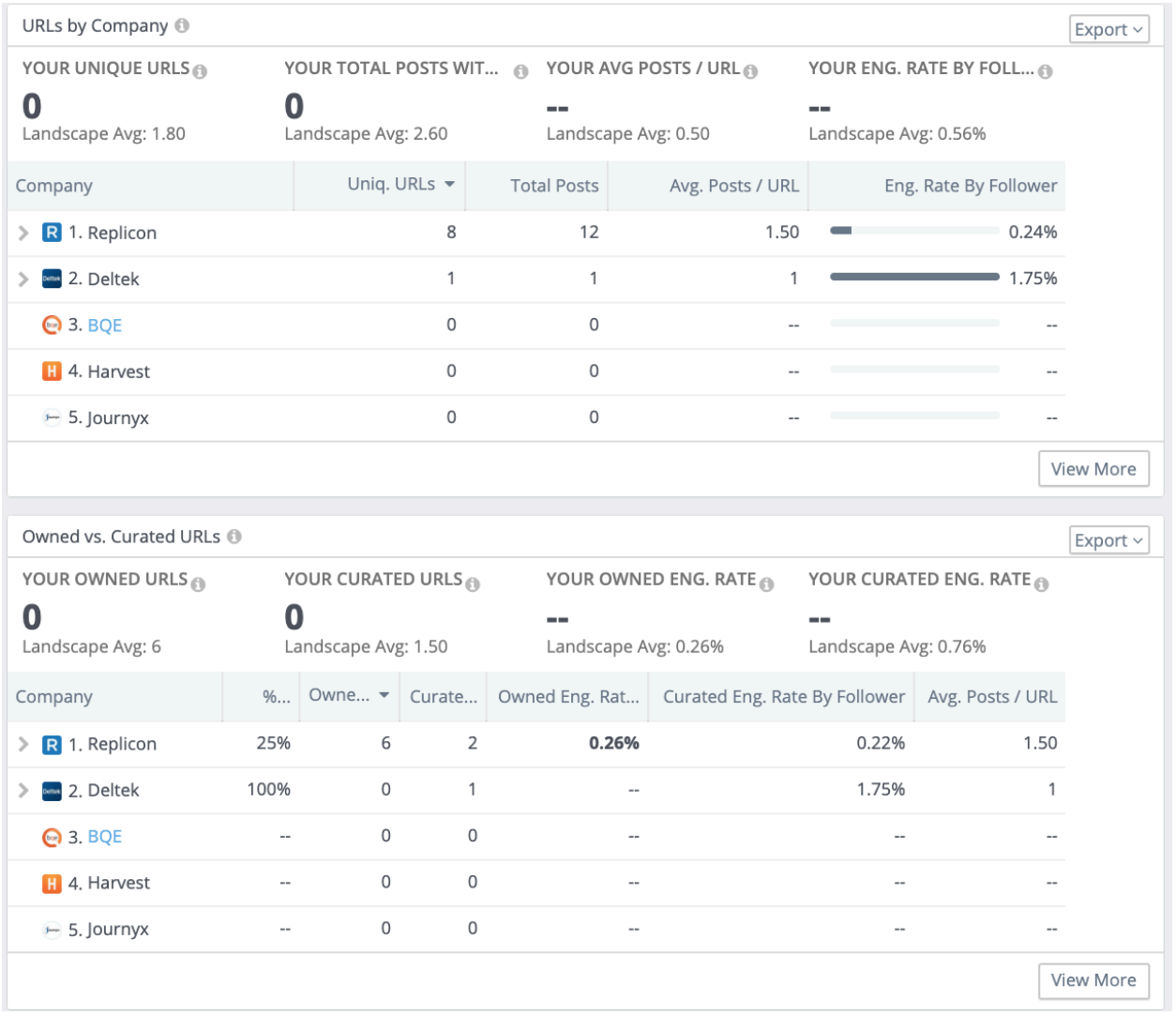
Facebook Analysis

NOTE: The software being used requires administrative access to BQE Social Media Accounts to provide more detailed information. If such access is granted the information will be far more accurate and actionable.




Activity & Engagement
Export
YOUR POSTS IN PERIOD
1
Landscape Avg: 3.20
YOUR ENG. RATE
0.42%
Landscape Avg: 0.58%
Company
Posts
Eng. Rate By Follower
1. Deltek 1 1.75%
2. BQE 1 0.42%
3. Replicon 13 0.30%
4. Journyx 1 0%
5. Harvest 0 --
View More
Hashtags
Export
Of the 8 most broadly used hashtags, #DeltekCares generates the most engagement per post. You used 2 of these 8 hashtags, but you didn't use #DeltekCares.
Hashtag
Companies Using
Eng. Rate By Follower
#LetterToAnElderDay 1 1.75%
#DeltekCares 1 1.75%
#yyc 1 1.09%
#wearehiring 1 1.09%
#UCalgaryTechFest 1 1.09%
#careersintech 1 1.09%
#LegalWeek 1 0.42%
#legaltech 1 0.42%
Hashtags you used
Hashtags you didn't use
View More


Likely Boosted Posts
Export
YOUR LIKELY BOOSTED P...
0
Landscape Avg: 0
YOUR LIKELY ORGANIC P...
1
Landscape Avg: 3.20
YOUR ENG. RATE, LIKELY ...
--
Landscape Avg: 0%
YOUR ENG. RATE, LIKELY ...
0.42%
Landscape Avg: 0.49%
Company
Likely Boosted Posts
Likely Organic Posts
Eng. Rate, Likely Boosted
Eng. Rate, Likely Organic
1. Replicon 0 13 -- 0.30%
2. Deltek 0 1 -- 1.75%
3. BQE 0 1 -- 0.42%
4. Journyx 0 1 -- 0%
5. Harvest -- -- -- --
View More
Post Types
Export
Your most common post type is Photo. This is also the post type that generates the highest engagement.
YOUR ACTIVITY BY POST TYPE
Post Type
Avg Posts / Day
Photo 0.03 / day
LANDSCAPE ACTIVITY AND ENGAGEMENT BY POST TYPE
Post Type
Posts per Day pe...
Eng. Rate By Follower
Photo 0.07 / day 0.75%
Link 0.04 / day 0.26%

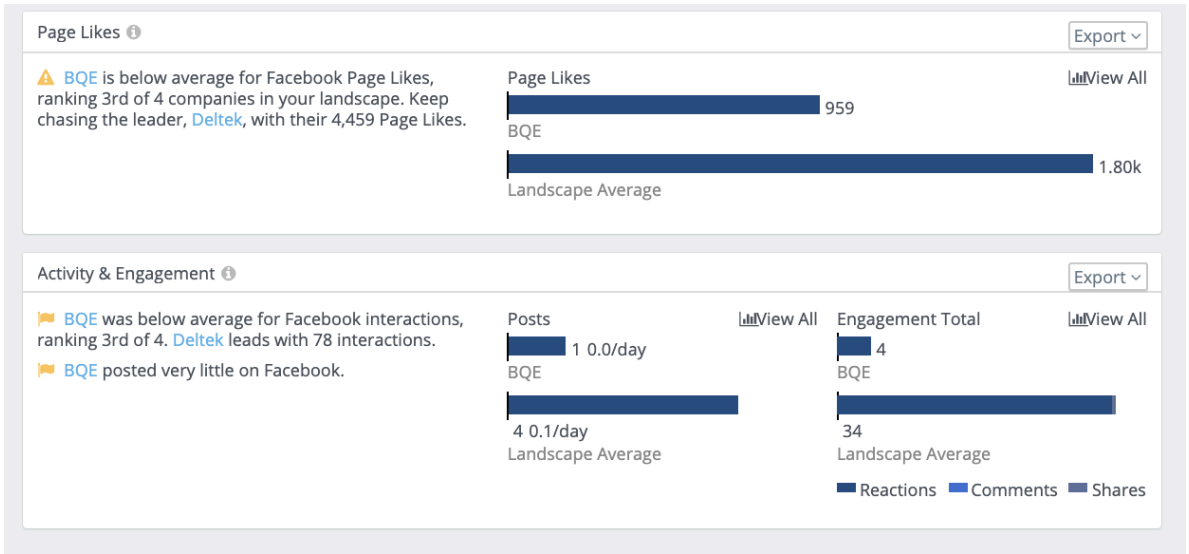

URLs by Company
Export
YOUR UNIQUE URLS
0
Landscape Avg: 1.80
YOUR TOTAL POSTS WIT...
0
Landscape Avg: 2.60
YOUR AVG POSTS / URL
--
Landscape Avg: 0.50
YOUR ENG. RATE BY FOLL...
--
Landscape Avg: 0.56%
Company
Uniq. URLs
Total Posts
Avg. Posts / URL
Eng. Rate By Follower
1. Replicon 8 12 1.50 0.24%
2. Deltek 1 1 1 1.75%
3. BQE 0 0 -- --
4. Harvest 0 0 -- --
5. Journyx 0 0 -- --
View More
Owned vs. Curated URLs
Export
YOUR OWNED URLS
0
Landscape Avg: 6
YOUR CURATED URLS
0
Landscape Avg: 1.50
YOUR OWNED ENG. RATE
--
Landscape Avg: 0.26%
YOUR CURATED ENG. RATE
--
Landscape Avg: 0.76%
Company
%...
Owne...
Curate...
Owned Eng. Rat...
Curated Eng. Rate By Follower
Avg. Posts / URL
1. Replicon 25% 6 2 0.26% 0.22% 1.50
2. Deltek 100% 0 1 -- 1.75% 1
3. BQE -- 0 0 -- -- --
4. Harvest -- 0 0 -- -- --
5. Journyx -- 0 0 -- -- --
View More

Competitor Analysis:



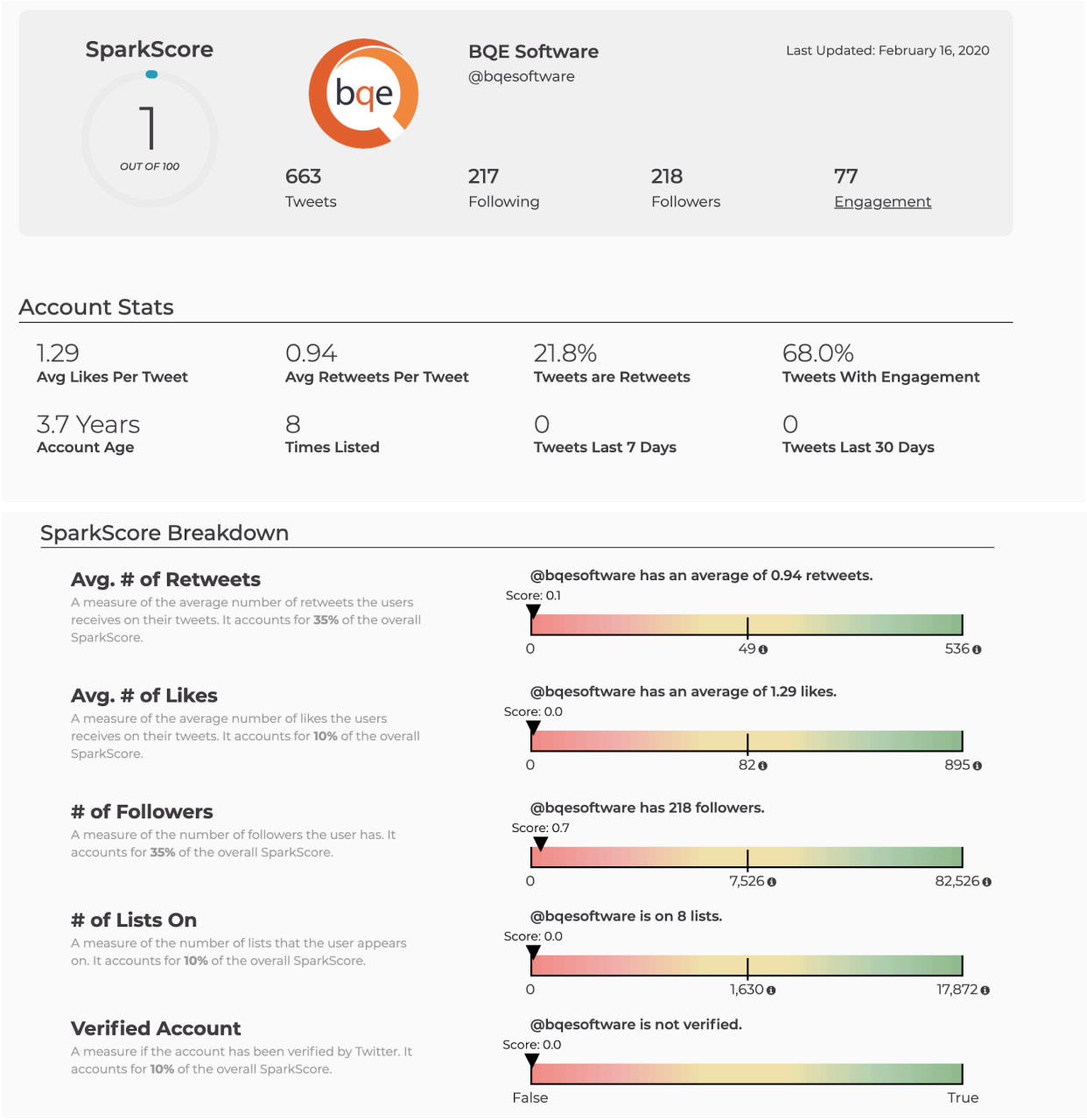


Findings: (Facebook)



Twitter Analysis

NOTE: The software being used requires administrative access to BQE Social Media Accounts to provide more detailed information. If such access is granted the information will be far more accurate and actionable.

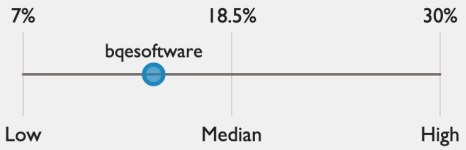


Fake Followers Audit for @bqesoftware

BQE Software
@bqesoftware
218 Followers

14.2% (31) Fake Followers

This tool defines "fake followers" as accounts that are unreachable and will not see the account's tweets (either because they're spam, bots, propaganda, etc. or because they're no longer active on Twitter).



Accounts with a similar sized following to @bqesoftware have a median of 18.5% fake followers. **This account has fewer fake followers than most.**

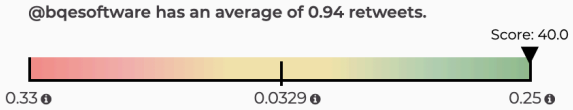
Engagement



Engagement score, is a comparison of @bqesoftware and other accounts with between 200 and 225 followers. @bqesoftware currently averages 1.29 likes per tweet, while similar accounts average around 0.12 likes. @bqesoftware also averages 0.94 retweets per tweet, while the similar accounts average around 0.03 retweets.

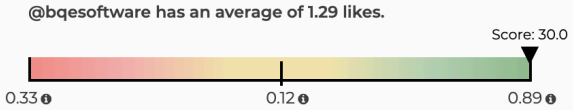
Avg. # of Retweets

A measure of the average number of retweets the users receives on their tweets. It accounts for **40%** of the overall Engagement Score.



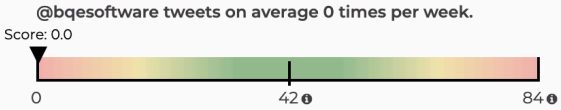
Avg. # of Likes

A measure of the average number of likes the users receives on their tweets. It accounts for **30%** of the overall Engagement Score.



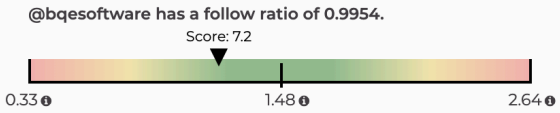
Tweets Per Week

A measure of the number of non-reply tweets the user sends per week. It accounts for **20%** of the overall Engagement Score.

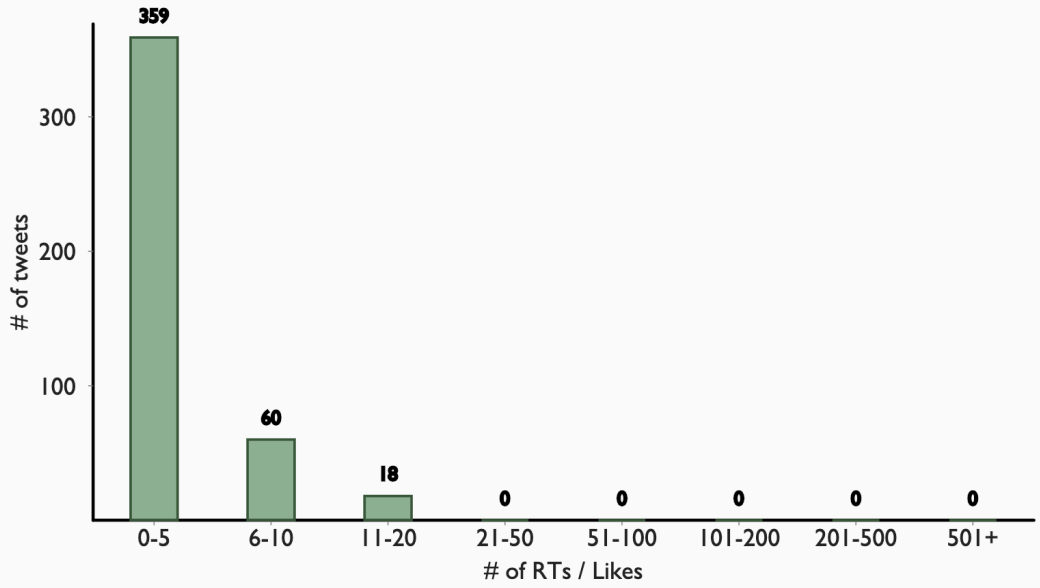


Following to Followers Ratio

A ratio of the number of people the user follows over the number of followers they have. It accounts for **10%** of the overall Engagement Score.



Tweet Performance



SparkScore

1

OUT OF 100

BQE Core
@BQECore

Last Updated: February 16, 2020

530	270	212	79
Tweets	Following	Followers	Engagement

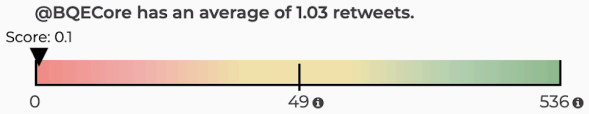
Account Stats

1.67	1.03	25.6%	72.0%
Avg Likes Per Tweet	**Avg Retweets Per Tweet**	**Tweets are Retweets**	**Tweets With Engagement**
3.1 Years	7	0	0
Account Age	**Times Listed**	**Tweets Last 7 Days**	**Tweets Last 30 Days**

SparkScore Breakdown

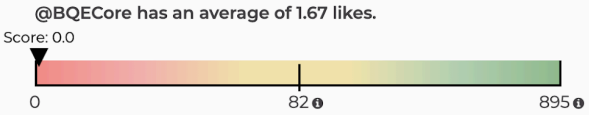
Avg. # of Retweets

A measure of the average number of retweets the users receives on their tweets. It accounts for **35%** of the overall SparkScore.



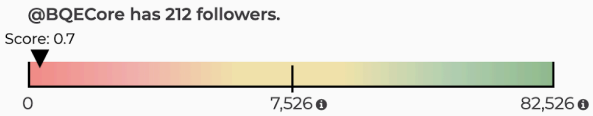
Avg. # of Likes

A measure of the average number of likes the users receives on their tweets. It accounts for **10%** of the overall SparkScore.



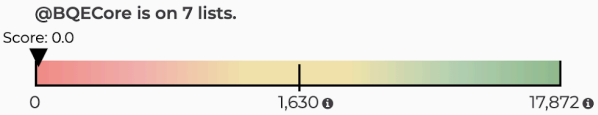
of Followers

A measure of the number of followers the user has. It accounts for **35%** of the overall SparkScore.



of Lists On

A measure of the number of lists that the user appears on. It accounts for **10%** of the overall SparkScore.



Verified Account

A measure if the account has been verified by Twitter. It accounts for **10%** of the overall SparkScore.

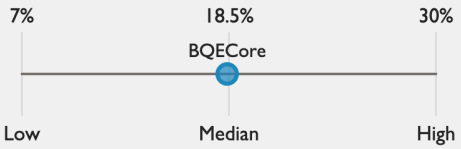


Fake Followers Audit for @BQECore

BQE Core
@BQECore
212 Followers

18.4% (39) Fake Followers

This tool defines "fake followers" as accounts that are unreachable and will not see the account's tweets (either because they're spam, bots, propaganda, etc. or because they're no longer active on Twitter).



Accounts with a similar sized following to @BQECore have a median of 18.5% fake followers. **This account has fewer fake followers than most.**

Engagement Score

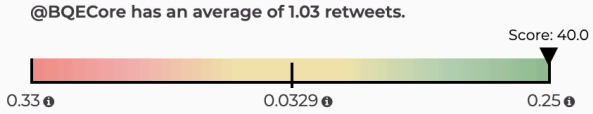
Engagement



Engagement score, is a comparison of @BQECore and other accounts with between 200 and 225 followers. @BQECore currently averages 1.67 likes per tweet, while similar accounts average around 0.12 likes. @BQECore also averages 1.03 retweets per tweet, while the similar accounts average around 0.03 retweets.

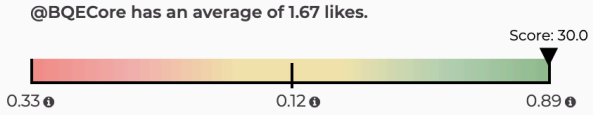
Avg. # of Retweets

A measure of the average number of retweets the users receives on their tweets. It accounts for **40%** of the overall Engagement Score.



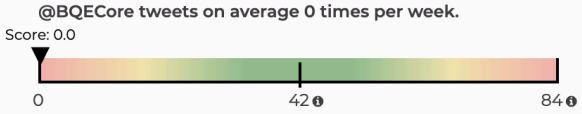
Avg. # of Likes

A measure of the average number of likes the users receives on their tweets. It accounts for **30%** of the overall Engagement Score.



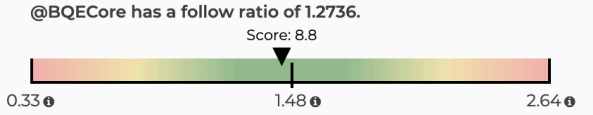
Tweets Per Week

A measure of the number of non-reply tweets the user sends per week. It accounts for **20%** of the overall Engagement Score.

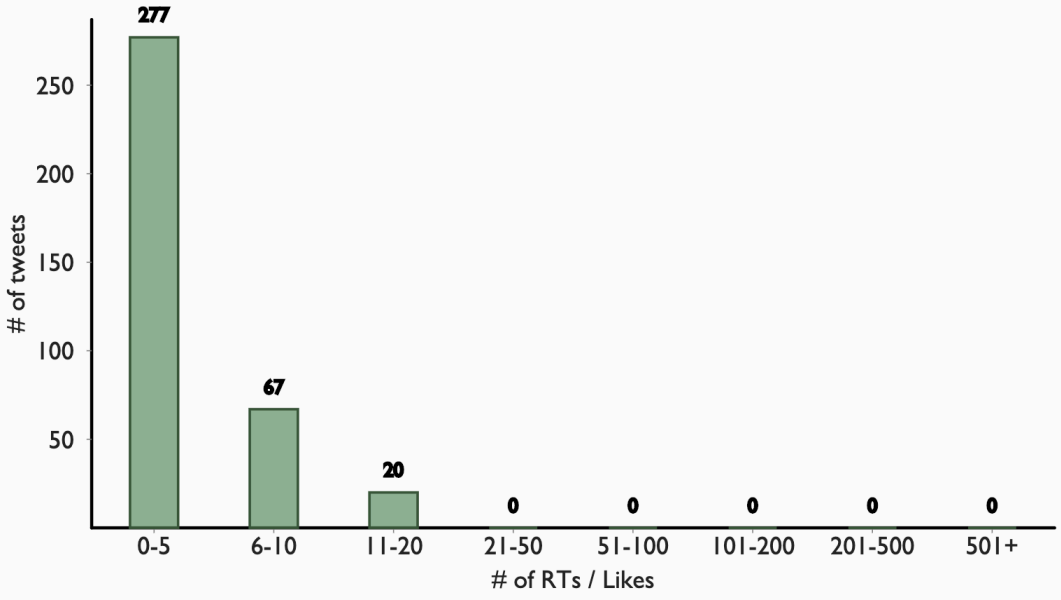


Following to Followers Ratio

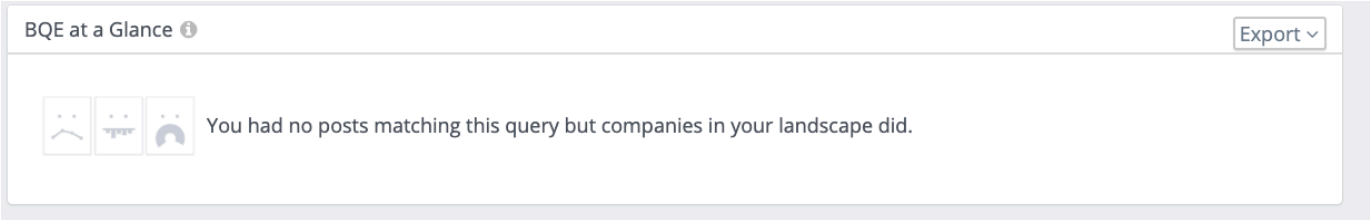
A ratio of the number of people the user follows over the number of followers they have. It accounts for **10%** of the overall Engagement Score.

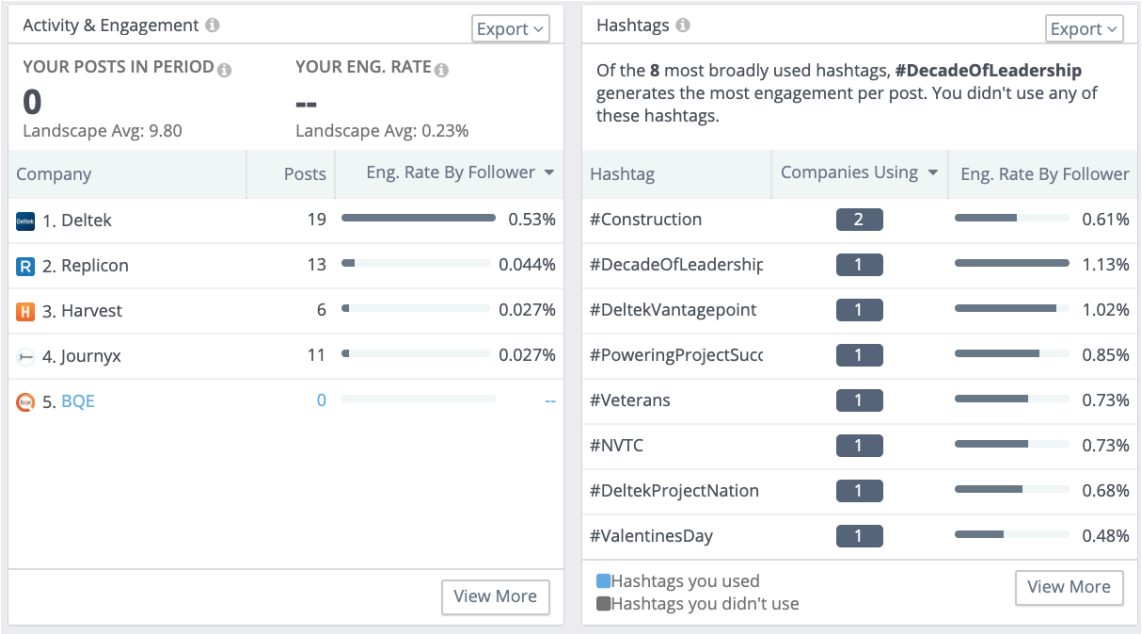


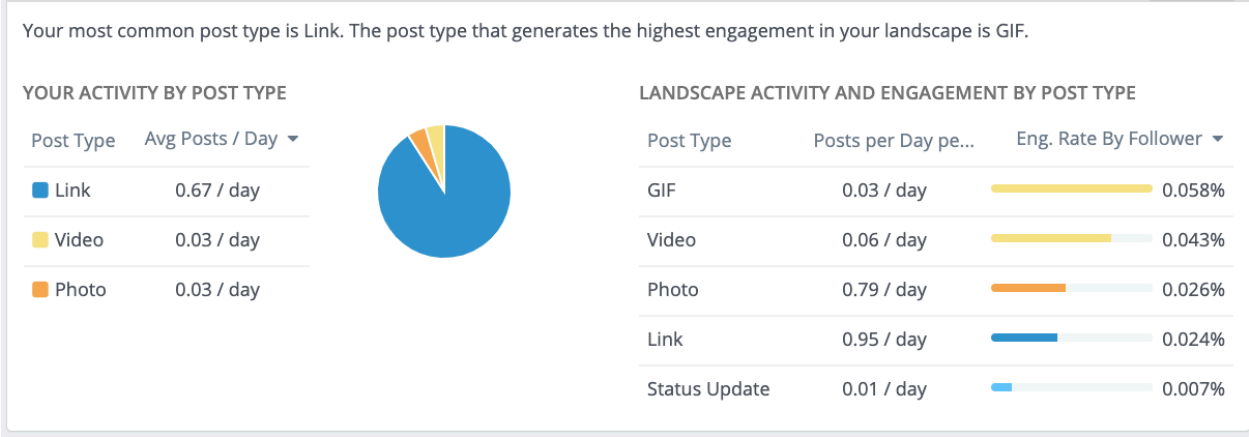
Tweet Performance

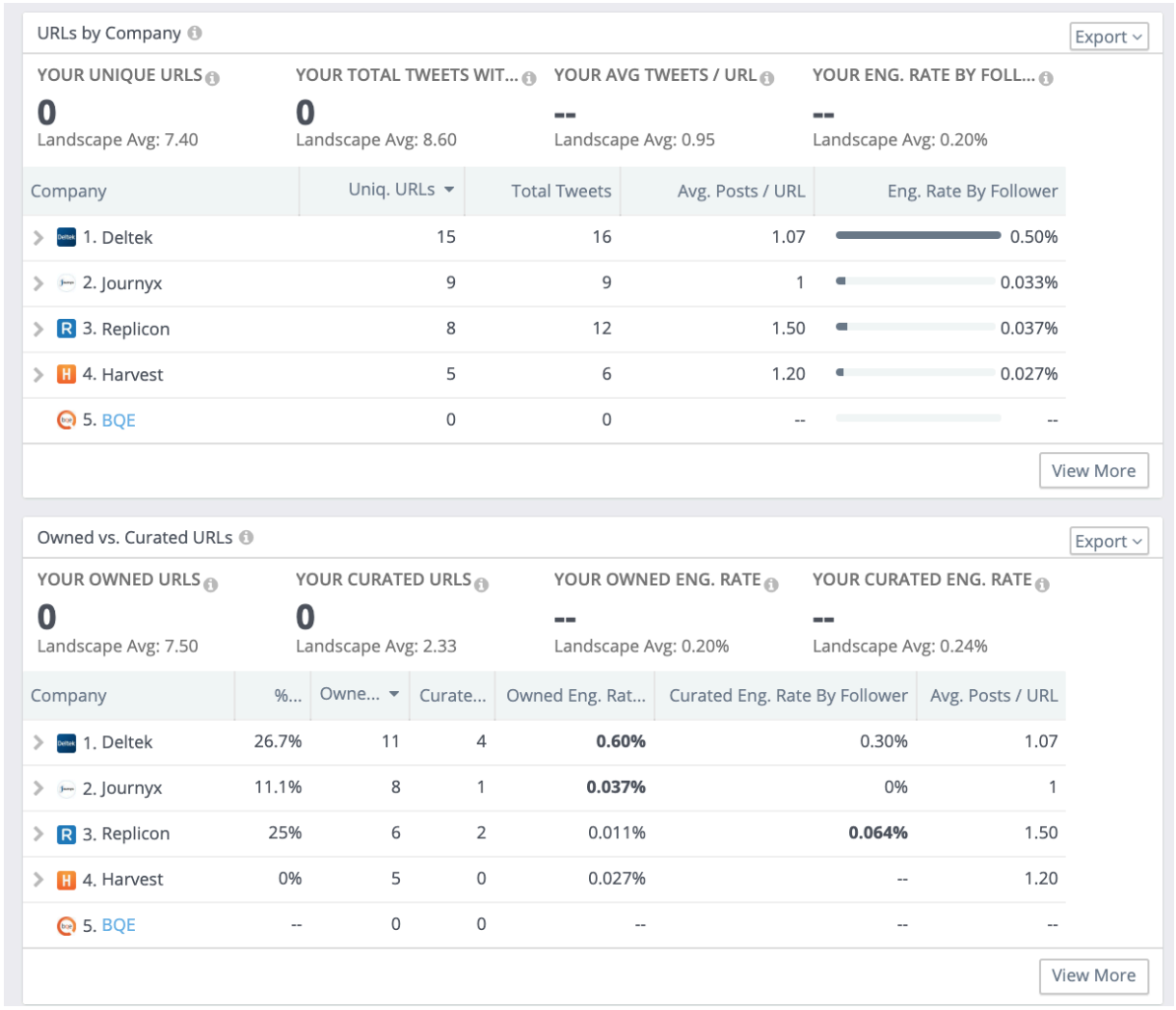


@BQESoftware & @BQECore









URLs by Company

Export

YOUR UNIQUE URLS	YOUR TOTAL TWEETS WIT...	YOUR AVG TWEETS / URL	YOUR ENG. RATE BY FOLL...
0	0	--	--
Landscape Avg: 7.40	Landscape Avg: 8.60	Landscape Avg: 0.95	Landscape Avg: 0.20%

Company	Uniq. URLs	Total Tweets	Avg. Posts / URL	Eng. Rate By Follower
1. Deltek	15	16	1.07	0.50%
2. Journyx	9	9	1	0.033%
3. Replicon	8	12	1.50	0.037%
4. Harvest	5	6	1.20	0.027%
5. BQE	0	0	--	--

View More

Owned vs. Curated URLs

Export

YOUR OWNED URLS	YOUR CURATED URLS	YOUR OWNED ENG. RATE	YOUR CURATED ENG. RATE
0	0	--	--
Landscape Avg: 7.50	Landscape Avg: 2.33	Landscape Avg: 0.20%	Landscape Avg: 0.24%

Company	%...	Owne...	Curate...	Owned Eng. Rat...	Curated Eng. Rate By Follower	Avg. Posts / URL
1. Deltek	26.7%	11	4	**0.60%**	0.30%	1.07
2. Journyx	11.1%	8	1	**0.037%**	0%	1
3. Replicon	25%	6	2	0.011%	**0.064%**	1.50
4. Harvest	0%	5	0	0.027%	--	1.20
5. BQE	--	0	0	--	--	--

View More

URLs by Domain

Export

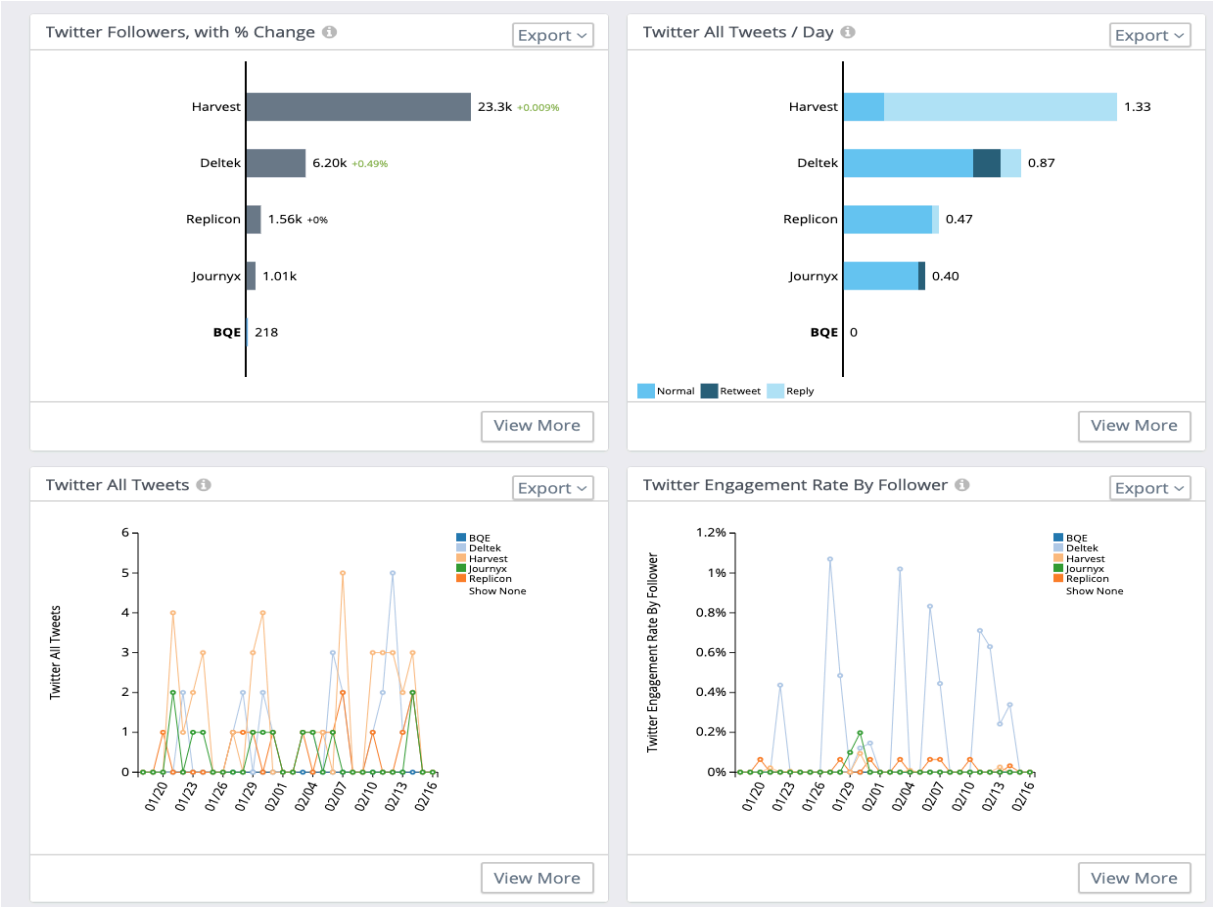
YOUR POSTED DOMAINS	YOUR UNIQUE URLS / DO...	ENG. RATE OF MOST COMMONLY SHARED DOMAIN
0	--	deltek.com 0.60%
Landscape Avg: 1.80	Landscape Avg: 3.45	Other Domains 0.071%

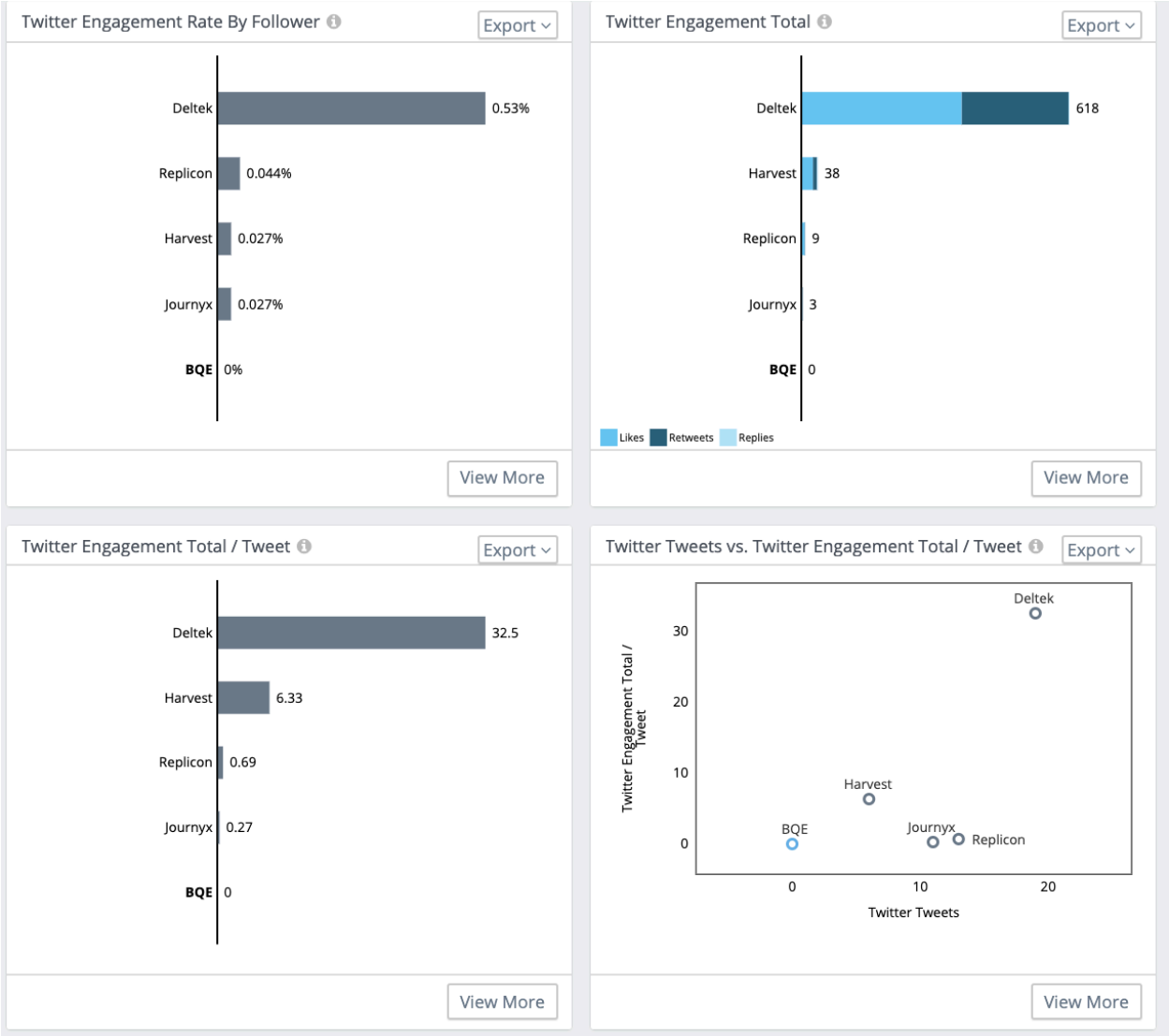
Domain	Companies Using	Uniq. URLs	Tweets	Eng. Rate By Follower
deltek.com	1	11	11	0.60%
journyx.com	1	8	8	0.037%
replicon.com	1	6	6	0.011%
getharvest.com	1	5	6	0.027%
stevieawards.com	1	2	6	0.064%
decipherinc.com	1	2	3	0.13%
lovefortheelderly.org	1	1	1	0.36%
erpsoftwareblog.com	1	1	1	0%

Domains you have posted
Domains you have not posted

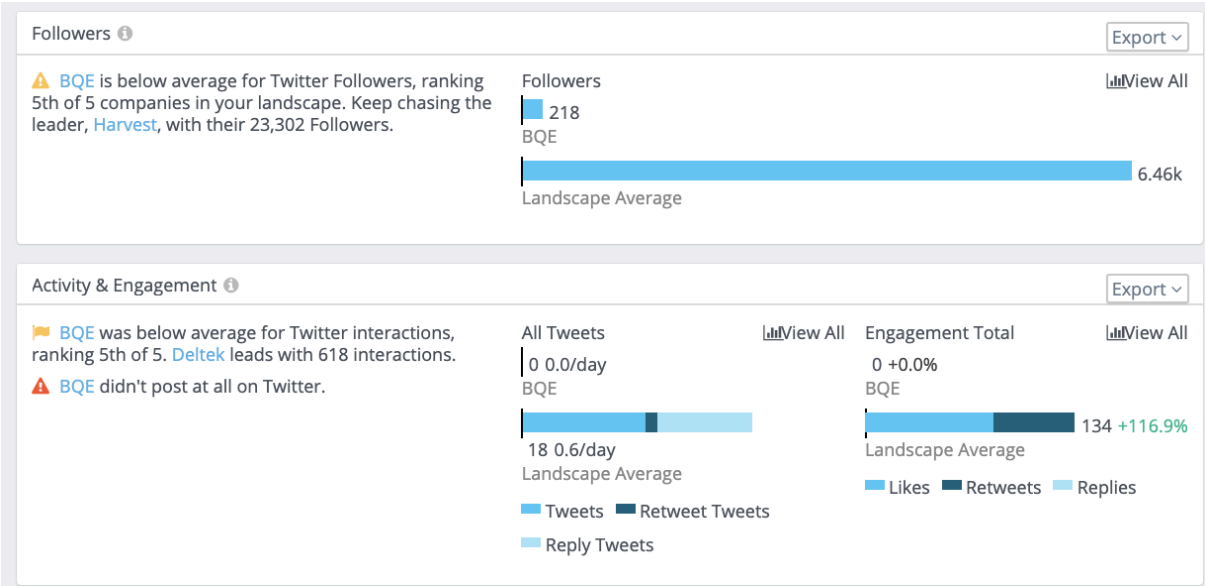
View More

Competitor Analysis (Twitter): @BQESoftware & @BQECore



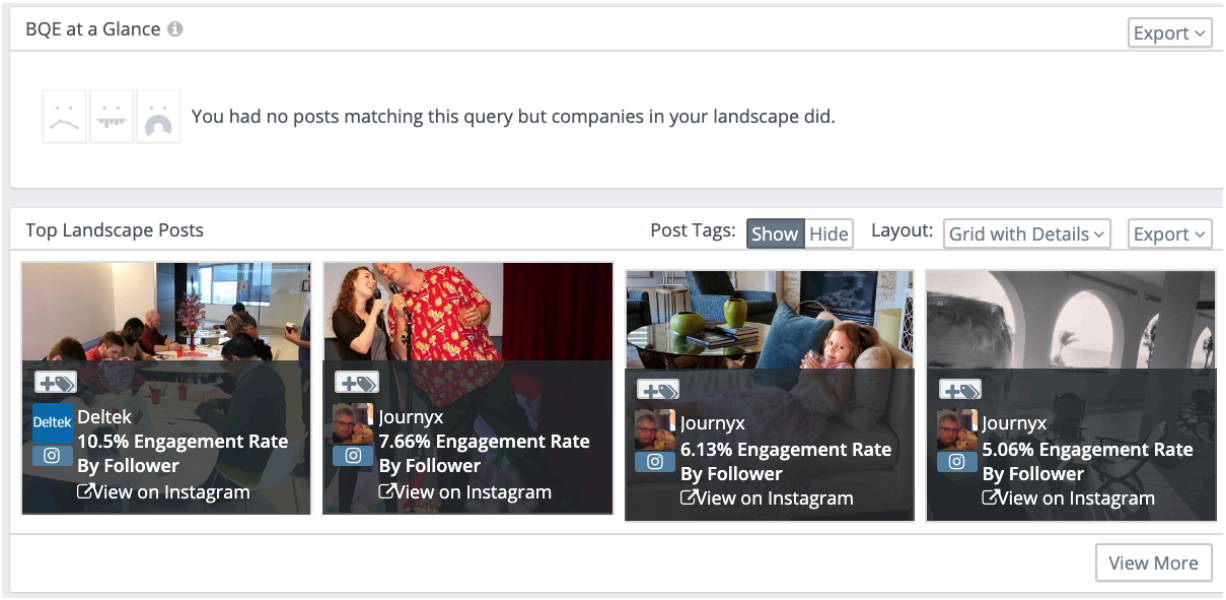


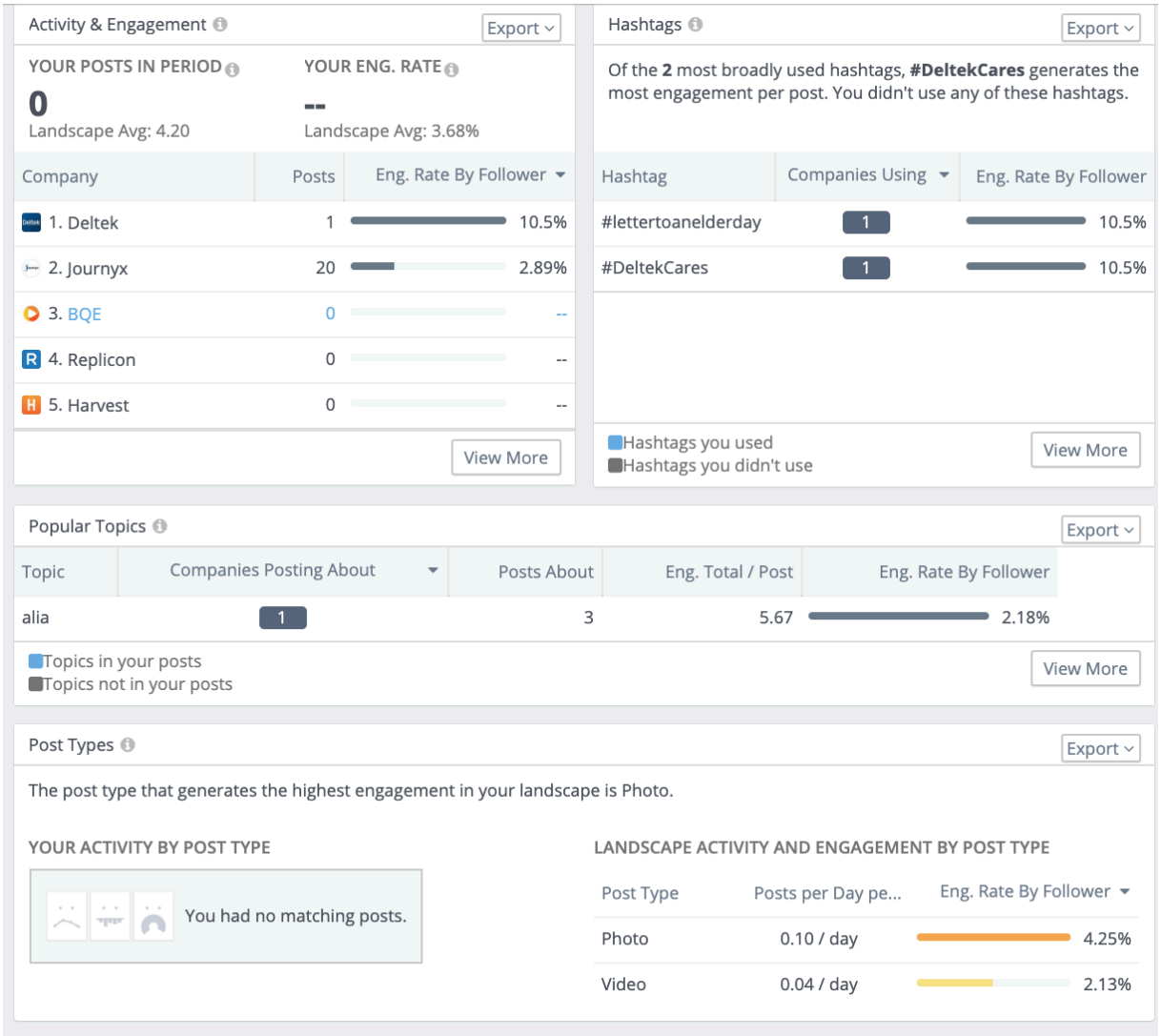
Findings: (Twitter) **@BQESoftware & @BQECore**

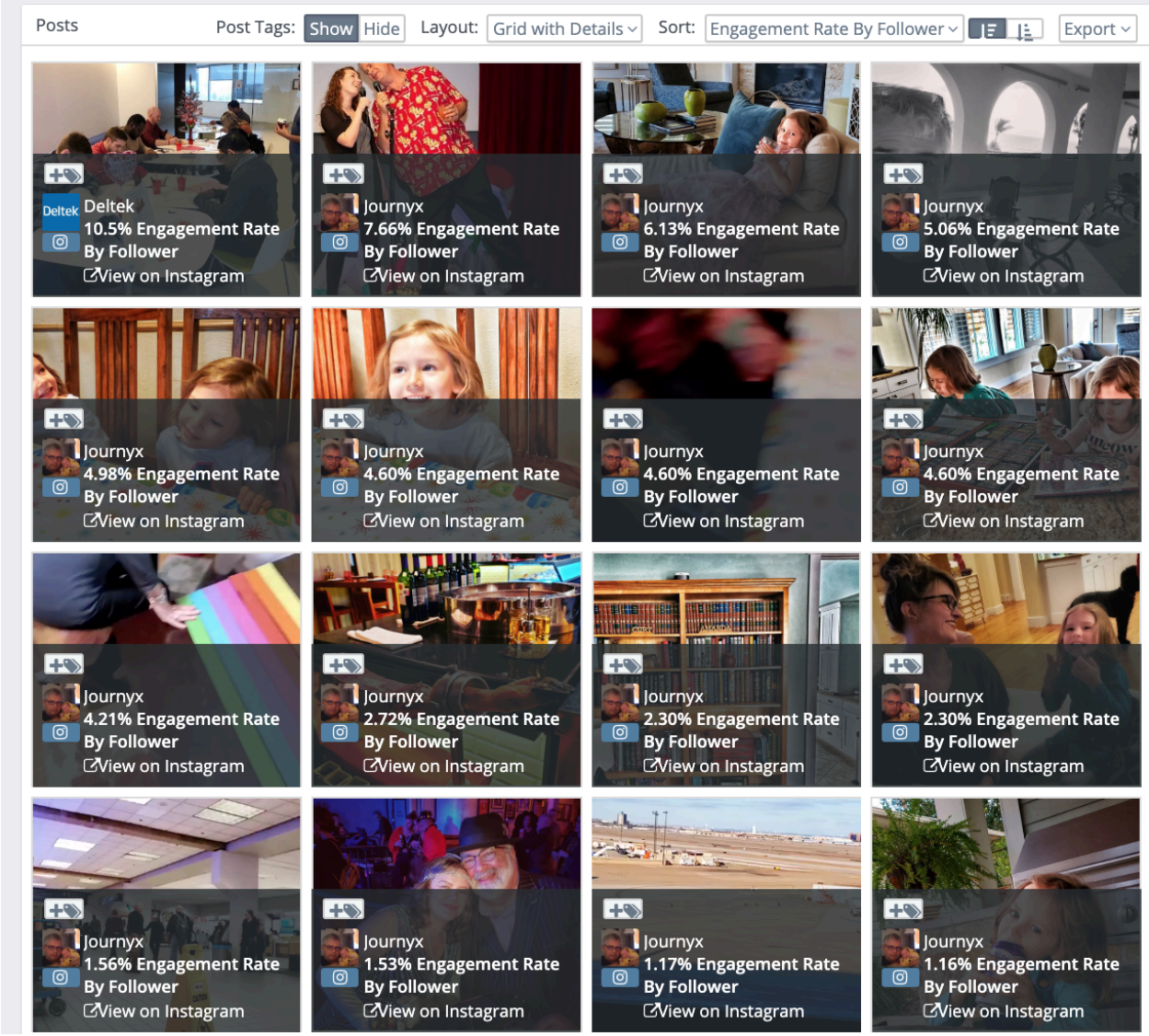


Instagram Analysis

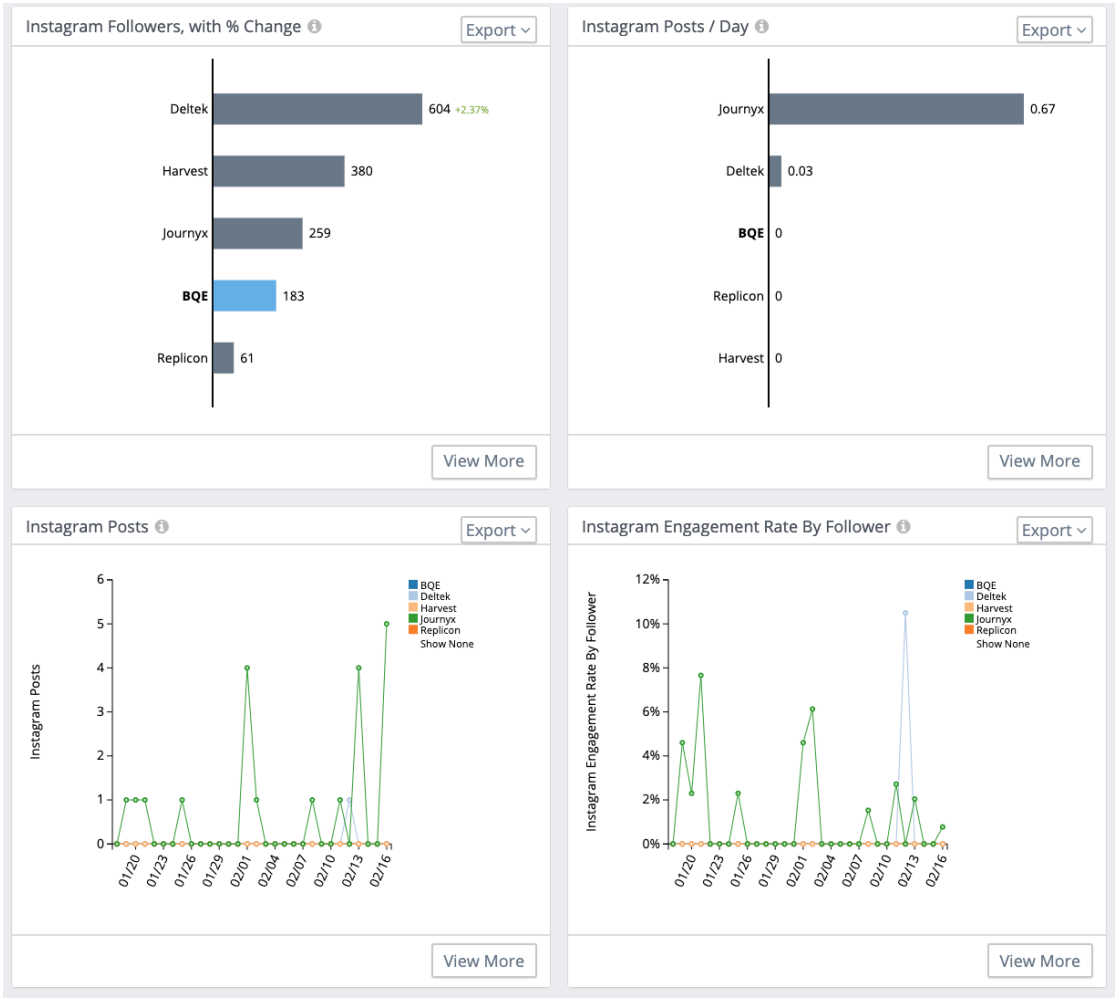
NOTE: The software being used requires administrative access to BQE Social Media Accounts to provide more detailed information. If such access is granted the information will be far more accurate and actionable.

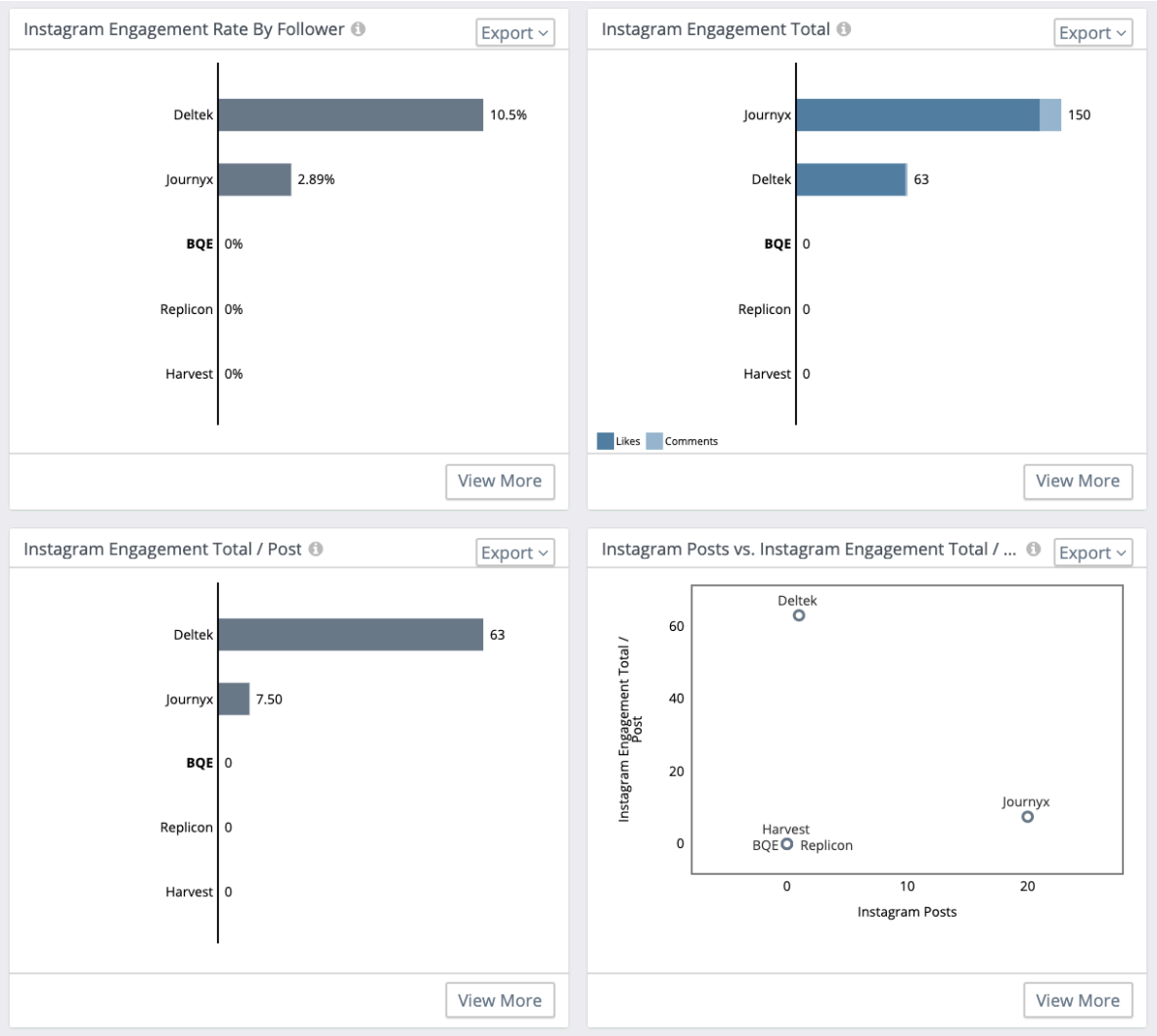



Activity & Engagement
Export
YOUR POSTS IN PERIOD
0
Landscape Avg: 4.20
YOUR ENG. RATE
--
Landscape Avg: 3.68%
Company
Posts
Eng. Rate By Follower
1. Deltek
1
10.5%
2. Journyx
20
2.89%
3. BQE
0
--
4. Replicon
0
--
5. Harvest
0
--
View More
Hashtags
Export
Of the 2 most broadly used hashtags, #DeltekCares generates the most engagement per post. You didn't use any of these hashtags.
Hashtag
Companies Using
Eng. Rate By Follower
#lettertoanelderday
1
10.5%
#DeltekCares
1
10.5%
Hashtags you used
Hashtags you didn't use
View More
Popular Topics
Export
Topic
Companies Posting About
Posts About
Eng. Total / Post
Eng. Rate By Follower
alia
1
3
5.67
2.18%
Topics in your posts
Topics not in your posts
View More
Post Types
Export
The post type that generates the highest engagement in your landscape is Photo.
YOUR ACTIVITY BY POST TYPE
You had no matching posts.
LANDSCAPE ACTIVITY AND ENGAGEMENT BY POST TYPE
Post Type
Posts per Day pe...
Eng. Rate By Follower
Photo
0.10 / day
4.25%
Video
0.04 / day
2.13%

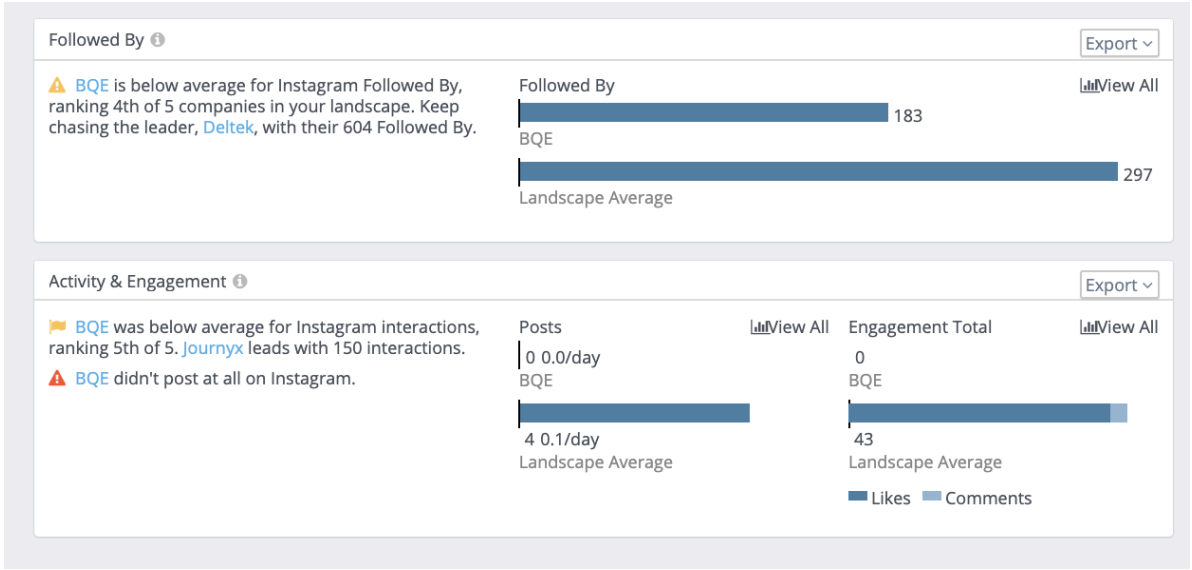

Posts
Post Tags: Show Hide
Layout: Grid with Details
Sort: Engagement Rate By Follower
Export
Deltek
Deltek
10.5% Engagement Rate
By Follower
View on Instagram
Journyx
7.66% Engagement Rate
By Follower
View on Instagram
Journyx
6.13% Engagement Rate
By Follower
View on Instagram
Journyx
5.06% Engagement Rate
By Follower
View on Instagram
Journyx
4.98% Engagement Rate
By Follower
View on Instagram
Journyx
4.60% Engagement Rate
By Follower
View on Instagram
Journyx
4.60% Engagement Rate
By Follower
View on Instagram
Journyx
4.60% Engagement Rate
By Follower
View on Instagram
Journyx
4.21% Engagement Rate
By Follower
View on Instagram
Journyx
2.72% Engagement Rate
By Follower
View on Instagram
Journyx
2.30% Engagement Rate
By Follower
View on Instagram
Journyx
2.30% Engagement Rate
By Follower
View on Instagram
Journyx
1.56% Engagement Rate
By Follower
View on Instagram
Journyx
1.53% Engagement Rate
By Follower
View on Instagram
Journyx
1.17% Engagement Rate
By Follower
View on Instagram
Journyx
1.16% Engagement Rate
By Follower
View on Instagram

Competitor Analysis (Instagram):



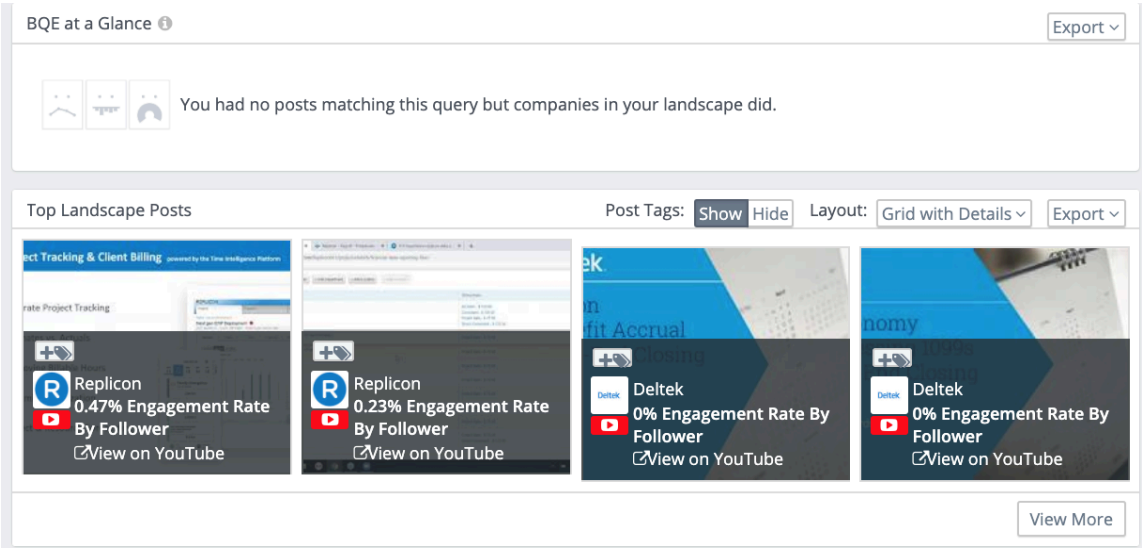


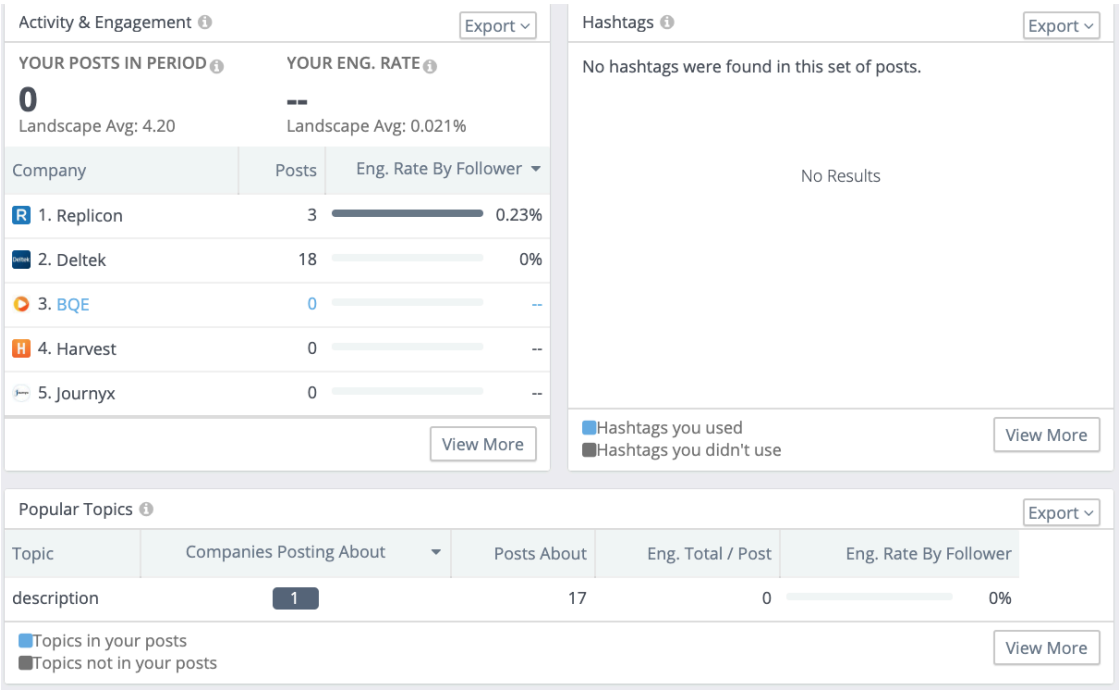
Findings: (Instagram)



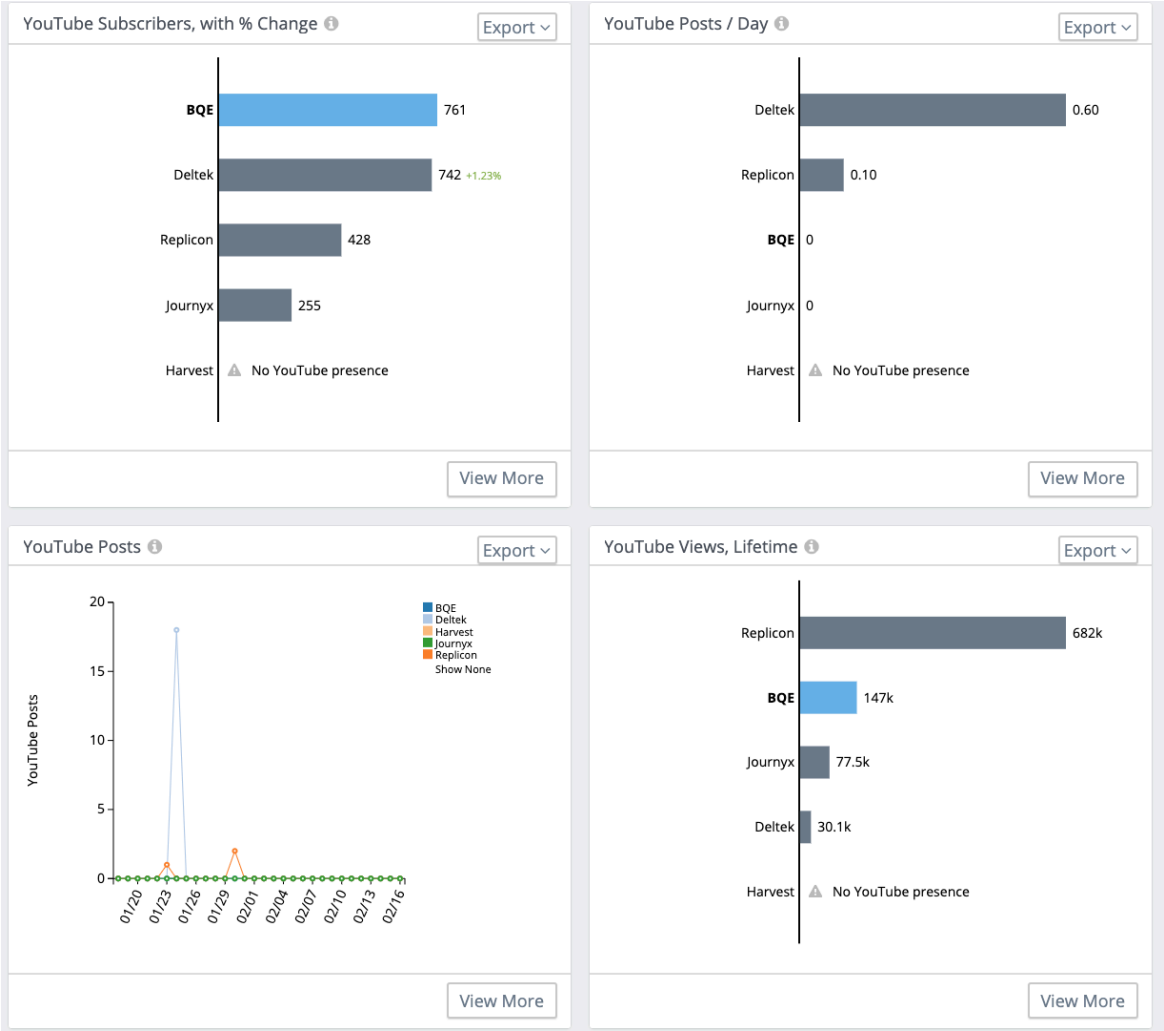
YouTube Analysis

NOTE: The software being used requires administrative access to TBQE Social Media Accounts to provide more detailed information. If such access is granted the information will be far more accurate and actionable.



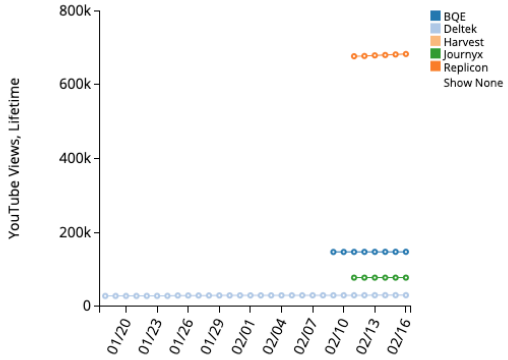


Competitor Analysis (YouTube):



YouTube Views, Lifetime

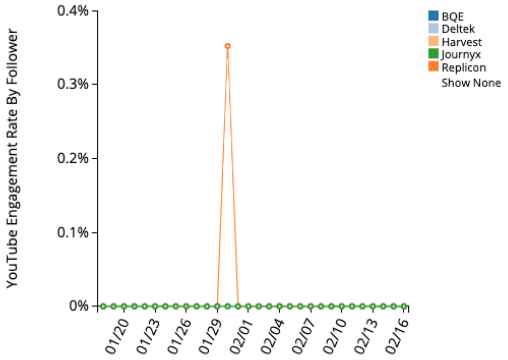
Export



View More

YouTube Engagement Rate By Follower

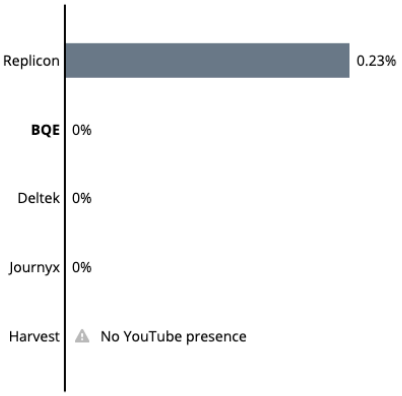
Export



View More

YouTube Engagement Rate By Follower

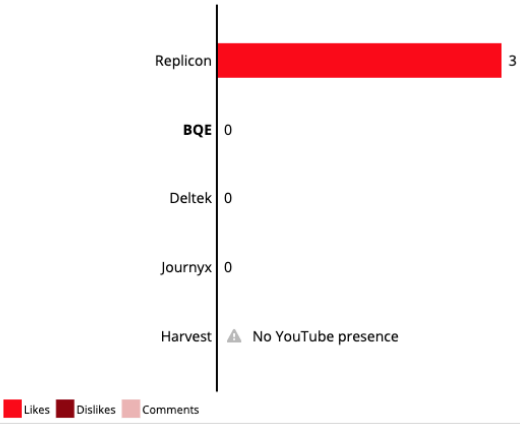
Export



View More

YouTube Engagement Total

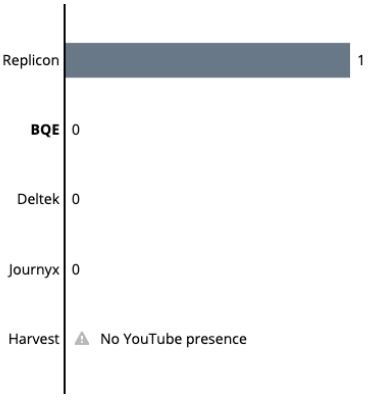
Export



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YouTube Engagement Total / Post

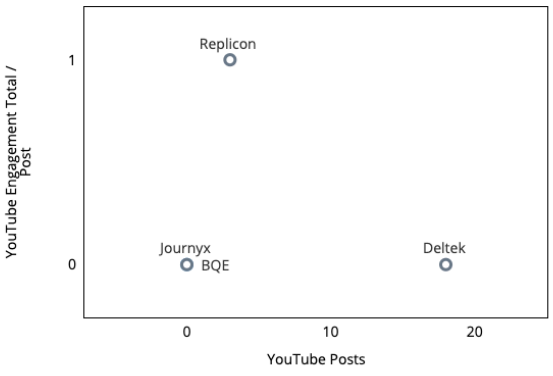
Export



View More

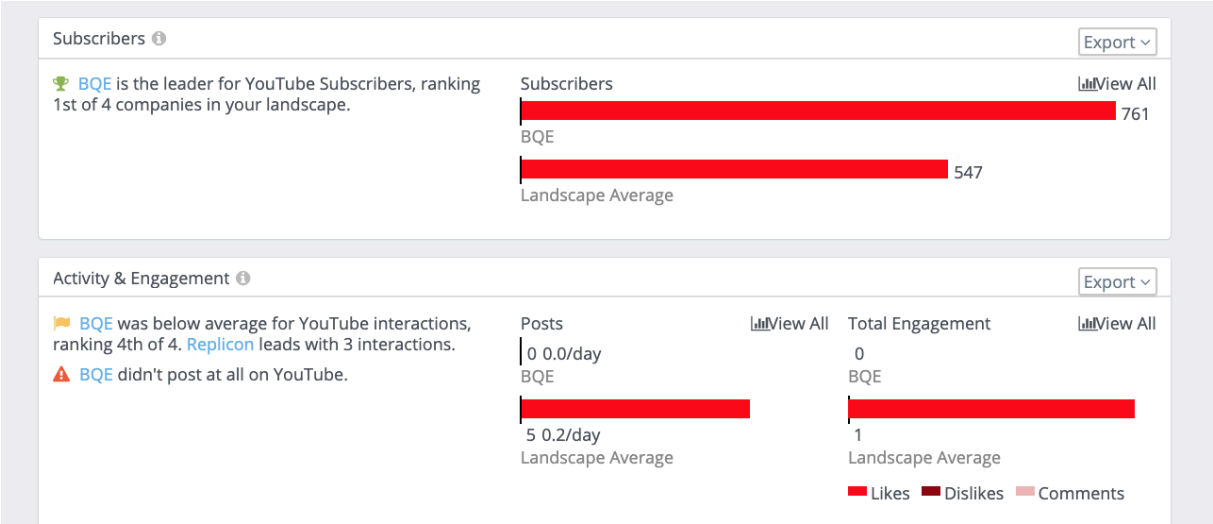
YouTube Posts vs. YouTube Engagement Total / Post

Export



View More

Findings: (YouTube)



Videos engage both Google to send you targeted traffic and helps those visitors understand and engage. Those companies that utilize videos find that their overall revenue increases by 37% in the first year. Shorter pieces like lifestyle, testimonials, and mini-series spread brand awareness. Longer format tutorials and procedure reviews then build credibility. YouTube's most successful brands will vary video lengths 5x more than less successful brands and publish a variety of video content that targets their personas at each stage of the buyer's journey.

B2B Marketers have discovered videos boost overall customer browsing time by 340% and sales by 37%.

Not convinced that videos are a **POWERFUL** marketing/sales tool. Here are some undisputed facts:

- A Video on your website can increase conversions by 80%! (HubSpot)
- Videos are 4X more likely to be watched than read (Animoto)
- 59% of clients say they prefer video to text (Forbes)
- Videos doubles time-on-page! (MarketingSherpa)
- Videos attract 3X more organic inbound links
- Videos drive 200-300% more unique visits
- Videos increase click through rates through search by 41%
- Videos also deliver your brand personality and trusts



NOTE: The software being used requires administrative access to BQE Social Media Accounts to provide more detailed information. If such access is granted the information will be far more accurate and actionable.

Cross-Channel Social Analysis

BQE Focus Company bqe.com	✓	✓	✓	✓
Deltek deltek.com	✓	✓	✓	✓
Harvest getharvest.com		✓	✓	
Journyx journyx.com	✓	✓	✓	✓
Replicon replicon.com	✓	✓	✓	✓

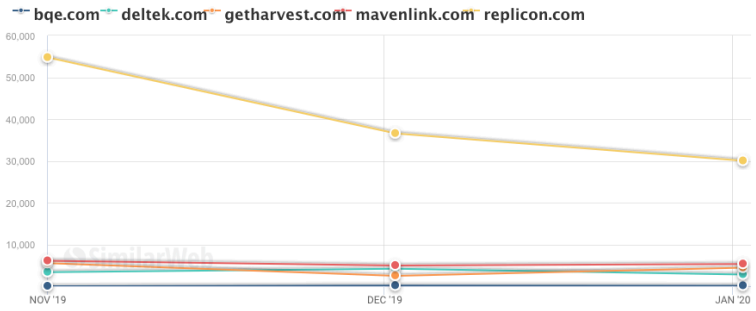
Social Overview

Traffic Share (desktop visits)



bqe.com	< 5,000 (0.17%)
deltek.com	10,321 (6.42%)
getharvest.com	12,441 (7.74%)
mavenlink.com	16,358 (10.18%)
replicon.com	121,273 (75.48%)

Social Visits from Nov, 2019 to Jan, 2020
On Desktop



Referring Pages

All Sources

160,666 Referring Social Visits | **100%** Of Total Social Visits | **44** Referring Pages

SOCIAL TRAFFIC SHARE

bqe.com	0.17%
deltek.com	6.42%
getharvest.com	7.74%
mavenlink.com	10.18%
replicon.com	75.48%

SOCIAL NETWORKS

	bqe.com	deltek.com	getharvest.com	mavenlink.com	replicon.com
Youtube	0%	8.19%	21.30%	31.80%	39.40%
Facebook	47.07%	23.55%	14.76%	40.98%	22.68%
Linkedin	0%	50.37%	22.06%	11.15%	8.69%
WhatsApp Webapp	0%	0.99%	3.00%	3.79%	10.04%
Stack Overflow	0%	0%	0%	1.66%	6.37%
Reddit	0%	4.32%	4.37%	1.71%	4.43%
Others	52.93%	12.58%	34.51%	8.91%	8.39%

BQE at a Glance

Export

YOUR POSTS PER DAY	YOUR ENG. RATE	YOUR POSTS WITH HASHTAGS	YOUR TOP HOUR OF DAY
0.03	**0.42%**	**100%**	**10**am PST
Landscape Avg: 0.71	Landscape Avg: 0.31%	Landscape Avg: 32.7%	Landscape Top: 3pm PST

Activity & Engagement

Export

YOUR POSTS IN PERIOD	YOUR ENG. RATE
1	**0.42%**
Landscape Avg: 21.4	Landscape Avg: 0.31%

Company	Posts	Eng. Rate By Follower
1. Journyx	32	0.92%
2. Deltek	39	0.56%
3. BQE	1	0.42%
4. Replicon	29	0.17%
5. Harvest	6	0.027%

View More

Hashtags

Export

Of the **8** most broadly used hashtags, **#DeltekCares** generates the most engagement per post. You didn't use any of these hashtags.

Hashtag	Companies Using	Eng. Rate By Follower
#Construction	2	0.61%
#LetterToAnElderDay	1	1.45%
#DeltekCares	1	1.45%
#DecadeOfLeadership	1	1.13%
#DeltekVantagepoint	1	1.02%
#PoweringProjectSucc	1	0.85%
#Veterans	1	0.73%
#NVTC	1	0.73%

Hashtags you used
Hashtags you didn't use

View More

Popular Topics

Export

Topic	Companies Posting About	Posts About	Eng. Total / Post	Eng. Rate By Follower
customers	2	3	11	0.36%
description	1	17	0	0%
last week	1	5	1.60	0.11%
project time tracking	1	4	2	0.14%
cast	1	4	2	0.14%
manage time	1	4	1.75	0.19%
campaign	1	3	54.3	1.45%
alia	1	3	5.67	2.18%

Topics in your posts
Topics not in your posts

View More

Post Channels

Export

Your most active channel is Facebook. The channel that generates the highest engagement in your landscape is Instagram.

YOUR ACTIVITY BY CHANNEL

Post Ch.	Avg Posts / ...
Facebook	0.03 / day



LANDSCAPE ACTIVITY AND ENGAGEMENT BY CHANNEL

Post Ch.	Posts per Day pe...	Eng. Rate By Follower
Instagram	0.14 / day	3.68%
Facebook	0.11 / day	0.58%
Twitter	0.33 / day	0.23%
YouTube	0.14 / day	0.021%

Post Types

Export

Your most common post type is Photo. The post type that generates the highest engagement in your landscape is GIF.

YOUR ACTIVITY BY POST TYPE

Post Type	Avg Posts / Day
Photo	0.03 / day



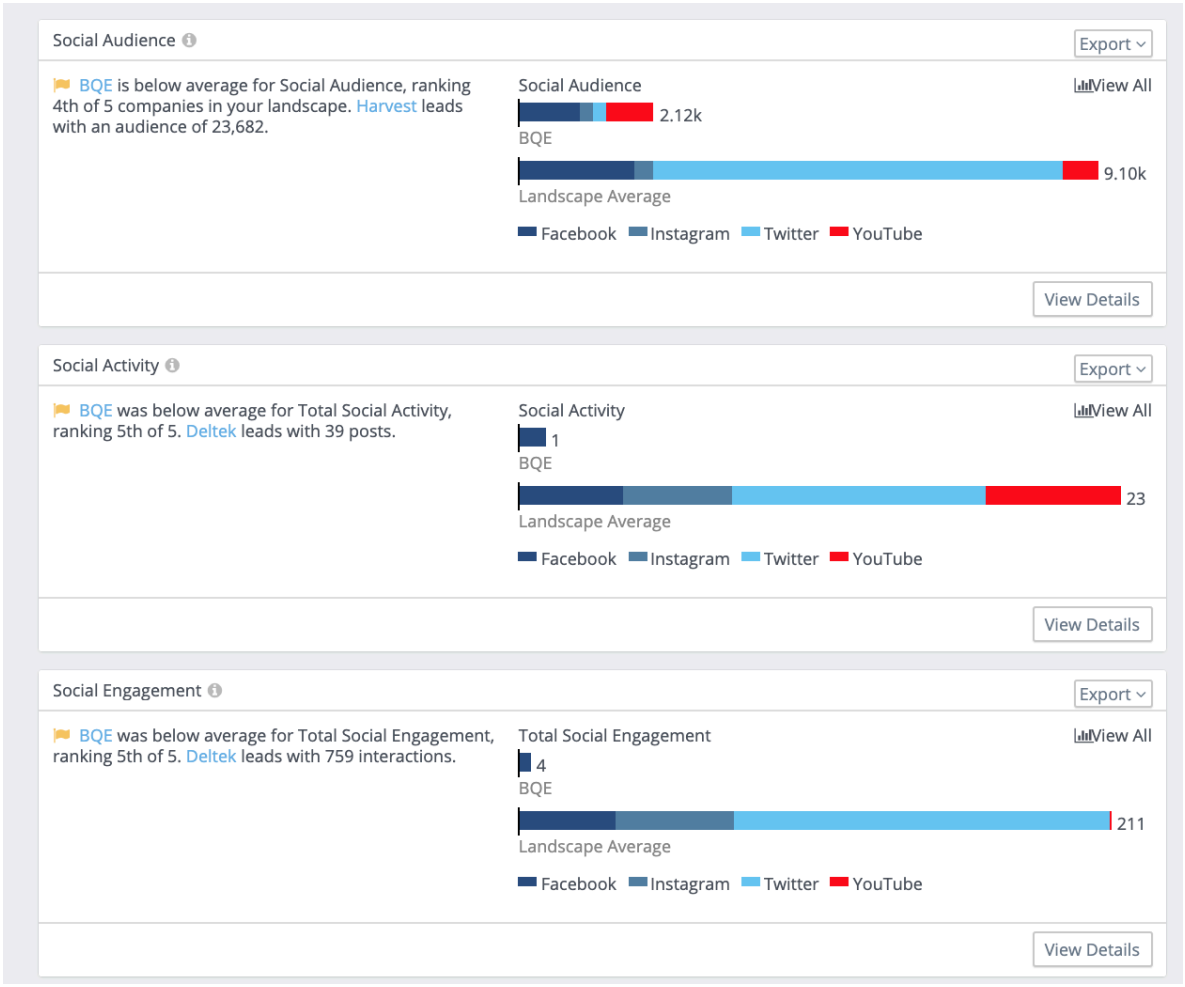
LANDSCAPE ACTIVITY AND ENGAGEMENT BY POST TYPE

Post Type	Posts per Day pe...	Eng. Rate By Follower
GIF	0.08 / day	0.46%
Photo	0.35 / day	0.31%
Link	0.10 / day	0.25%
Video	0.18 / day	0.22%


Cross-Channel Audience, with % Change
Export
Harvest
23.7k
Deltek
12.0k +0.76%
Replicon
3.42k
BQE
2.12k
Journyx
1.95k
Facebook
Instagram
Twitter
YouTube
View More
Cross-Channel Posts
Export
Deltek
39
Journyx
32
Replicon
29
Harvest
6
BQE
1
Facebook
Instagram
Twitter
YouTube
View More
Cross-Channel Engagement Total
Export
Deltek
759
Journyx
153
Replicon
66
Harvest
38
BQE
4
Facebook
Instagram
Twitter
YouTube
View More
Cross-Channel Engagement Rate By Follower
Export
Journyx
0.92%
Deltek
0.56%
BQE
0.42%
Replicon
0.17%
Harvest
0.027%
View More


Cross-Channel Applause
Export
Deltek 508
Journyx 138
Replicon 65
Harvest 27
BQE 4
Facebook Instagram Twitter YouTube
View More
Cross-Channel Conversation
Export
Journyx 12
Deltek 3
Harvest 2
BQE 0
Replicon 0
Facebook Instagram Twitter YouTube
View More
Cross-Channel Amplification
Export
Deltek 248
Harvest 9
Journyx 3
Replicon 1
BQE 0
Facebook Twitter
View More

Findings:


Social Audience
Export
BQE is below average for Social Audience, ranking 4th of 5 companies in your landscape. Harvest leads with an audience of 23,682.
Social Audience
View All
2.12k
BQE
9.10k
Landscape Average
Facebook
Instagram
Twitter
YouTube
View Details
Social Activity
Export
BQE was below average for Total Social Activity, ranking 5th of 5. Deltek leads with 39 posts.
Social Activity
View All
1
BQE
23
Landscape Average
Facebook
Instagram
Twitter
YouTube
View Details
Social Engagement
Export
BQE was below average for Total Social Engagement, ranking 5th of 5. Deltek leads with 759 interactions.
Total Social Engagement
View All
4
BQE
211
Landscape Average
Facebook
Instagram
Twitter
YouTube
View Details

LinkedIn Social Analysis

Company	Followers	Posts Last Month
BQE https://www.bqe.com/	3,562	2
Deltek https://www.deltek.com/	49,511	11
REPLICON https://www.replicon.com/	12,716	8
HARVEST https://www.getharvest.com/	2,773	5
Journyx https://journyx.com/	615	12
MavenLink https://www.mavenlink.com/	9,661	19

There is no real social monitoring or “listening” tools for LinkedIn…at least none that are effective. LinkedIn does not allow 3rd party apps to pull in data from its API that would enable listening in Groups conversations or other posts.

BQE has not taken advantage of the opportunities that LinkedIn presents.

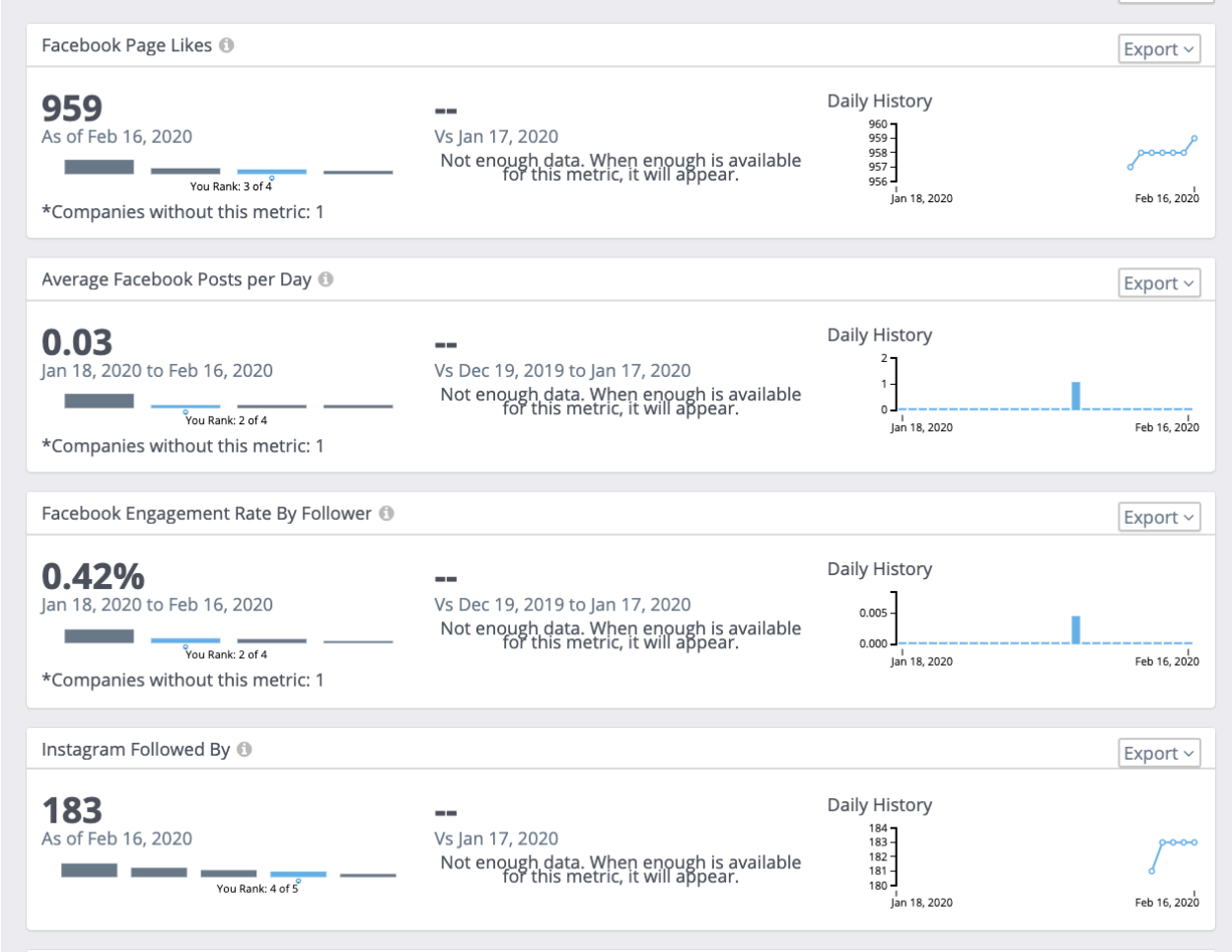
B2B Marketers who post **original content** on LinkedIn have found they benefit from both reputation management and increase sales.

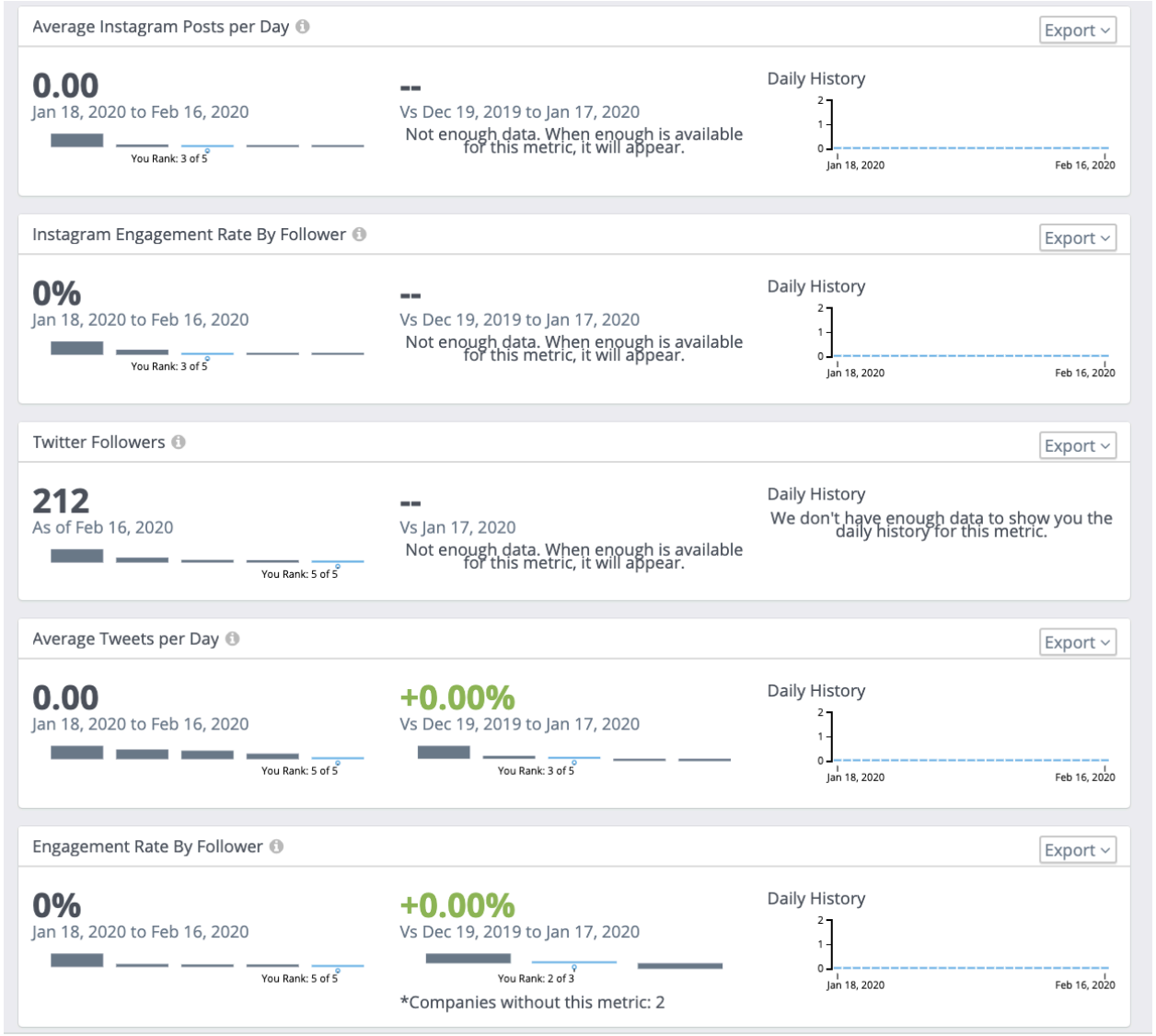
LinkedIn can be highly effective as a means of getting other influencers to share and distribute your content.

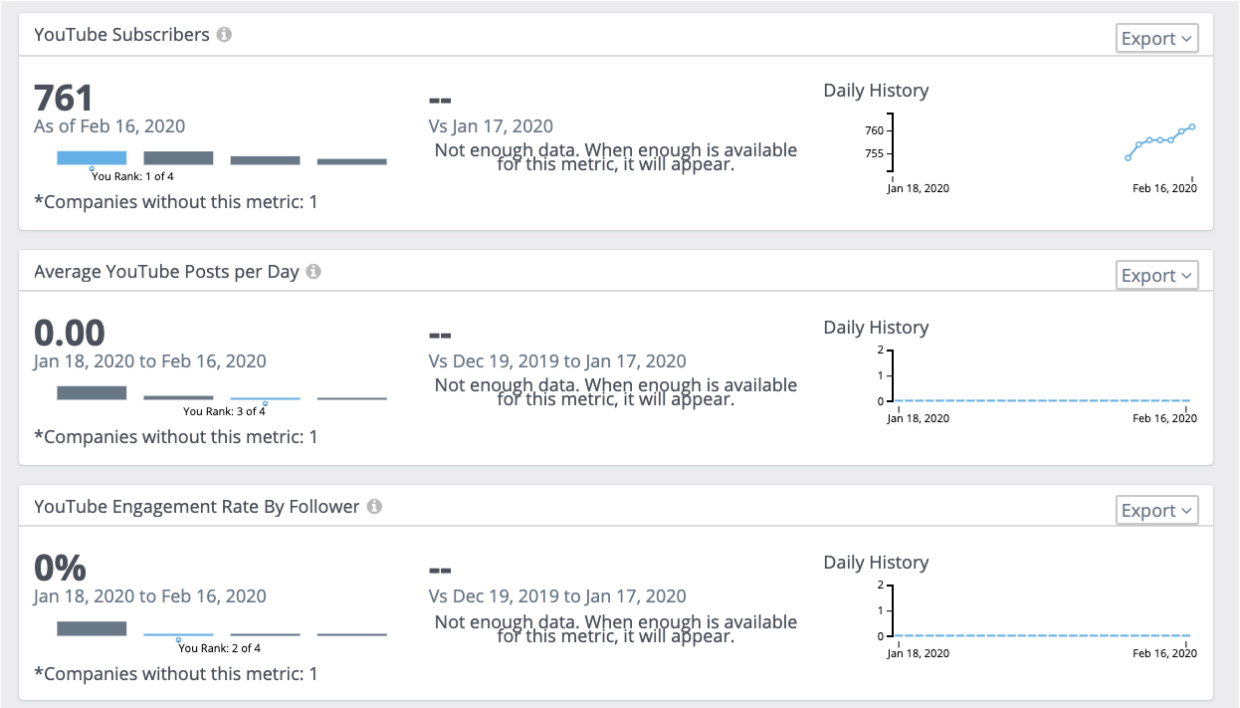
Recommendations:

LinkedIn should be one of the primary social platforms for sharing all blogs, events, awards, eBooks, Infographics, and videos. The initial sharing should then be amplified by key executives, and marketing/sales leaders.

BQE Social Media Baselines




Average Instagram Posts per Day
Export
0.00
Jan 18, 2020 to Feb 16, 2020
You Rank: 3 of 5
--
Vs Dec 19, 2019 to Jan 17, 2020
Not enough data. When enough is available for this metric, it will appear.
Daily History
2
1
0
Jan 18, 2020
Feb 16, 2020
Instagram Engagement Rate By Follower
Export
0%
Jan 18, 2020 to Feb 16, 2020
You Rank: 3 of 5
--
Vs Dec 19, 2019 to Jan 17, 2020
Not enough data. When enough is available for this metric, it will appear.
Daily History
2
1
0
Jan 18, 2020
Feb 16, 2020
Twitter Followers
Export
212
As of Feb 16, 2020
You Rank: 5 of 5
--
Vs Jan 17, 2020
Not enough data. When enough is available for this metric, it will appear.
Daily History
We don't have enough data to show you the daily history for this metric.
Average Tweets per Day
Export
0.00
Jan 18, 2020 to Feb 16, 2020
You Rank: 5 of 5
+0.00%
Vs Dec 19, 2019 to Jan 17, 2020
You Rank: 3 of 5
Daily History
2
1
0
Jan 18, 2020
Feb 16, 2020
Engagement Rate By Follower
Export
0%
Jan 18, 2020 to Feb 16, 2020
You Rank: 5 of 5
+0.00%
Vs Dec 19, 2019 to Jan 17, 2020
You Rank: 2 of 3
*Companies without this metric: 2
Daily History
2
1
0
Jan 18, 2020
Feb 16, 2020

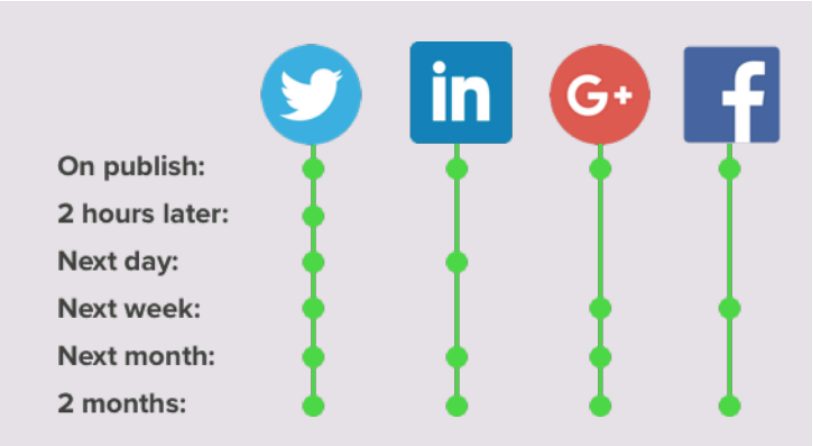


Social Media Recommendations

BQE has surrendered several social media channels to their competitors. BQE is well behind their competition in producing, distributing, and engaging their customers by social media.

Us social media for content promotion to increase the reach of your marketing efforts. Share and reshare new (and old) blog posts, content offers, and videos on a regular basis.

It is critical to establish a cadence in content promotion on social media can be very effective. While the life of a Tweet, LinkedIn post or Facebook post varies, they all remain short lived— especially Tweets. Don't be afraid to post the same piece of content multiple times on social media. In fact, it is recommended. Use the chart below as a reference for the posting cadence you should establish whenever a new piece of content is published.



In addition to using social-media channels for content promotion, take the time to find your buyer personas' digital watering hole to generate leads. Answer questions on Quora, share articles on industry-related blogs and forums and focus relentlessly on adding value to the conversations in which you want your company to participate

Cross-Channel Marketing

Social media is a proven and demonstrable tool to maximize brand exposure, educate and inform current and potential customers and drive leads. A proper social media program creates buzz, conveys the qualities of your brand and shortens the sales process.

Facts:

- Businesses are not only spending more time on social media platforms and apps (an average of 12 hours per week, according to We Are Social), they are also spreading their attention across multiple social media platforms. A recent study
- by Global Web Index found that the average internet user now has seven social media accounts, up from only three in 2012.
- Cross channel marketing can help increase brand exposure by boosting a brand's visibility.
- Brand ubiquity, too, plays a role in influencing purchasing decisions; if a consumer see branded or brand-sponsored content on multiple social media channels, this prevalence creates familiarity and fosters trust in audiences.
- Additionally, effective cross channel marketing can help companies maximize each piece of content and enables consumers to interact with the brand on whichever platform they feel comfortable on or loves the most

Why Cross-Channel Social Media is Important

To be clear, we are NOT recommending that BQE create **unique** social content for twitter or any other social channels. We ARE recommending that content created for LinkedIn be repurposed for other social media channels such as Facebook, Twitter, Instagram, and YouTube. Here is the reason for that:

An IAB study found that consumers that view a consistent message across multiple channels increase their purchase intent by 90% and improve their perception of that brand by 68%. An additional benefit on a cost level for brands is that sending out messages across both traditional and digital channels has resulted in a greater return on their marketing investment.

The reason this approach works so well is because consumers use multiple channels when they go through the purchase process, including search engines, brand websites, and customer reviews as well as social media, blog posts, and mobile channels.

Blue Nile Research conducted a research study, entitled, “The Content That Compels People to Buy,” and found that more than 70% of those consumers surveyed use three or more channels to research and make a purchase.

Recommendations:

Social Engagement across these channels is one indicator of an effective influencer marketing program. BQE consistently ranks at the bottom across all social media platforms.

BQE needs to tests these channels for a minimum of 6 months to see if there is engagement and sales that can be attributed to them.

Paid Social Media Engagement

Social is no longer just about conversation and content; it’s now an established channel for customer acquisition, remarketing and engaging b2b existing customers as well as an excellent way to support retention programs.

You don’t need to pay to share, but you do need an audience. When first starting out, you’ll have few people to talk to via social, so the relative impact of your content will be low.

Do b2b clients buy from social content/offers?

- Research revealed 64% of b2b respondents use social to identify or buy a business solution. They ads were targeted to find them as they were going through their personal feeds.

- Nearly half (46%) of social media users are already using social platforms while thinking about making a purchase.
- 40% of users are actively deciding what to buy based on what they have seen on social media platforms, including reviews and recommendations, and this is only set to grow.

The key to using paid campaigns is to reinforce core messages that you've shared via organic posts.

Recommendations:

BQE should predominately generate social media traffic through organic means, however, there are three occasions where they should consider paid advertisement.

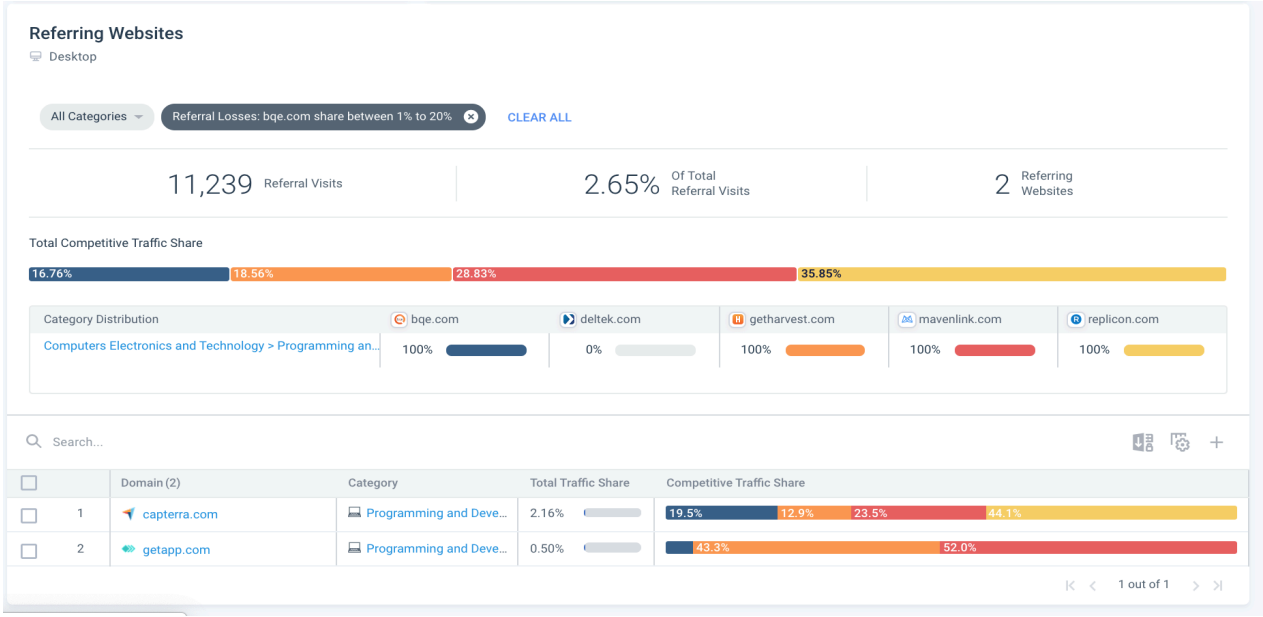
Amplification: Amplification should be used when BQE creates a compelling piece of premium content or a blog that seems to resonate with the targeted personas. The cost is minimal but a few hundred dollars to promote a piece of quality content on social platforms and paid keywords. This can deliver new and highly targeted eyes.

Retargeting: Retargeting should be an active part of BQE marketing efforts. When a person comes to the site, and we can identify they are a targeted persona, for the next 72 hours after their visit, the person should see display ads on sites that relate to BQE

Co-branded emails BQE needs to have new prospects to nurture. Co-branded emails sent by a respected publication that is read by individuals who want but are having trouble conceiving. The email is sent out by the publication and because it is from a trusted name is more likely to be opened. The status that the publication has is also transferred to BQE because the email is an endorsement of the content. In most cases, we can get a guarantee performance of the email in terms of open and conversion rates.

Trusted Source Review Analysis

Company	Capterra		Finance Online			TrustRadius		G2	
	Score	Reviews	Finance Score	Customer Score	Reviews	Score	Reviews	Score	Reviews
BQE https://www.bqe.com/	4.3/5	191	7.9/10	4.25/5	7	5/10	1	3.9/5	20
Deltek https://www.deltek.com/	4.1/5	448	8.6/10	4.45/5	14	7.8/10	49	4/5	108
REPLICON https://www.replicon.com/	4.6/5	491	8.5/10	4.6/5	11	8/10	3	4.2/5	427
HARVEST https://www.getharvest.com/	4.5/5	375	9.0/10	5/5	18	8.6/10	102	4.3/5	672
Journyx https://journyx.com/	4.1/5	33	8.1/10	5/5	8	9/10	14	4.2/5	86
MavenLink https://www.mavenlink.com/	4.2/5	348	9.1/10	5/5	11	8/10	57	4.3/5	296



The first question that must be address is why are 3rd party referral sites a valuable source of quality leads. The statistics speak to that question.

- **74%** of consumers say positive reviews make them trust a business more
- **82%** of users visit review sites because they intend to buy a product or service
- **84%** of people trust online reviews as much as personal recommendations
- **91%** of consumers trust online reviews more than talk from a salesperson
- **92%** of consumers now read online reviews when researching products
- **97%** of buyers think online reviews are more credible than content created by companies

The reason referral sites work can be directly linked back to the study performed by Dr. Robert Cialdini. Specifically, the principles dealing with the law of social proof, liking, and authority. We live in fast pace world where we simple to not have the time to evaluate every alternative and feature of all the products that are available. We have adapted by taking shortcuts to determine what products work best to solve our problems.

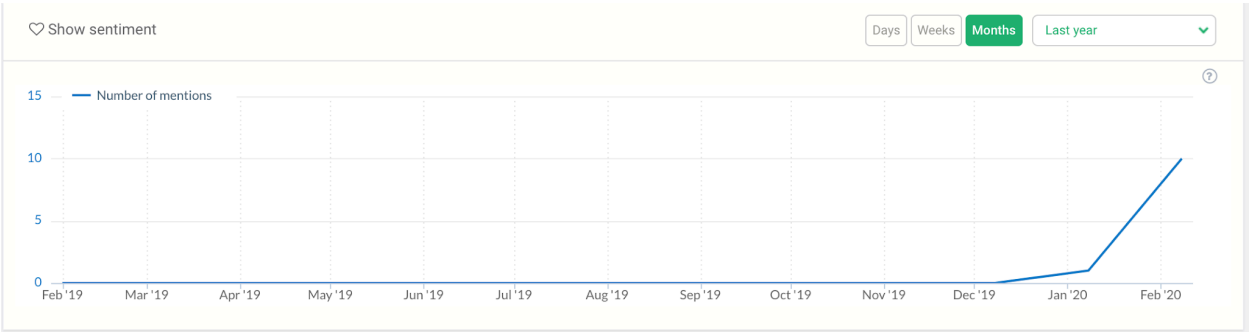
This is the foundation of influencer marketing and works even if you don't know the person making the recommendation. All that is necessary is the perception that they are like you with respect to any number of factors.

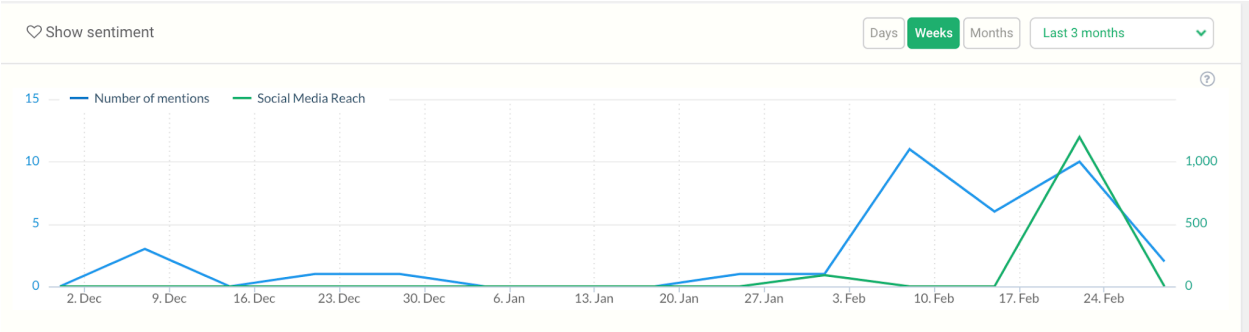
For third-party referral sites to be most effective it is important that you should have more reviews than every other company listed in your category (this is not a

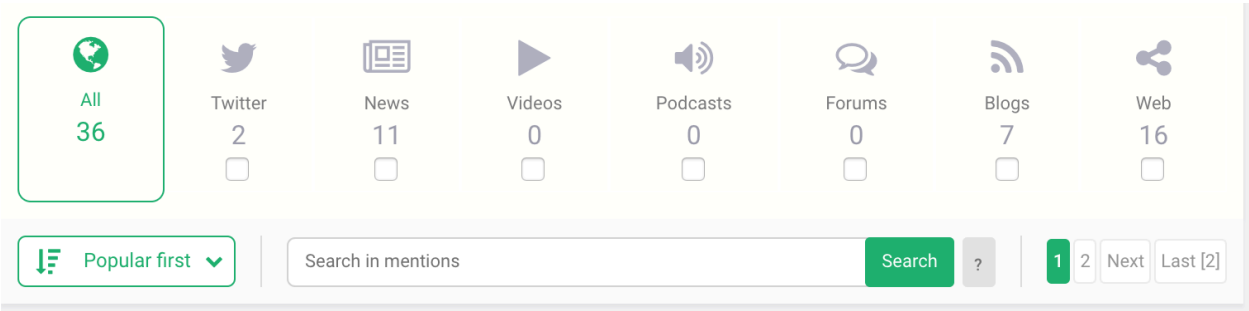
requirement, of course). As well as having many reviews, it's important to be generating new reviews on a weekly basis (at a minimum).

While these sites normally work on a Pay Per Click (PPC) model, the psychology of having both more reviews and once that are recent will translate into more conversions.

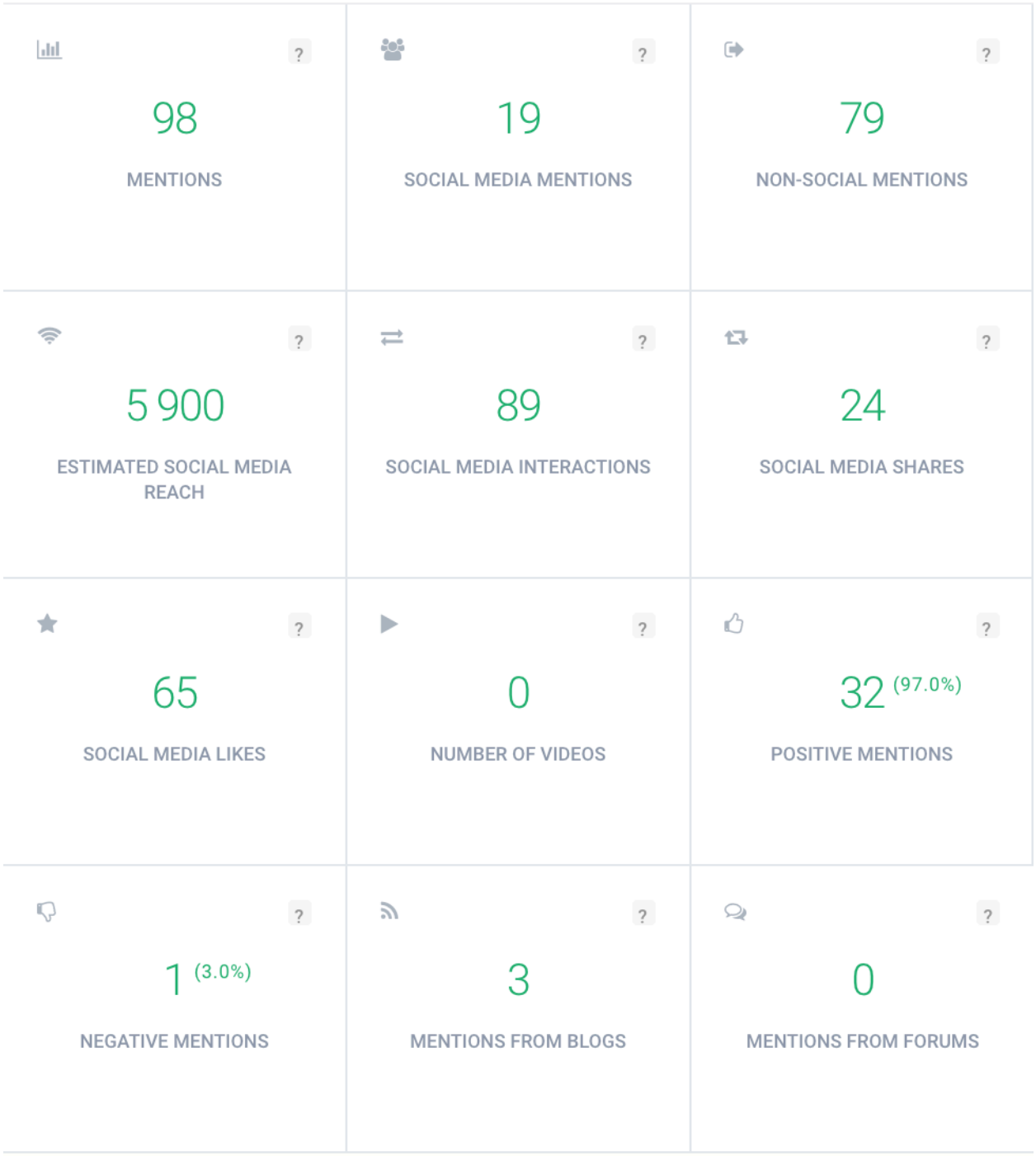
Influencer Outreach







The charts above show influencer sentiment for the past year and a "close-up" of the last three months. There was virtually zero influencer sentiment until mid-December 2019. Even then, the amount of influencer activity is quite minimal.



Over the past 3 months there has been 32 Positive mentions and one negative mention. In every case, there should be interaction with any non-employee who takes the time to make a communication about BQE. For negative comments it often is an opportunity to address any problem and turn a negative post to a positive one.. For the Blog mentions, these are golden and they along with any positive mentions need to be amplified and shared.

For any SaaS company, influencer sharing and sentiment can drive significant traffic and subsequent product trials. While it is good to see that BQE has begun some initiative and understanding it takes time to ramp up influencer outreach, the reality is it is simply too little too late.

Findings:

One of the areas that needs further study and which only can be ascertained by reviewing internal procedures are the steps taken to develop influencers. We previously identified the importance and value of generating influencers. These are highly respected individuals who have a social reach that is comprised of your targeted personas but is larger and better segmented than your own list.

If you can get them to share information with this list it will not only provide lead generation but their influence will help build trust and convert them to customers. While influencers can be paid to provide such service, the better way to develop them in a more organic process. There are software technologies that have been developed that will optimize and shorten this process. They can unfortunately be both costly and can sometimes be a turnoff to prospective influencers. Where technology is not warranted either due to cost or the nature of the community, we have developed a process for identifying, nurturing, and converting influencers.

Since influencers receive lots of requests it can take time to develop the trust and repertoire necessary for them to become an advocate for your product or to get them to share resources that you have developed.

While the manual process of developing, these resources is contained in an 18-page document, the essence of the program can be summarized in a five-step framework structure.

- Identify targeted influencers based on reach, influence and whether they align with your brand message.
- Engage them on all social platforms to build repertoire. This process is done by commenting, sharing and asking questions. The goal is to utilize the law of reciprocity to develop this relationship.
- Provide them access to unique and exclusive content that will heighten their brand.

Once you have established some type of connection or relationship to influencers, you can begin your outreach utilizing pre-existing emails and templates. We will also be tracking influencer outreach performance on monthly scorecard.

Recommendations:

Development of Brand Advocates and Ambassadors - Identify and engage with thought leaders, influencers and BQE's "friends" (brand ambassadors) by creating a network of advocates that will share their content on social media and reference them in blog posts, webinars and premium content (eBooks, videos, speaking engagements and other live events) to help build the brand.



Our efforts will encourage these brand advocates to submit guest blog posts on the BQE blog and seek opportunities to submit guest posts on influencer blogs.

Particularly effective can be an ongoing Podcast series that is co-sponsored by a respected industry thought leader with a high degree of social influence. BQE will not only capitalize on its credibility, but also gain access to its audience.

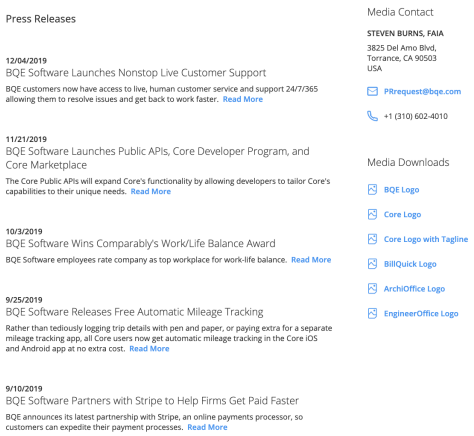
BQE can either apply time or money to address this lack of influencer contributions to their lead generation.

Money: While there are software solutions and people who will exchange time, and sharing for money, they are usually not effective in a b2b engagement. So, when we discuss using money to generate influencer activity, we are speaking of software alternatives (e.g. Socedo) that will mimic best practices to identify and cultivate influencers who will have the respect and following of your targeted audience. The problem with many products in this field the APIs that connect them to the social platforms are often pulled or restricted (e.g. Socedo) requiring a user to seek different alternatives.

Manual Process (time): The manual process that was discussed above works extremely well and usually generates influencer activity that is significantly more powerful

Public Relations Analysis

During 2019, BQE had 15 press releases in 2019. They information they shared were either about product offerings or company awards.



Press Releases

12/04/2019
BQE Software Launches Nonstop Live Customer Support
BQE customers now have access to live, human customer service and support 24/7/365 allowing them to resolve issues and get back to work faster. Read More

11/21/2019
BQE Software Launches Public APIs, Core Developer Program, and Core Marketplace
The Core Public APIs will expand Core's functionality by allowing developers to tailor Core's capabilities to their unique needs. Read More

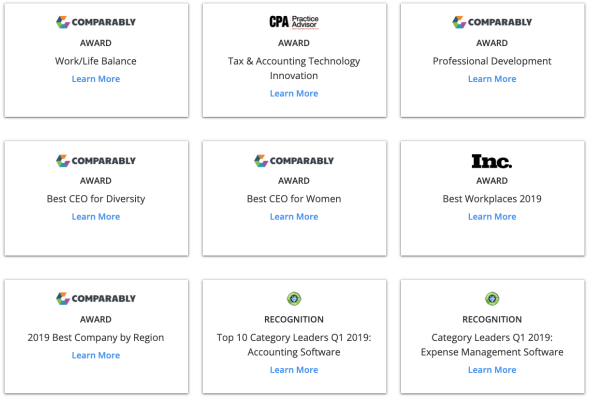
10/3/2019
BQE Software Wins Comparably's Work/Life Balance Award
BQE Software employees rate company as top workplace for work-life balance. Read More

9/25/2019
BQE Software Releases Free Automatic Mileage Tracking
Rather than tediously logging trip details with pen and paper, or paying extra for a separate mileage tracking app, all Core users now get automatic mileage tracking in the Core iOS and Android app at no extra cost. Read More

9/10/2019
BQE Software Partners with Stripe to Help Firms Get Paid Faster
BQE announces its latest partnership with Stripe, an online payments processor, so customers can expedite their payment processes. Read More

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Media Downloads
BQE Logo
Core Logo
Core Logo with Tagline
BillQuick Logo
ArchiOffice Logo
EngineerOffice Logo



COMPARABLY AWARD Work/Life Balance Learn More
CPA Practice Advisor AWARD Tax & Accounting Technology Innovation Learn More
COMPARABLY AWARD Professional Development Learn More
COMPARABLY AWARD Best CEO for Diversity Learn More
COMPARABLY AWARD Best CEO for Women Learn More
Inc. AWARD Best Workplaces 2019 Learn More
COMPARABLY AWARD 2019 Best Company by Region Learn More
RECOGNITION Top 10 Category Leaders Q1 2019: Accounting Software Learn More
RECOGNITION Category Leaders Q1 2019: Expense Management Software Learn More

A more complete analysis need to be conducted to better understand how topics are selected for PR release, the process being used, and how the PR efforts are enhanced through amplification in social media and with influencers.

BQE needs to include in PR release the following areas:

- Product Releases/Improvements
- Business Event Participation
- Community Relations Initiatives
- Corporate and Social Responsibility Initiatives
- Employee Relation Initiatives
- Awards

In addition, any Public Relations efforts need to incorporate the following:

The Public Relations Strategy for External Audiences Includes:

I. Communications Infrastructure Development
   a. Press Kit Development - The press materials will include corporate backgrounder, fact sheet, management biographies, etc.

   b. Editorial Calendar Opportunity Research
      Research planned editorial calendars of target publications to identify appropriate editorial opportunities for BQE. Then develop and maintain an editorial opportunity matrix, including upcoming editorial topics and contact

information.

c. Media, Blogger & Industry Influencers Database Development
Compile existing relationships and conduct further research and develop a comprehensive contact database covering the key media, bloggers and opinion leaders in the industry.

II. Media Relations

a. Proactive Story Pitching
Working closely with BQE executives to identify newsworthy angles to incorporate into creative story pitches for target media. We always take the time to customize pitches for each target media. These pitches are intended to:
- ❖ Differentiate BQE from other companies in the competitive marketplace
- ❖ Highlight BQE's offering, its value propositions and success stories;
- ❖ Take BQE's story to mainstream national audience; and
- ❖ Monitor BQE's marketing content to evaluate how we can leverage these to generate additional visibility in the media.

b. Editorial Opportunities

Editorial calendar opportunities:
- ❖ These are long lead times, but keep momentum going.
- ❖ Most monthly publications have 3-to-6 month lead times.

c. Ongoing Publicity and Press Releases
- ❖ Timely responses to inquiries and opportunities to secure opportunities quickly.

d. Media Coverage Monitoring and Metrics
- ❖ Monitor BQE and their competitors' media coverage daily and provide necessary follow-up.
- ❖ Compile and regularly update a media metrics report to highlight BQE's media articles and their readership numbers.
- ❖ Promote media hits via all social media channels (including Key Executives)
- ❖ Monthly wrap-up of industry and competitive news coverage.
- ❖ Monthly reporting of Publicity Value numbers, from industry-standard algorithms.

e. Ensure SEO Strategy Is Integrated with Media Relations Strategy
Maximize search engine efforts by incorporating keywords into the positioning, messaging and media placements (blog content, third-party and bylines) to try to facilitate more backlinks that underscore the overall marketing strategy.

f. Competitive & Industry Media Analysis
To understand BQE's evolving competitive landscape, monitor

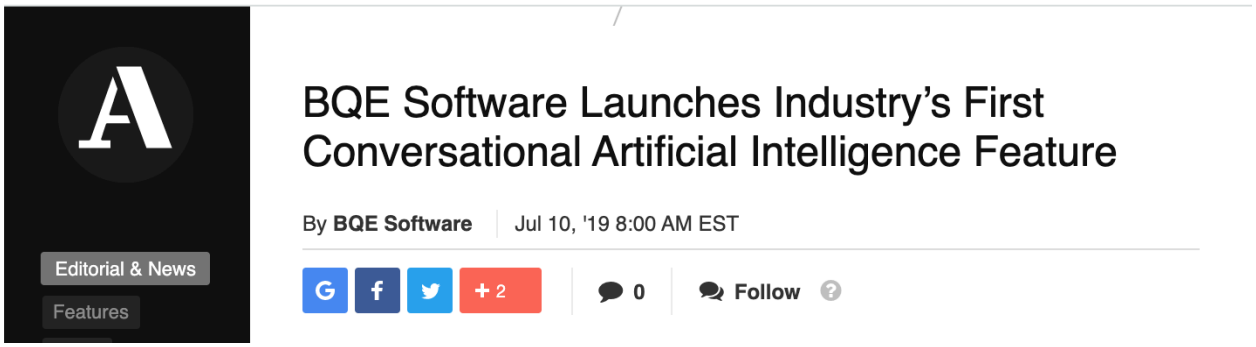
competitors' major announcements and media coverage on a daily basis and report significant news to key executives. In addition, actively scan our target media for major industry news and trends and forward notable articles to BQE. This exercise can also be helpful in identifying additional media, bloggers and industry influencers with whom we can follow up to introduce BQE.

Earned Media Performance

Earned media is acquired by getting an influential publication or media outlet to publish an article or content that is either created by them or by BQE. It is free, but you must attract the interest of the gatekeepers who hold the key to accessing their audiences and talking about your BQE and publishing your content.

This can be an informative or interest article or where a key BQE executive is used as expert in an article on the topic. Earned media gives you third-party credibility – someone who isn't paid by your company believes enough in your products, insights, etc. to mention, quote, or promote your brand's content.

The critical element for any earned media endeavor is that the audience believes the article was written independent of any payment or influence by BQE. The following article would have been far more impactful if it was "written" by a staff writer for the publication.



The article above comes across as an advertorial that was written and paid for inclusion by BQE. While it certainly makes the information available it would have far more impactful if it was perceived as a legitimate news story.

The industry best practice is for BQE to still write the article but to have the byline by a publication representative. This requires the building of relationships and the understanding that they will be publishing an article that is unique and not a version of a press release.

Earned media also enables your brand to reach a wider audience – an audience that may not know about you but can benefit from your content, products, or services.

Simply said, earned media may take more work because you are not in control of the process and decision-making, but it should be a major component of your content marketing strategy.

Earned Media Recommendations:

BQE needs to implement an earned media strategy that presents BQE in national publications and news outlets. This will be in the form of articles created by BQE and pitched to the gatekeepers. BQE executives should also be presented to these same publications and news outlets as experts who are available for comments or interviews.

Authoritative News Venues **-** Many targeted personas leaders listen to or watch news and financial programs that are seen on various cable news channels (CNBC, FOX, etc.). BQE needs to have prominate stories about their product, culture, and success told in major media markets.

- Level 1 - Local Market (New York Times, LA Times, etc.)
- Level 2 - National Magazines (WSJ, Forbes, Fortune, Fast Company, Harvard Business Review, The Economist, Entrepreneur, BusinessWeek, or McKinsey Quarterly. etc.)
- Level 3 – Industry Specific Publications (American Lawyer, CPA Journal, etc.)

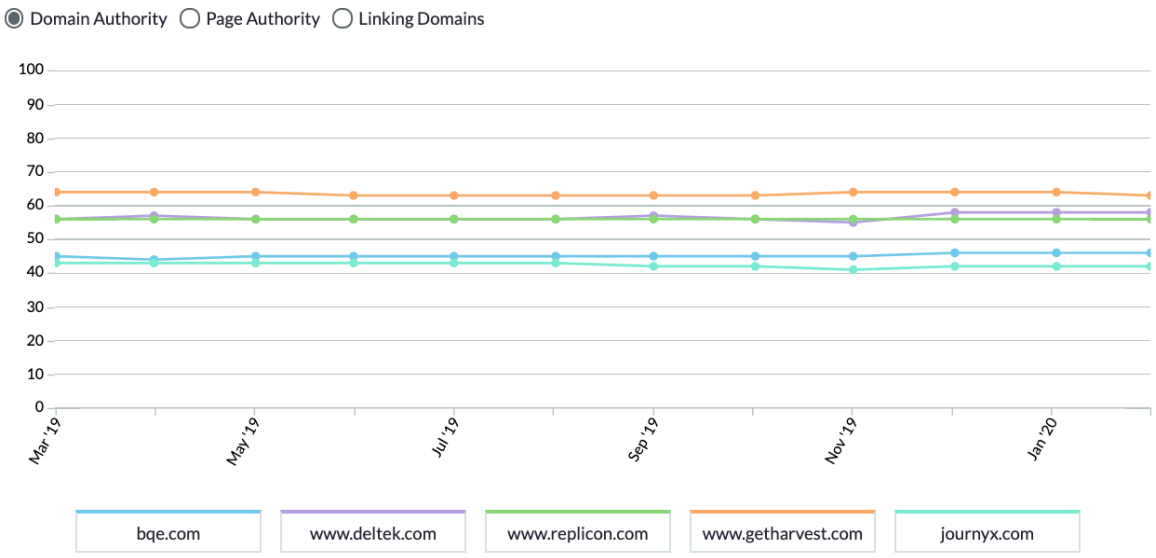
The Company CEO and other leaders should become guests on national broadcasts (television and podcasts). This will not only help the brand and provide credibility, but will also build the framework should they later seek to go public or be acquired)

- Level 4 – National Publications/TV Shows/Analysts (Squawk Box, Mad Money, etc.)

Authoritative Publication - We will identify authoritative magazines that accept blog syndications and have broad credibility with market segments and impact investors that would be potential tenants/clients. Syndicating blog content, complete with backlinks, across these publications will improve domain authority and help achieve solid organic search results. This is different than brand and product-oriented media placements that have a higher publicity value for brand and product perception. The publication of these pieces will be accompanied by blogs and social media posts to more widely distribute the content and message.

Domain/Trust Rankings Analysis

Company	Domain Authority	Page Authority	Page Rank	Trust Score
BQE https://www.bqe.com/	46/100	51/100	6.0/10	4.03/10
Deltek https://www.deltek.com/	58/100	53/100	6.0/10	2.71/10
REPLICON https://www.replicon.com/	56/100	53/100	6.06/10	3.34/10
HARVEST https://www.getharvest.com/	64/100	60/100	6.22/10	3.44/10
Journyx https://journyx.com/	42/100	47/100	5.51/10	1.86/10
MavenLink https://www.mavenlink.com/	56/100	53/100	5.53/10	3.05/10



Domain Authority, Page Rank, and Trust Metrics typically reflect how well an organization is managing their earned media.

The four categories shown above are reflective of how Google perceives the respective websites. A significant part of the algorithms that Google uses is based on how much original content is created and distributed as well as how other websites, influencers, or social experts perceive the site.

If other high ranking sites are sharing your content through publication or backlinks, Google will use this as an indication that your site is authoritative on the subject matter being discussed. This will in turn generate more organic traffic to your website.

BQE is at the near bottom for domain authority, page authority, page rank. It is ranking at the top of the trust score.

Metrics	bqe.com	www.deltek.com	www.replicon.com	www.getharvest.c...	journyx.com
Domain Authority	46	58	56	64	42
Page Authority	42	53	53	60	47
Spam Score	2%	1%	3%	1%	8%
Total links	6,264	337,685	56,562	86,897	11,514
% of total links, external + follow	74%	96%	91%	68%	69%
External, followed links	4,617	324,025	51,430	59,080	7,952
Internal, followed links	1,307	9,421	2,411	1,692	1,547
External, nofollowed links	340	4,239	2,721	26,125	2,015
Internal, nofollowed links	0	0	0	0	0
Total linking domains	102	2,415	2,143	8,107	1,863
Followed linking domains	56	1,886	1,503	6,877	1,508

Metrics	bqe.com	www.mavenlink.c...
Domain Authority	46	56 ✓
Page Authority	42	53 ✓
Spam Score	2%	1% ✓
Total links	6,264	25,245 ✓
% of total links, external + follow	74% ✓	31%
External, followed links	4,617	7,939 ✓
Internal, followed links	1,307 ✓	953
External, nofollowed links	340	16,353 ✓
Internal, nofollowed links	0	0
Total linking domains	102	2,329 ✓
Followed linking domains	56	1,879 ✓

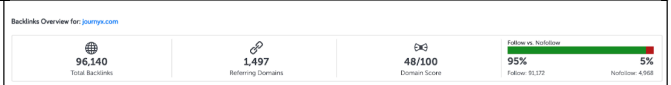
Findings:
Domain Authority, Page Rank, and Trust Metrics typically reflect how well an organization is managing their earned media. While not at the bottom of the rankings, the information demonstrates that BQE needs to be more aggressive with all forms of influencer marketing including social and earned media.

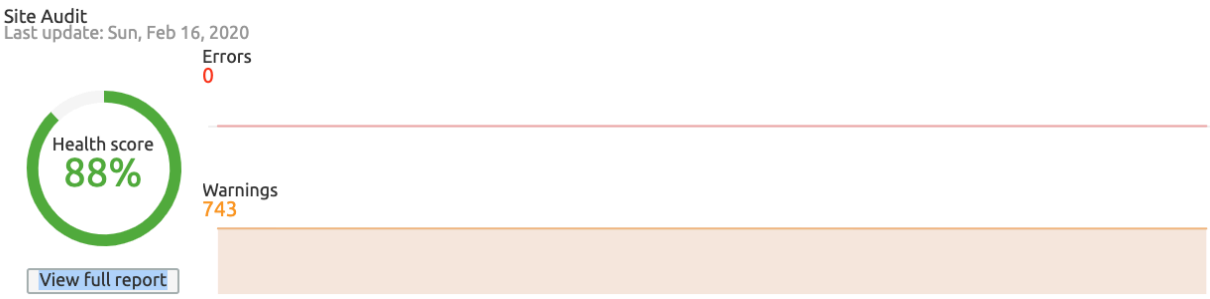
Recommendations:

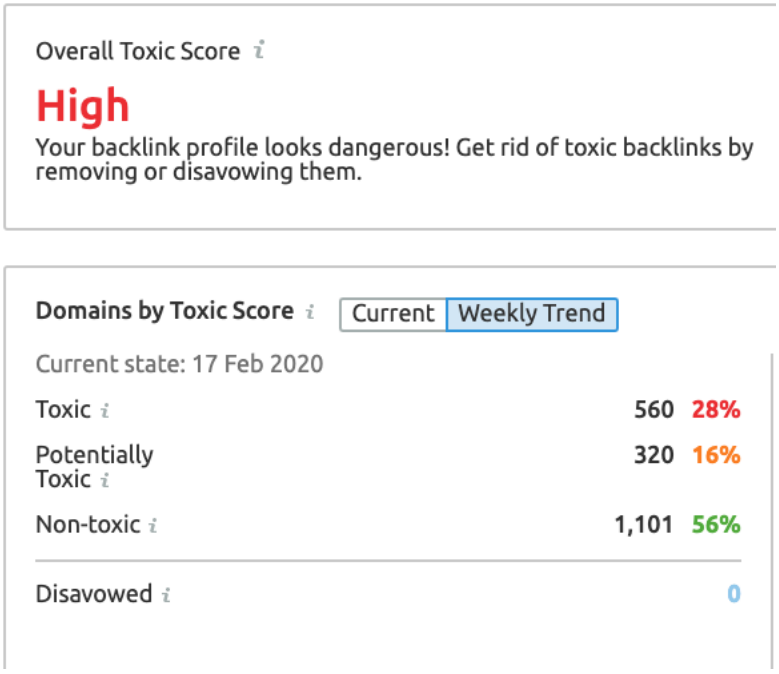
BQE first needs to increase their blogging and social media outreach. This will help them obtain social earned media and backlinks. Make sure that the backlinks are only from sites that have more juice (authoritative sites that have a higher MOZ domain authority). Also, eliminate any backlink to their site coming from any site that has a lower Domain Authority. That should have a positive impact on the Domain Authority, Page Rank, and Trust Metrics.

Backlinks Analysis

Company	Total Backlinks	Referring Domains	Referring IPs	Authority Score	Toxic Back Links	Potential Toxic Backlinks	Non-Toxic
BQE https://www.bqe.com/	107K	1.7K	1.4K	50	520 (28%)	320 (16%)	1,101 (56%)
Deltek https://www.deltek.com/	13.1M	3.6K	5.3K	66	426 (12%)	260 (7%)	2,790 (81%)
REPLICON https://www.replicon.com/	74.4K	3.3K	3.5K	52	909 (24%)	258 (7%)	2,479 (69%)
HARVEST https://www.getharvest.com/	151K	8.7K	8.9K	60	1,119 (11%)	938 (9%)	7,462 (80%)
Journyx https://journyx.com/	119K	1.5K	1.4K	48	340 (15%)	239 (10%)	1,623 (75%)
MavenLink https://www.mavenlink.com/	115K	3.3K	4.5K	54	929 (27%)	175 (5%)	2,313 (68%)

BQE https://www.bqe.com/	
Deltek https://www.deltek.com/	
REPLICON https://www.replicon.com/	
HARVEST https://www.getharvest.com/	
Journyx https://journyx.com/	
MavenLink https://www.mavenlink.com/	





Findings:

BQE is significanly behind the market leaders when it comes to having its content recognized and shared by third-party authorities or experts.

To increase the backlinks and improve BQE's Google page rank, there needs to be a concentrated effort to secure backlinks from authoratative and relevant publications.

BQE has 107K backlinks coming from1.7K domains. However, all backlinks are not good and those that are coming from websites that have a lower Domain Authority can actually hurt your ability to rank with Google.

BQE has an alarming 520 (28%) toxic backlinks that are deminishing their Google ranking and ability to get quality traffic. There are another 320 (16%) backlinks that are potenitally toxic. This will decrease the possibility of Google or other search engines from sending organic traffic.

Google algorithmns apply the principle that if a highly authoritative site (one with a high domain authority) is recomending their visitors to another website, the latter must also be of high value. In such situations the originating high value website transfers some of its authority or juice to the other site. The corollary is also true, a when an unathoritative website (low domain score or spammy site) is recommending another site, they hurt the second website by transferring negative juice.

Recommendations:
BQE needs to reach out to those companies and ask that they remove the backlinks.

If they decline or fail to comply within 60 days, Google needs to be contacted and letting them know that BQE disavows those back links.

BQE needs to continue to develop backlinks from quality websites that have a higher domain authority.

Content Marketing

We all have heard the adage that Content is King and without doubt that is true. If you want to curry favor with the search engines and engage your visitors when they arrive you need to provide substance. But not all content is created equal and sometimes even the best intentions can create obstacles for your site.

The following is an examination of the factors that will invite the search engines to reward you with organic traffic and ensure that your targeted buyer personas can understand what you are presenting to them.

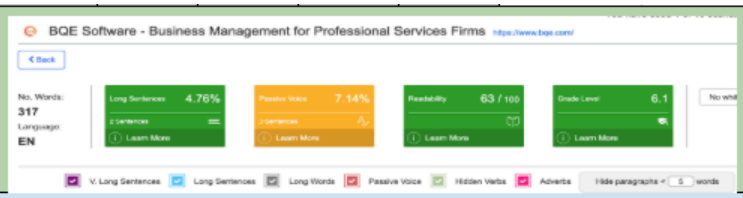
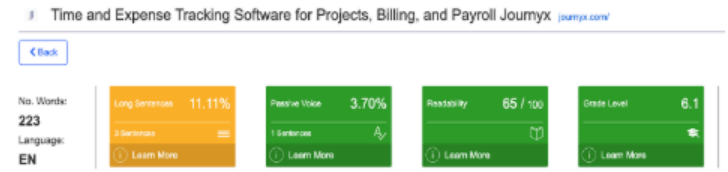
Remember, quality content means that the content is fresh, relevant, and access shared where targeted buyer personas go for information and third party verification. Every piece of content needs to address a pain point, interest, or concern of a buyer persona. When creating content, you need to make sure that there is the right type of content in various media formats (blogs, eBooks, Videos, Infographics, etc.) for each buyer persona and at each stage of the buyers' journey.

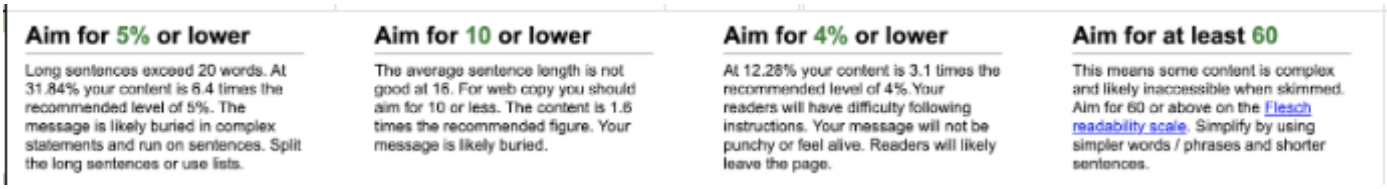
Never create content for content sake. It must always have a purpose that can be defined and that will help promote the buyer to the next stage of their journey.

Content Quality Analysis

Prepared by Bill Arnold – wraprevail@gmail.com - 323.919.1766

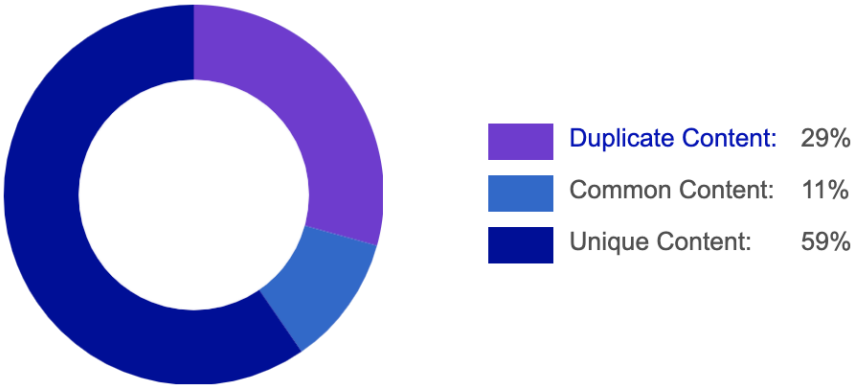
Company	Long Sentences (s/b 5% or lower)	Passive Language (s/b 4% or lower)	Readability (s/b 60 or greater)	Average Sentence Length (s/b 10 or lower)	Flesch-Kincaid grade level (s/b 10 or below)	Percent of Complex Words	Gunning-Fog Index Score (s/b 10 or below)	Readability Grade Level
BQE https://www.bqe.com/	4.76%	7.14%	63/100	3.87	5.6	12.95%	6.7	6.1
Deltek https://www.deltek.com/	8.16%	4.08%	46/100	3	10.7	28.73	4.7	8.5
REPLICON https://www.replicon.com/	5.26%	5.26%	40/100	5.99	8.3	19.97%	8.5	9.2
HARVEST https://www.getharvest.com/	16.82%	3.74%	68/100	11.32	6.3	10.49%	7.4	6.2
Journyx https://journyx.com/	11.11%	3.70%	65/100	5.56	6.4	10.34%	6.1	6.1
MavenLink https://www.mavenlink.com/	2.86%	X	41/100	3.87	8.4	12.95%	7.9	9

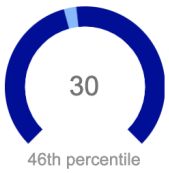
BQE **https://www.bqe.com/**	
Deltek **https://www.deltek.com/**	
REPLICON **https://www.replicon.com/**	
HARVEST **https://www.getharvest.com/**	
Journyx **https://journyx.com/**	
MavenLink **https://www.mavenlink.com/**	



Company	Duplicative Content	Common Content	Unique Content	Site Analyzer Content
BQE https://www.bqe.com/	29%	11%	59%	54.40%
Deltek https://www.deltek.com/	25%	61%	14%	53.80%
REPLICON https://www.replicon.com/	41%	33%	27%	70.40%
HARVEST https://www.getharvest.com/	13%	19%	68%	53.60%
Journyx https://journyx.com/	19%	34%	47%	72.80%
MavenLink https://www.mavenlink.com/	11%	21%	68%	57.90%

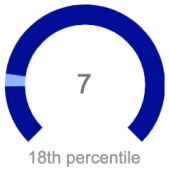
Your Duplicate Content - Click below to see your duplicate content:





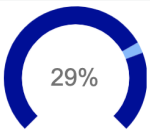
Total Links per Page

The total links per page for your site is 30. The median for all other sites is 33.
The total links per page for your site is more than 46% of all other sites.



Inbound Links per Page

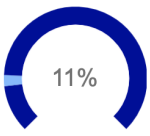
The inbound links per page for your site is 7. The median for all other sites is 20.
The inbound links per page for your site is more than 18% of all other sites.



74th percentile

Duplicate Content

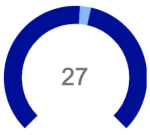
The duplicate content for your site is 29%. The median for all other sites is 20%.
The duplicate content for your site is more than 74% of all other sites.



16th percentile

Common Content

The common content for your site is 11%. The median for all other sites is 30%.
The common content for your site is more than 16% of all other sites.



53rd percentile

Internal Links per Page

The internal links per page for your site is 27. The median for all other sites is 25.
The internal links per page for your site is more than 53% of all other sites.



33rd percentile

External Links per Page

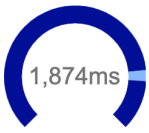
The external links per page for your site is 3. The median for all other sites is 5.
The external links per page for your site is more than 33% of all other sites.



29th percentile

Average Page Size

The average page size for your site is 45Kb. The median for all other sites is 69Kb.
The average page size for your site is larger than 29% of all other sites.



83rd percentile

Average Page Load Time

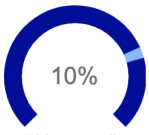
The average page load time for your site is 1,874ms. The median for all other sites is 763ms.
The average page load time for your site is longer than 83% of all other sites.



60th percentile

Number of Words per Page

The number of words per page for your site is 809. The median for all other sites is 682.
The number of words per page for your site is more than 60% of all other sites.



76th percentile

Text to HTML Ratio

The text to html ratio for your site is 10%. The median for all other sites is 6%.
The text to html ratio for your site is a greater than 76% of all other sites.

Findings:

Readability is one of the more important aspects of Web design usability. Readable text affects how users process the information in the content. Poor readability scares readers away from the content. On the other hand, done correctly, readability allows users to efficiently read and take in the information in the text. You want users to be able to read your content and absorb it easily.

Scannability: A website must first be scanable. Most website visitors will scan a page to see if it is interesting and relevant. Long Sentences can decrease the scannability of a website making it more likely the person will bounce before they find the value proposition. Long Sentence should be kept at under 5%. This will ensure that the message is clear and visible BQE's website has a score of 4.76%.

Active Voice: Active voice is best for web content. The use of a passive voice should only be used to front-load important keywords in headings, blurbs, and lead sentences. This enhances scannability and thus SEO effectiveness. The use of the passive voice should not exceed 4%. BQE's website scores a 7.14%. While this is not horrible there is room for improvement that will translate to better conversions.

Readability score: Readability scores should be at least 60. This means the content is clear and easily understood when skimmed. The readability score for BQE's website is 63%. This means the message is not clear and the readers can't follow the instructional text.

Grade Level: Content should always be written so a person does not have to open a dictionary to understand its meaning and context. You should try and write to an eight-grade level even when writing to professionals. This makes sure that the content is scanable. The content on BQE's website is written to the 6.1 grade level.

Duplicative Content – Search engines can penalize your site for duplicative content. This means there is identical content found on two or more pages of your site. The median for most websites is 20%. BQE's website has 29% Duplicative content. This is higher than many of its competitors.

Common Content: This is content found on multiple pages, but not considered duplicate content because it is commonly used words (e.g. a, an, the, etc.) The median for most websites is 31%. BQE's website has 11% common content.

Unique Content: Having unique content on your website is one of the most critical elements in search engine optimization. This is content found on a website that is truly unique and is often rewarded by the search engines. The average website has 40% unique. BQE's website has an excellent score of 59%.

Content Quality Recommendations:

Google loves fresh relevant and timely content. Google loves videos. Google hates duplicative content. The major takeaway from the analysis is that there are significant content improvements that would make the BQE's website more likely to garner organic traffic from Google and when a targeted buyer persona does land on the website they would be more likely to engage.

The content on the current website should be re-written by a lay person who has more expertise in marketing. The intent is not to dumb it down or change any context or meaning. However, there is a different skill set a marketer who has expertise can bring to the table by introducing the correct level of key words and long-tail key words as well as ensure that the person reading the text will understand the meaning.

Blog Analysis

Company	Blog Link On Home Page	Blog Summary on Home Page	Blogs - Jan 2020	Authors	Length of Posts	Images	CTAs	Properly Formated	Proper Mix	Videos
BQE https://www.bqe.com/	Yes	No	0 (undated)	No*	Long	Yes	Yes	Yes	No	No
Deltek https://www.deltek.com/	Yes*	Yes	22	Yes	Mixed	Yes	No	No	Yes	No
REPLICON https://www.replicon.com/	Yes**	No	2	Yes	Short	Yes	Yes	Yes	No	No
HARVEST https://www.getharvest.com/	Yes**	No	0	X	X	X	X	X	X	No
Journyx https://journyx.com/	Yes	Yes	3	Yes	Short	Yes	No	No	No	No
MavenLink https://www.mavenlink.com/	Yes**	No	9	No	Short	No	Yes	No	No	No
	* Secondary Navigation			* Only Guest Blog						
	** Bottom Navigation									

The Benefits of Blogging

Improved SEO: Search engines love fresh content that addresses a question, pain point, interest or concerns (QPIC) that website visitor inquired about in a search.

Search engine bots have two main functions—crawling content and building an index. This allows Google to know which sites can provide answers to such questions as "what is the best solution for tax credit and incentive management?"
Your website will not be found if you do not have an aggressive addition and sharing of content.
Each time you create a new blog post you get one more page for the search engines to index on your website. This is simply another opportunity for your site to show up in the results page of any search inquiry. This will translate to more organic targeted traffic.

Improved Credibility and Trust: Ninety-nine percent (99%) of people won't buy on their first visit to your site (Seewhy). They come to try to understand who you are, why should they care, and most importantly can you solve a problem they have.
So, the website visitor is first coming to learn but based on the information they find they will decide usually after 7 visits (to your site or 3rd party sites that have shared your content) if they feel comfortable enough to buy from you.

A well formulated blog that is optimized with key words does help them give answers to the searches made by internet users. It is this search that website businesses can target through blogs. When you provide valuable and relevant content that gets indexed well, your products and services start becoming the top options shown to an internet user during his search. By providing addressing QPIC of your website visitors, each new piece of blog content increases your credibility and their trust.

Lead Generation: New content also provides you the ability to use in a normal fashion highly sought after keywords and long-tail keywords. This increases the opportunity for you to increase your visibility of your site on the Search Engine Result Pages (SERPS).

the Regular new content on your blog also gives **additional credibility** to your website, and it creates opportunities for you to include the most important keywords in your posts that are sure to help you increase visibility of your site on SERPs.

Improves Social Proof: We stated earlier that distribution of the content is equally important as its creation and quality. Your blog content should be the foundation of your social media marketing efforts. Every time a blog is created, it needs to be shared across all social media platforms. This will not only drive traffic back to your website but improve your organic traffic as Google looks to social proof as one element in its algorithms.

Company Voice: Blogging gives your company a voice. It provides your business with a platform for sharing ideas, talking about new products and services, and commenting on new industry trends. Blogging also helps your customers get a better sense of your company's vision and corporate standards**.** In other words, blogging lets you tell the story of your brand.

Client Retention & Loyalty: By providing your readers with an insight into your company, you are making an emotional connection with them that will easily translate into customer loyalty over time.

Not Convinced? Let's Examine the Numbers

A blog is critical for a website for the optimization of the user's trust and for the search engines to send organic traffic to your site. Here are some statistics that demonstrate the value of having a blog:

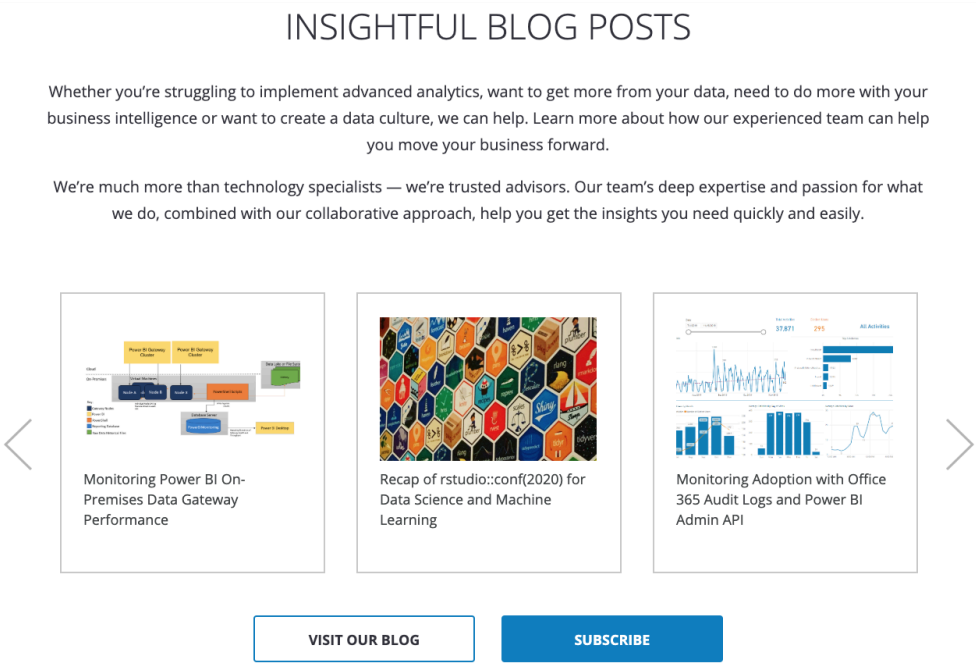
- Website with an active Blog generates 126% more leads

- Interesting content is one of the top reasons people follow brands on social media
- 81% of US consumers trust blog advice and information
- Companies that blog have 97% more inbound links
- Website with blogs have 434% more indexed pages
- Companies that published 16+ blog posts per month got almost 3.5X more traffic than companies that published 0-4 monthly posts. (HubSpot, 2015)
- Companies that published 16+ blog posts per month got about 4.5X more leads than companies that published 0-4 monthly posts. (HubSpot, 2015)
- You have a **434% higher chance of being ranked** highly on search engines if you feature a blog as part of your website (Tech Client).
- Businesses using blogs as part of their content marketing mix get **67% more leads** than those who don't (HubSpot).

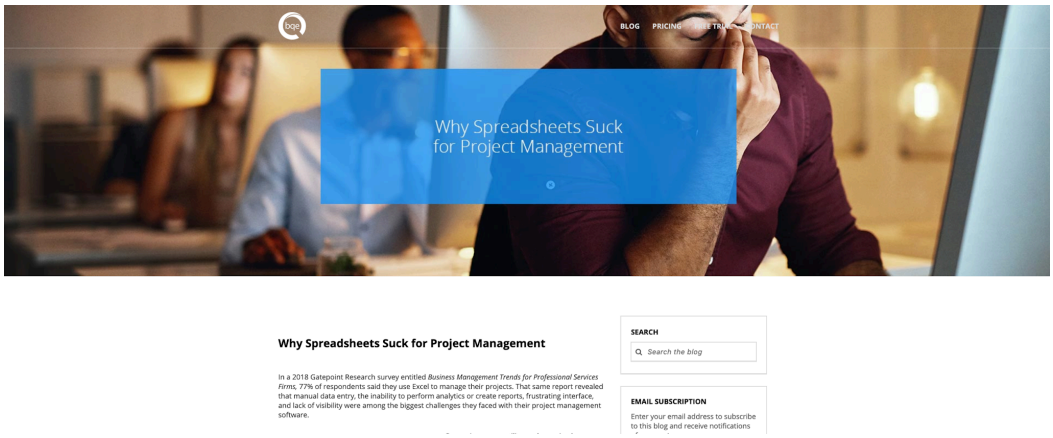
Findings:

BQE is missing out on a tremendous opportunity to obtain both organic traffic, build trust and convert.

Home Page Blog Summary: The content found on most websites home pages is usually static information. This does not give Google any reason to send people to your site. Having a blog summary on your home page will provide that fresh new content they are looking to share. It these sections are not robust and constantly sharing new and relevant content your SEO will suffer and you will not see organic traffic. Below is an example of how one company shares their blog content on their home page:

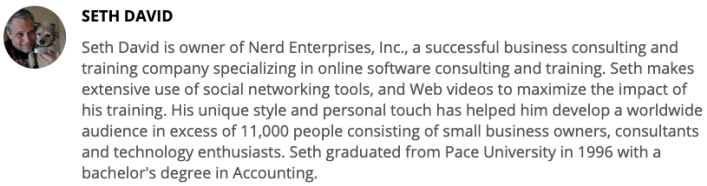


You Can't Fool Google (or your Customers): BQE does have blogs, however they blogs are not dated. Due to the number of blogs, it also does not appear that BQE is generating blogs on any consistent basis.



You cannot fake it and fool Google or potential customers by having undated blogs. You cannot hop to garner the benefits of blogging by having stale tired blogs done just every so often.

Format: To maximize the effectiveness of any blogging program it is important that the reader can relate the person writing the blog. Human to Human marketing works the same way for b2b and it does for b2c engagements. BQE only appears to identify the name and background when using a guest blogger (e.g. example blog). Impersonal blogs do not garner the same level of trust. Identify several people in your organization and have blogs written for them and share the same type of information that is provided for guest bloggers.



Medium: Not everyone likes to read blogs. While they are imperative for marketing/sales success, the written blog only represents one medium, the written word. Many people will not take the time to read and digest the information that would improve their understanding of your product and how you can help solve their problems. That is why your blogs need to have a mix of traditional written blogs, infographics, podcasts, and videos.

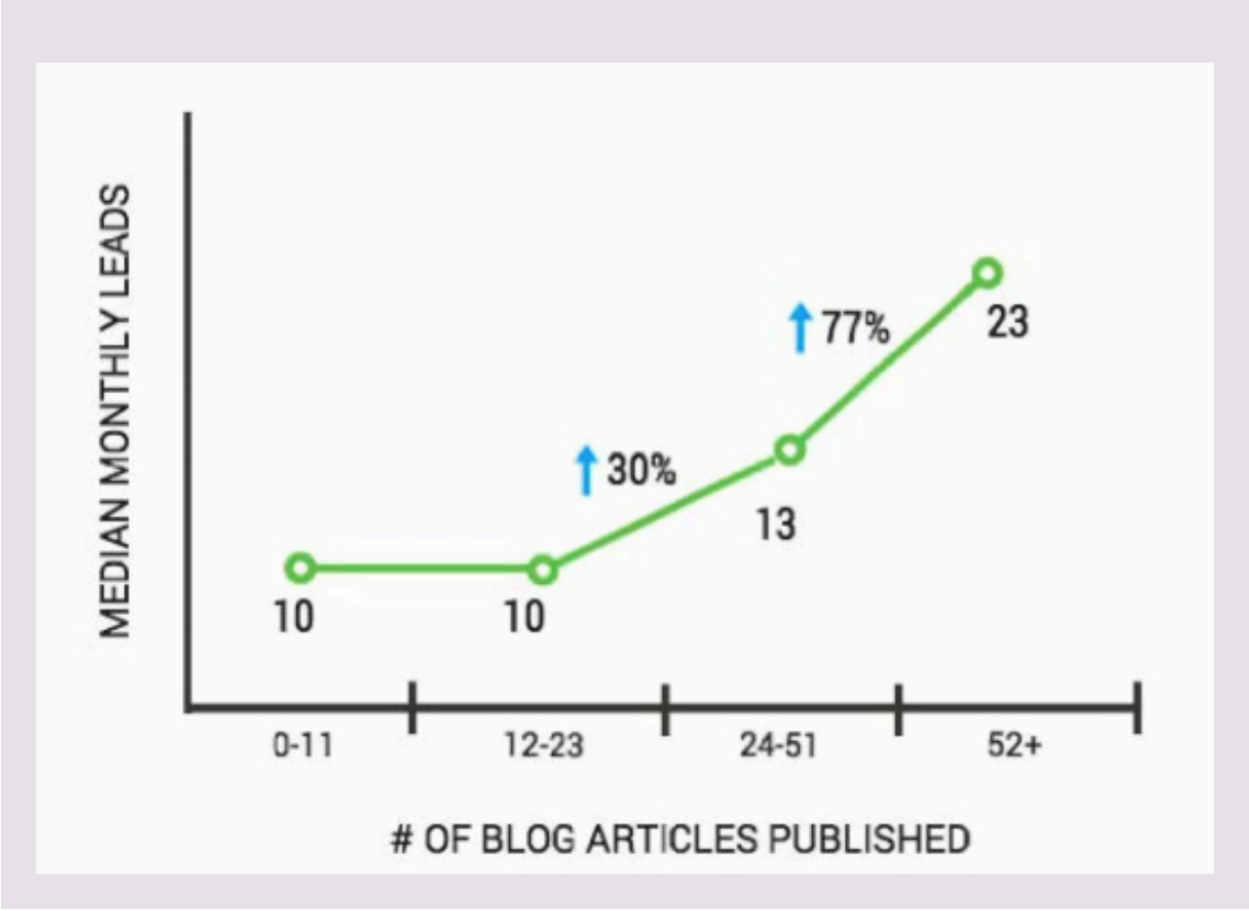
Findings:
BQE limited blogging does not include any format other than written blogs.

Recommendations:
Utilizing the general blogging recommendations in the next section, incorporate the correct balance of each blog medium. It is important to note that even when an alternative blog medium is utilized, that the blog does include a detail description for infographics and a written transcript for podcasts or videos. While Google did recently announce that they are using some limited audio transcription of voice and video, it is at best still in the early stages. The best practices are for the additional transcription similar to what MOZ does for the White Board Friday Series.

Blogging Recommendations:

Adopt an aggressive blogging program.

The first step is creating content that will drive highly qualified traffic to your website. Our top recommendation is to begin blogging for your business. While it can be intimidating to produce relevant and valuable content on a regular basis, especially with limited resources, it's attainable. In addition to the written blog, it is best to incorporate blogs that are comprised of videos, slides, webinars, events, and infographics. In fact, HubSpot found that businesses with blogs that have accumulated at least 51 posts see 53 percent more traffic than blogs with 20 to 50 posts.



Every blog should be a minimum a short form blog (between 600 – 1500 words) and ideally at least 50% should be a long form blog (1500 – 2000 words).

BQE blogs can provide a wealth of information on topics of interest to your targeted audience. This will be rewarded by the search engines and allow the reader to trust the information they find on the blog. This trust will translate into new clients.

How Much is Enough:

The obvious answer is how much organic traffic do you want. The chart above shows the reality of generating more blogs if they are all high quality. It is possible to generate tens of thousands leads every month simply by a robust blogging program.

In the ideal world, there would be a MINIMUM of 30 quality blogs per month. However, it is critical to place quality over quantity and if there are not sufficient resources to generate more blogs then there is a sweet spot that a company must adhere.
The studies have shown that

- Companies that blog 11+ times per month got more than 4X
- Companies that blog 16+ times per month got 4.4x more leads

The best utilization of resources would be to have 11+ blogs per month for each business category. Each blog needs to have a CTA to share a resource or offer a product. This CTA should be to a graphic representation of a resource of gated content.

What is the right mix?
Blogs need to provide a diverse mixture of both topics and formats to appeal to individual reader's taste. The following should be used as a guide until data is obtained to suggest a different mix would be better.

Articles	Videos	Pictorial
50%	30%	20%

General Education	Program Information	Success Stories	User Generated Content
50%	20%	10%	20%

What is the right blog length?

While long-form content is typically defined as over 1,000 words, a Backlink study showed that the average first page results on Google contains 1,890 words.

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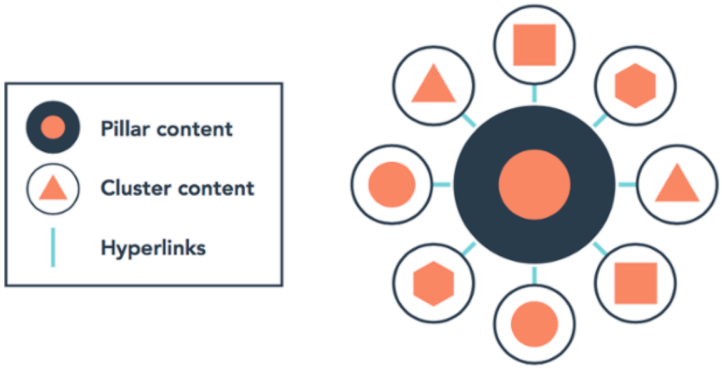
Long form content with an index can not only increase engagement by having a way for the reader to interact with the content, but also increase the amount of content consumed by keeping readers on the page. This is great news since only two-thirds of readers will engage with content for longer than15 seconds, per ChartBeat.

The recommended approach is to have 50% of your blogs be over 1,500 words and the balance to contain at least 600 words.

Utilized Pillar Blog Post Strategy

A pillar blog page is a blog post that covers all aspects of the topic on a single page, but will then be enhanced with cluster blogs that provide for more in-depth reporting. The in more detailed cluster blog posts will have hyperlink back to the pillar page.

Pillar pages are longer than typical blog posts -- because they cover all aspects of the topic you're trying to rank for -- but they aren't as in-depth. That's what cluster content is for. You want to create a pillar page that answers questions about a particular topic, but leaves room for more detail in subsequent, related cluster content.

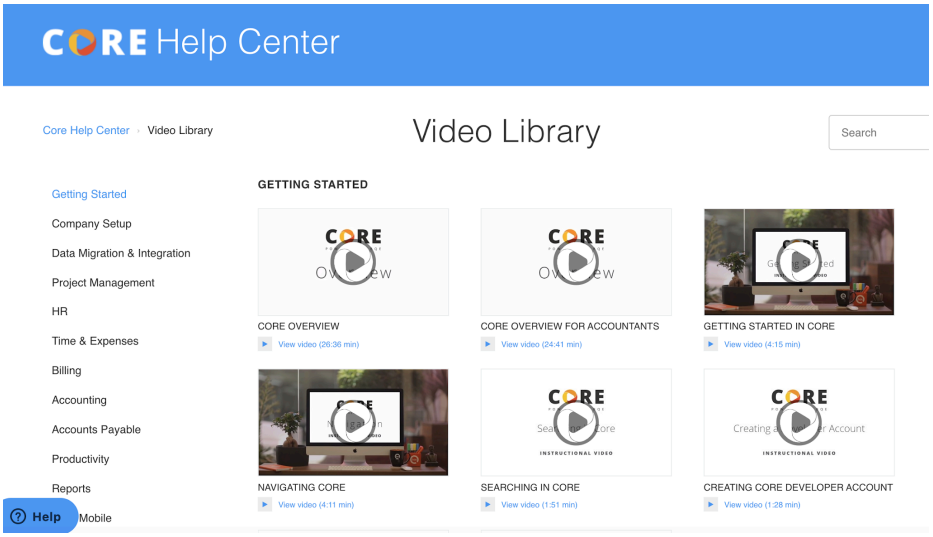


The reason for implementing a pillar blog post strategy is because Google rewards websites that have layers of content. The cluster blogs will give you the opportunity to provide more depth of knowledge and will also provide great source material for internal equity passing links.

Resource Page/Premium Content

Company	Gated Content (Header)	Resource Page Link on Home Page	Resource Page	Evergreen Content	Appropriate Gating Strategy	Reviews	Case Studies
BQE https://www.bqe.com/	No	No	No	No	No	No	No
Deltek https://www.deltek.com/	No	Yes	Yes	Yes	Yes	Yes	Yes
REPLICON https://www.replicon.com/	No	Yes	Yes	Yes	Yes	Yes	Yes
HARVEST https://www.getharvest.com/	No	Yes	Yes	Yes	No	Yes	Yes
Journyx https://journyx.com/	No	Yes	Yes	Yes	Yes	Yes	Yes
MavenLink https://www.mavenlink.com/	No	Yes	Yes	Yes	Yes	Yes	Yes

BQE does have some resource content but it is “hidden” in the help section of their website. While a heat map and marketing automation software can be used to verify, it seems highly unlikely that any person in the marketing funnel or sales funnel is likely to visit the help section.



Every time you make the person search for information it is unlikely they will do so. The resource section needs to be both intuitive and cover information that would be valuable to a person at each stage of the buyers’ journey.

It is very accurate to state if you want leads generation that content is king and distribution is queen and she controls the level of success. Creating content that will help convert qualified prospects into leads by leveraging premium (gated) content. Premium content offers aid in converting visitors into leads at the top of funnel. Content can also be used to nurture leads further down the funnel by creating different assets that align with the buyer’s journey. That means taking your content strategy a step further and thinking past top of the funnel and into the middle and bottom of the funnel.

Best practices dictate that you have a website that is robust with resources that are available in a variety of formats (e.g. eBooks, infographics, research reports, webinars, podcasts, videos, and case studies). You gate the resources that are deemed of high value to the prospective customer so you can capture and nurture

the leads (e.g. eBooks and research reports). You freely provide any resource that is deemed to be more valuable to get into the hands of the prospective client (e.g. case studies and reviews/testimonials)

Your website is the best chance you have at making a great impression on potential new clients. Though your outbound content, social media channels, and ads might capture their initial interest, your site is where they'll end up making a final purchasing decision.

There are some basic best practices you'll have to cover site-wide, including the implementation of a compelling, branded design, but after the basic structure of your site is out of the way, you'll have to zero in on specific pages—and some pages are strictly more important than others. As a rule, important pages are ones that:

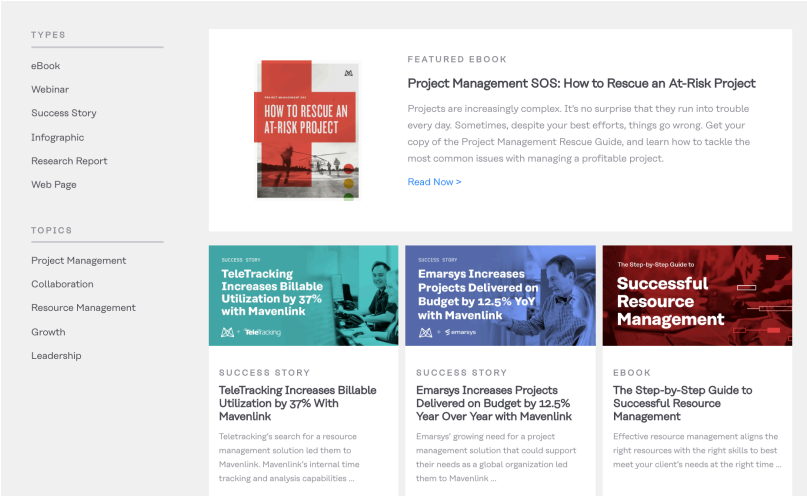
- Have the highest likelihood of attracting new traffic.
- Form the strongest impressions with new users.
- Have the highest chance of achieving a conversion.
- Give you the best chance to sell your brand.
- Are weighted more significantly than other pages by search engines.

With those qualifying factors in mind, some of the content that will be highly rewarded by both Google and the person who comes upon your site are:

- Resource Page (blend of gated and ungated content)
- Testimonial page that is up to date and curated to each product or buyer persona type
- Case Studies that are curated to each product or buyer persona type.

Findings:

BQE is the only company that is not showcasing resources, reviews, and case studies. Here is an example of how MavenLink share compelling resources:



Resource Page/Premium Content Recommendations:

BQE needs to be the best in class in providing resources content and case studies/testimonials. There needs to be a portion of the content that is gated to allow contact information to be captured. The decision whether to gate will be decided based on the primary value of the content. Is it something that a potential client will find so valuable that they are willing to exchange their name and email to obtain? Or is the information more valuable to BQE to get in front of the prospective customers.

Testimonials and case studies need to be an integral part of any marketing and sales enablement program that is designed to turn current clients into advocates and influencers.

Case Studies should be developed for EVERY successful client experience. They need to be highly curated so someone can find an experience that matches how they view themselves and their problem.

Video Marketing Analysis

Under the Social Media section for YouTube, we discussed the impact of that channel and to some extent the importance of video. The value of videos in marketing is undeniable.

Videos work EXTREMELY well for capturing the attention of targeted personas.

- A Video on your website can increase conversions by **80%**! (HubSpot)
- Videos are 4X more likely to be watched than read (Animoto)
- 59% of executives say they prefer video to text (Forbes)
- Videos doubles time-on-page! (MarketingSherpa)
- Videos attract 3X more organic inbound links

- ❖ Videos drive 200-300% more unique visits
- ❖ Videos increases click through rates through search by 41%
- ❖ Videos also deliver your brand personality and trusts

Findings:

BQE does use videos in both their marketing and sales funnels. They have failed to follow best practices or optimize how the videos are utilized.

Marketing:

For the most part the video marketing component are the use of live and recorded webinars that showcase the benefits of their products and how to utilized them.

Upcoming Webinars

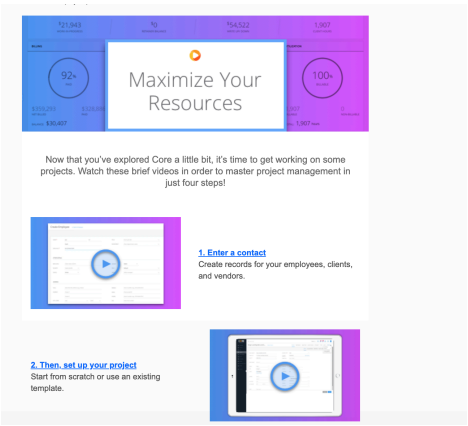
EVENT	DATE	PRODUCT
Maximize Your Resources! Scheduling & Forecasting in Core	Feb 24, 2020	Core
5 Tips for Creating a Kind Office Culture	Mar 03, 2020	BQE

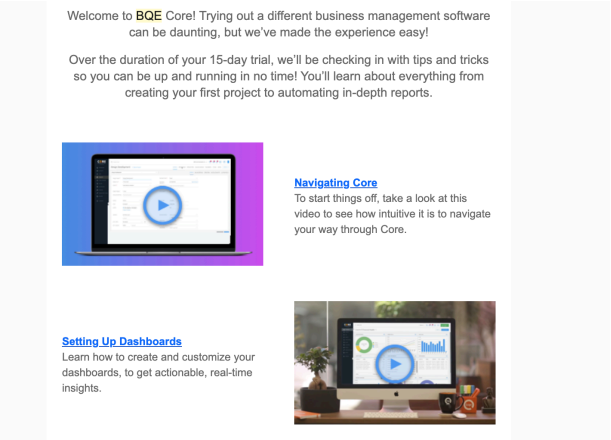
Webinar Recordings

EVENT	DATE	PRODUCT
Master ArchiOffice: Let Your Budgets Do All the Work	Feb 19, 2020	ArchiOffice
Understanding and Managing Your Firm's True Labor and Charge-out Rates	Feb 05, 2020	BQE
Master Budgets & Allocation in BillQuick	Jan 30, 2020	BillQuick
What's New in Core: The Latest and Greatest Updates	Jan 28, 2020	Core
Unleash the Power of Projects in ArchiOffice	Jan 22, 2020	ArchiOffice
The Truth Behind Utilization, Realization and Profitability: Why Architects Don't Make the Money They Deserve	Dec 12, 2019	BQE
Mastering ArchiOffice: Tips and Tricks for Smarter Project Management	Dec 12, 2019	ArchiOffice
Work Smarter, Not Harder: Key Questions to Ask as You Reflect on 2019	Dec 10, 2019	BQE
Mastering Key Reports in BillQuick	Nov 20, 2019	BillQuick

Sales:

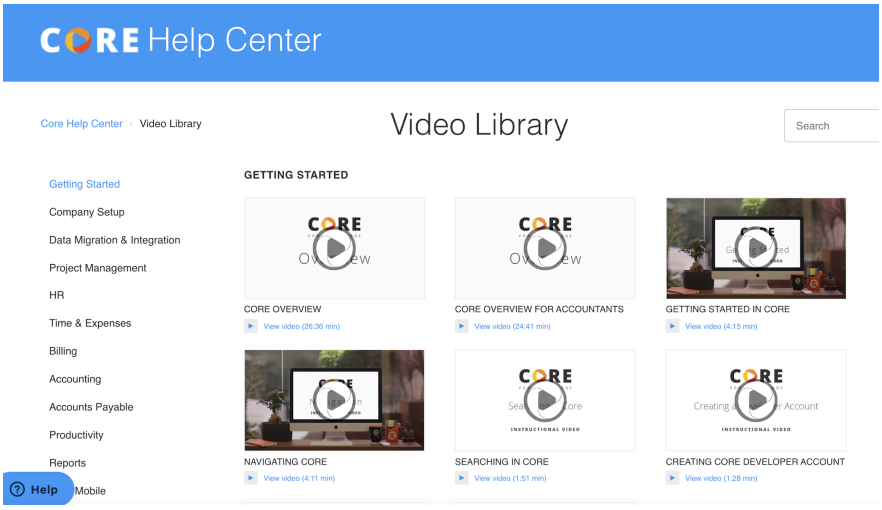
During the sales process the assigned representative (Louie Villegas), shared a number of videos to help the person using the trial to better understand the value and process for utilizing the products.





Website Collateral:

If you know where to find it, there are also amble product videos found in the help sections of the website. The problem here is that until a person becomes a client are they likely to look there for information.



Recommendations

Videos should be a significant part of every company's marketing and sales initiatives. In the marketing area, BQE needs to have explainer videos front and center on their home and product pages. To optimize SEO benefits every video should have a written transcript that accompanies the video (like MOZ Whiteboard Friday).

The Sales team should incorporate in their sales funnel emails personalized videos from them. For example, Wistia has a product called Soapbox that will allow personalized videos directly embedded in any email. They found that an embedded video thumbnail increases engagement by 40.83%.

Some of the videos that BQE should develop include:

- Introduction video (Why should you care and how can we help)
- Founders Video (b2b clients love to know the commitment at the highest level)
- The 80% Video – What Questions do you get for every sales call?
- Mission Statement Video
- Marketing Product Explainer Videos on Home Page
- Landing Page Videos
- Customer Journey Videos
- Testimonials
- Snippets for Social Media
- Email (Soapbox) videos
- Welcome and Onboarding Video

While it will take time to implement a comprehensive video program, BQE should begin with in-house creation that does not require significant time or expense. Then they should use software such as Wistia to incorporate CTAs and determine how much of the video is consumed before they lose interest. Those videos can then be tightened up and optimized.

Event Marketing

Company	Events Link On Home Page	Event Page	Webinars	Industry Events	Company Events	User Groups
BQE https://www.bqe.com/	Yes	Yes	Yes	Yes	Yes	No
Deltek https://www.deltek.com/	Yes	Yes	Yes	Yes	Yes	Yes
REPLICON https://www.replicon.com/	No	No	Yes	Yes	No	No
HARVEST https://www.getharvest.com/	No	No	Yes	No	No	No
Journyx https://journyx.com/	Yes	Yes	Yes	No	No	No
MavenLink https://www.mavenlink.com/	No	No	No	No	No	No

Events can play a critical role in any lead and demand generation program, Effective event marketing must feed and support the entire lead and demand generation lifecycle.



INDUSTRY EVENTS

Industry events present an excellent opportunity to attract and capture targeted personas who are unaware of your product solutions. The key is to ensure success there needs to be a program at each stage.

Pre-event: Through blogs, emails, social and paid demand generation create a buzz ensure the attendees are excited to visit your presentation and booth.
Event: Be one of the principle presenters at the event. Provide incentives for them to register or sign up for a free trial. Use geo-marketing to promote the event at the convention center and any adjacent restaurants or hotels. Post-event: Effective follow up to all attendees and those who signed up for free trials.



Company Events

Company events are usually best suited for those who are already aware of the brand. It offers the opportunity to convert those who are attending and reinforce the value to current customers. At such events, influencer marketing is critical. Having customers speak to how your product improved their business or profitability will go a long way to a successful outcome. Letting attendees in on any roadmap for product improvement also serves to build trust and create sense of a vibrant community.



WEBINARS

Webinars are best used in the sales enablement process for individuals who have either shown an interest by a website interaction or are in the process of a free trial subscription. Webinars will allow them to see the full functionality of the software and ask any questions. Getting attendance at the webinars requires a series of sales enablement activities and the active involvement of a professional sales team to follow up by phone and email before and after the event.



USER GROUPS

Retention of current customers is critical to the success of any SaaS company. User groups both build a community and allow individuals to learn tricks and techniques which will allow the more efficient use of the product. Having user groups in major metropolitan areas that are supported both by corporate attendance and financial support will create a sense of community that will keep the SaaS community vibrant. Providing swag and food/drink during events will ensure a high level of attendance.

There are several key marketing initiatives for each area of event marketing that are require for a successful outcome. It is impossible to evaluate whether these

initiatives have been adopted without interviewing company representatives. However, this is a key are that needs to be addressed.

Email Marketing

NOTE: The email marketing practices of BQE are not ascertainable until access is given to their marketing automation program. At such time an in-depth analysis should be made.

Email marketing is up to 40 times more effective than social media, per a study done by McKinsey & Company. The same study also shows that the buying process happens 3 times faster than in social media. Statistically, there are indicators that show the growing potential of email marketing. For the "Big 3" of social media (Facebook, Instagram, and Twitter), the engagement rate isn't even 0.6%**.** Compare that to email's average open rate of 22.86% and even its click-through rate of 3.71%**.**

Email Marketing serves five distinct functionalities:

- New Customer Acquisitions
- Transactional Emails
- Lead Nurturing Emails
- Sales Enablement Emails
- Client Retention Emails

We will deal with new customers' acquisitions and transactional emails in this section the remaining three will be done in a later section.

Email Customer Acquisition: Co-branded Emails

One of the most effective ways to use emails to find new leads is through co-branded emails of third-party influencer lists. It combines the best of influencer marketing with the impact of emails. There are many highly influential magazines that b2b targeted personas receive valuable information and content on a regular basis. They have come to respect and trust these publications to help keep them informed and current on best to operate their business.

The compelling nature with a co-branded email is that you find a publication that will resonate with your targeted buyer personas and you have them send one or several emails under their banner. Since the recipient trust the source of these emails the open and conversion rates are substantially higher. The trust the email recipient has for publication is transferred to BQE. Often publications will guarantee an open and click

through rate. This is an excellent opportunity to adding a guaranteed number of contacts to your database for future nurturing.

Email Customer Acquisition: Transactional Emails

What are Transactional Emails?

My definition is that they are the most anticipated boring emails you ever receive. Transactional emails include:

- Welcome emails
- Shipping notification
- Order Confirmation
- Password Reset
- Payment Confirmation

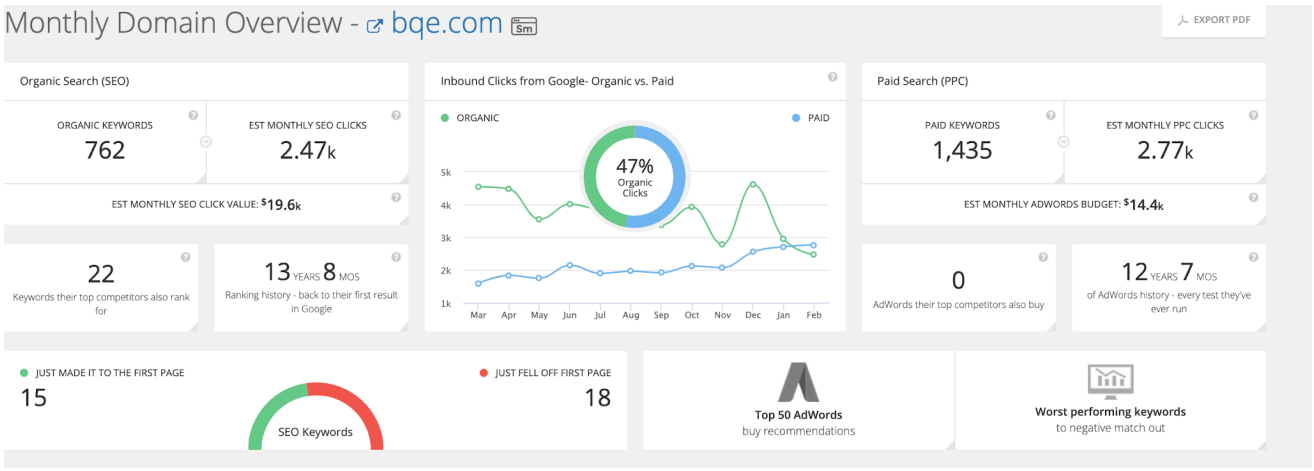
The Power of Transactional Emails

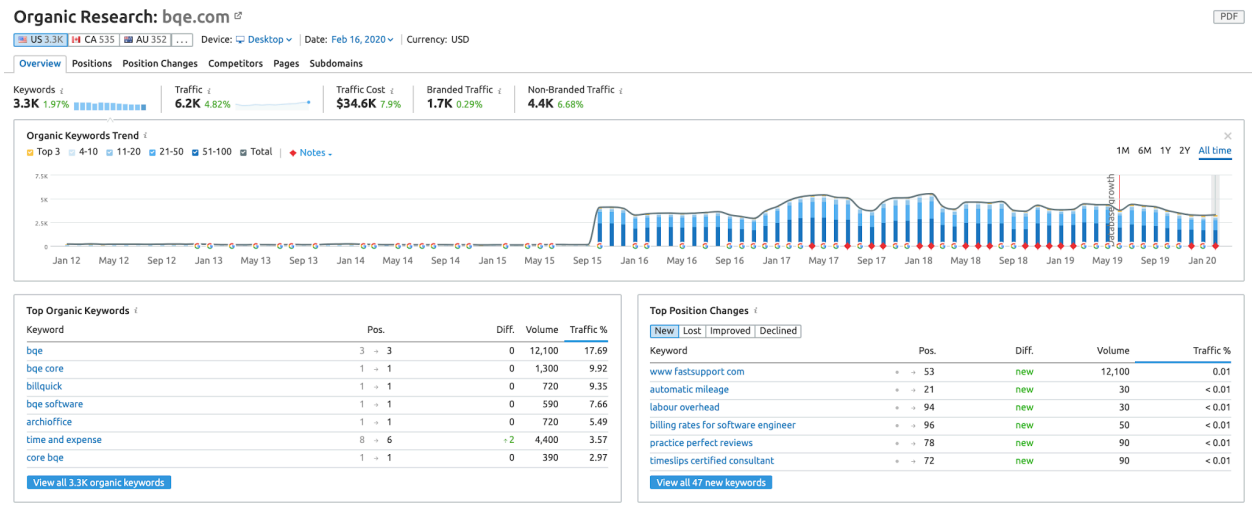
Transactional emails have 8x more opens and clicks than any other type of email and can generate 6x more revenue (Experian). Adding quality content (e.g. infographic or video) to a transactional email means that it will be opened and viewed where a sales email might not.

Studies have shown where SaaS companies have incorporated the use of transitional emails they have increased sales by upward of 34%.
Findings:

Without having access to BQE's marketing automation platform, it is not possible to draw any actionable findings how they are performing.
Recommendations:

A comprehensive evaluation of current practices for both acquisitional and transactional emails needs to be conducted and appropriate action taken.

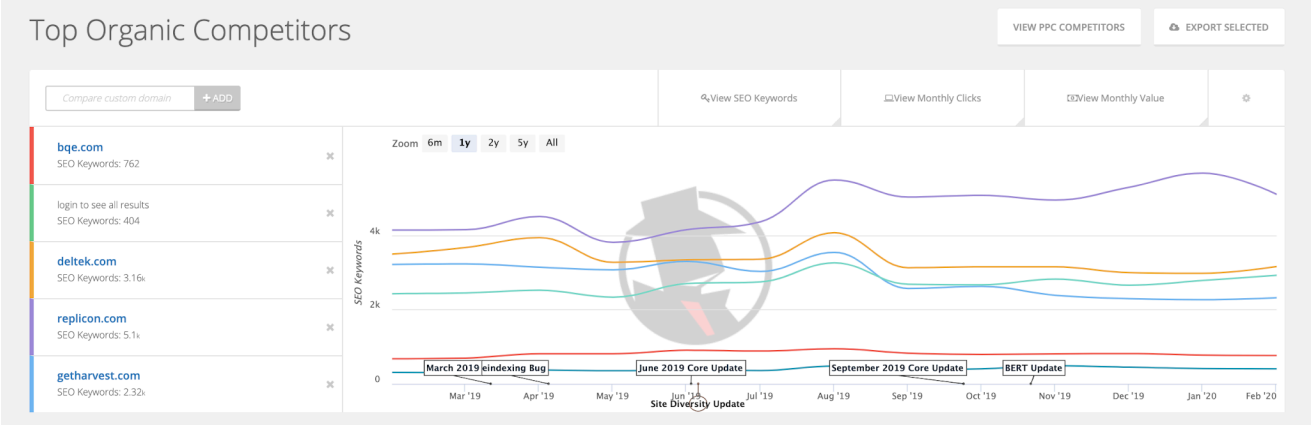




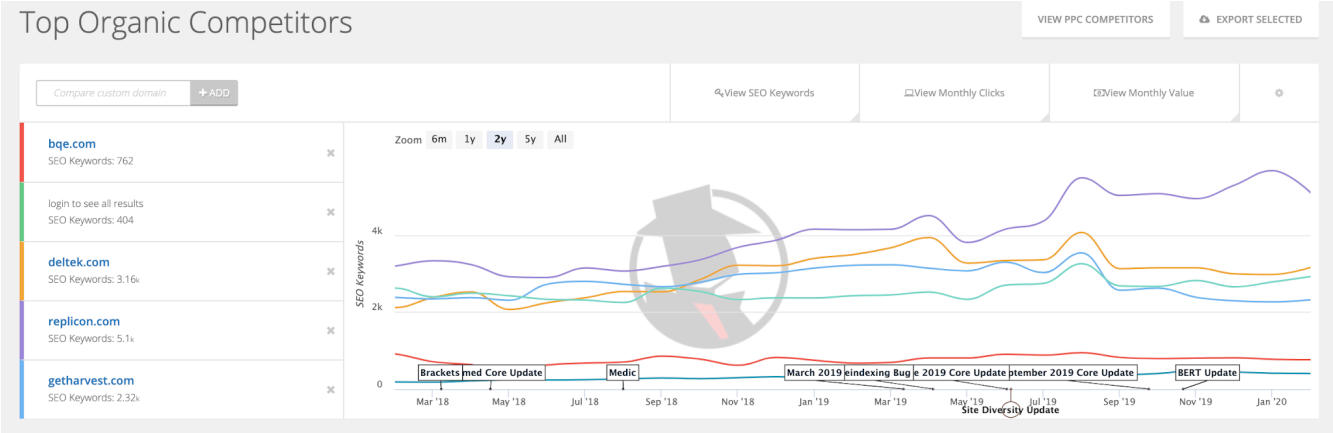
To be successful in getting organic traffic BQE must first understand their competitor's strategy and then implement one that takes advantage of their respective weakness. This is an on-going and weekly analysis that requires an SEO and Keyword expert to provide weekly guidance that is then used for the generation of content and social media interactions. Below is a snapshot in time over 1-2 years with selected competitors from the list we have been using.

It is important to note that except for Harvest, BQE is significantly trailing every one of its competitors is obtaining organic traffic.

One Year Recap



Two Year Recap

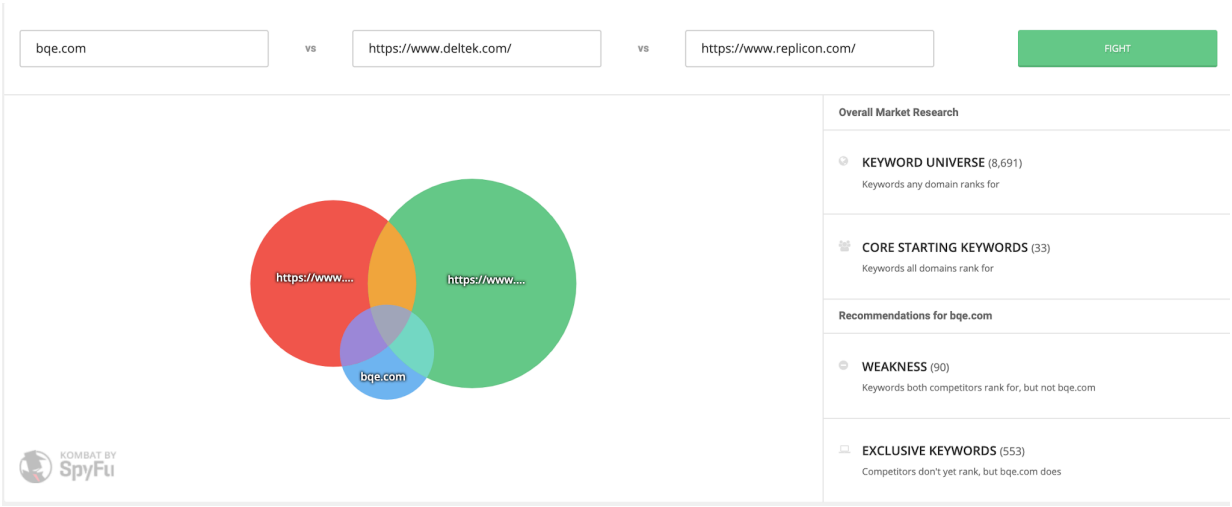


Another chart compares these same competitors and clearly demonstrates that BQE has the need to create and distribute significantly more content in order to capture market share.

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ORGANIC TRAFFIC KEYWORD COMPARISON

BQE is the Blue Circle
Deltek is the Red Circle
Replicon is the Green Circle

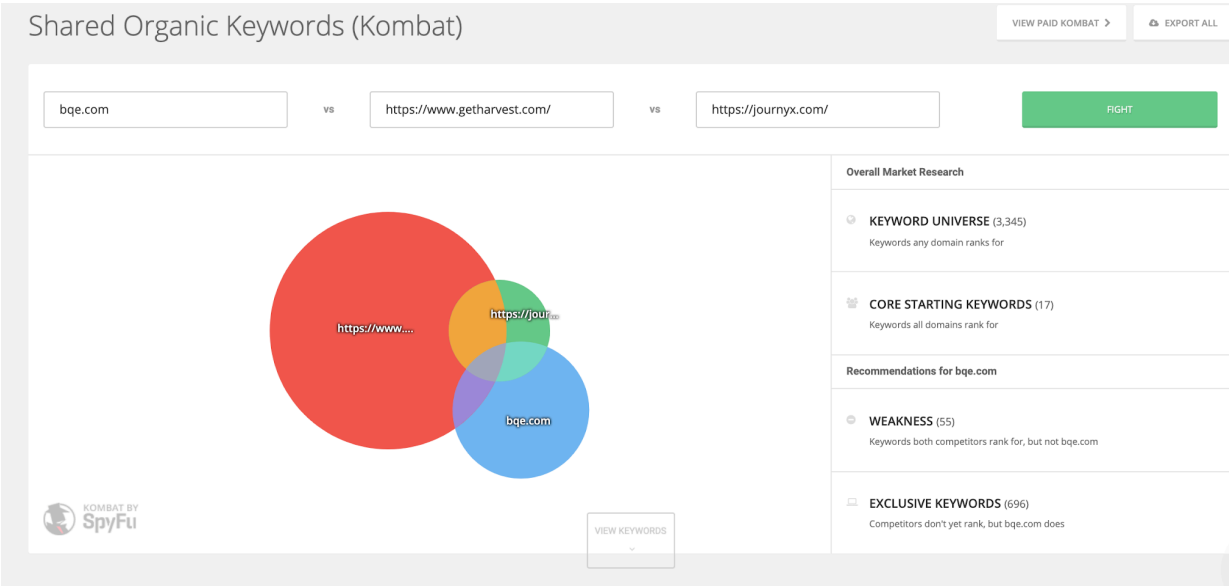


The takeaway from this chart is that there are 8,691 keywords that are part of the keyword universe for these three companies and only 33 of those keywords do all three companies rank. Both competitors are fighting over 90 keywords that BQE does not have any ranking. BQE has 553 unique keywords it ranks for.

This means that there are 8,658 keywords these two competitors believe to be instrumental in their respective businesses that BQE does not rank.

ORGANIC TRAFFIC KEYWORD COMPARISON

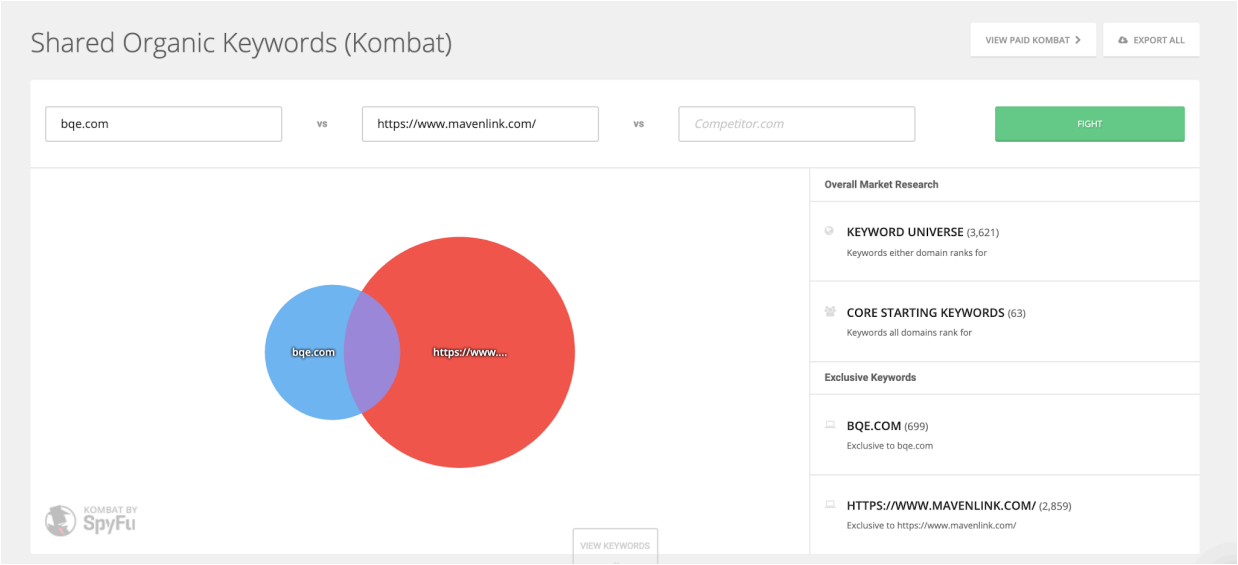
BQE is the Blue Circle
Harvest is the Red Circle
Journyx is the Green Circle



The takeaway from this chart is that there are collectively 3,345 keywords that are part of the keyword universe for these three companies and only 17 that they all rank. Both competitors find 55 organic keywords that BQE is not ranking for. BQE has 696 exclusive keywords that neither competitor is seeking to rank.

This means that there are 2,649 keywords these two competitors believe to be instrumental in their respective businesses that BQE does not rank.

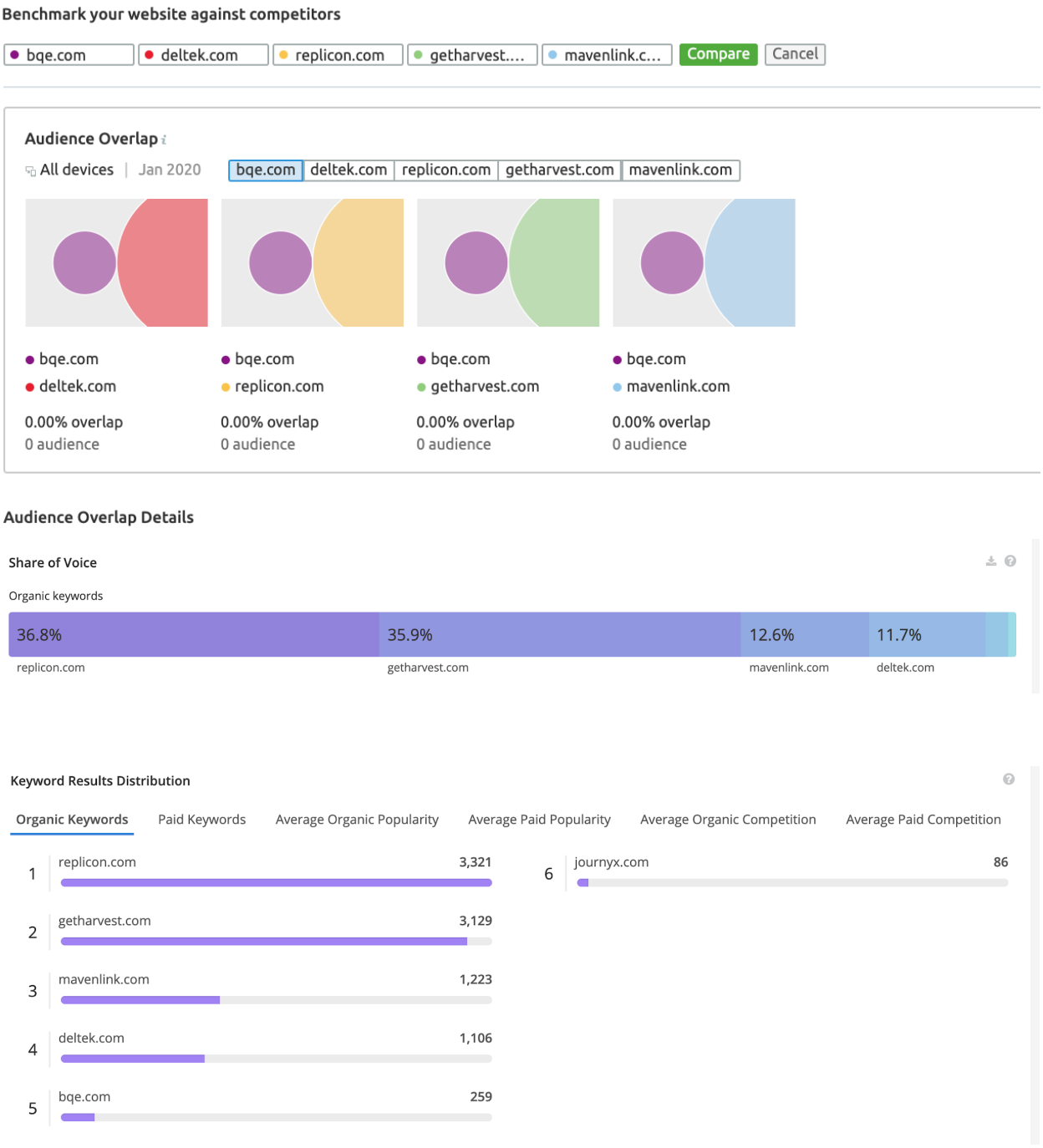
BQE is the Blue Circle
MavenLink is the Red Circle



The takeaway from this chart is that there are collectively 3,621 keywords that are part of the keyword universe for both companies and only 63 that they all rank. MavenLink has 2,859 keywords that they find important enough to rank that BQE does not.

BQE has 699 exclusive keywords that MavenLink competitor does not rank.

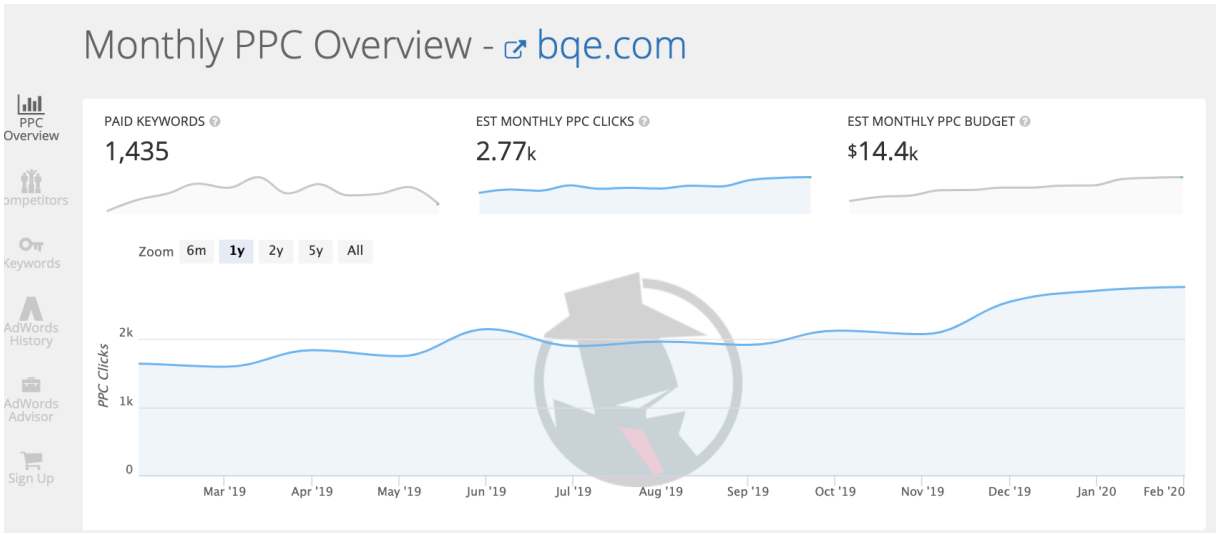
Here is another way to look at the “shared voice”.



Findings:
BQE ranking for key organic keywords is not taking advantage of competitive keywords that other competitors find valuable. Organic keyword ranking is in large part a reflection of the amount and type of content a company creates and how it distributes and shares that content. This is done through blogging, social media, and evergreen premium content.

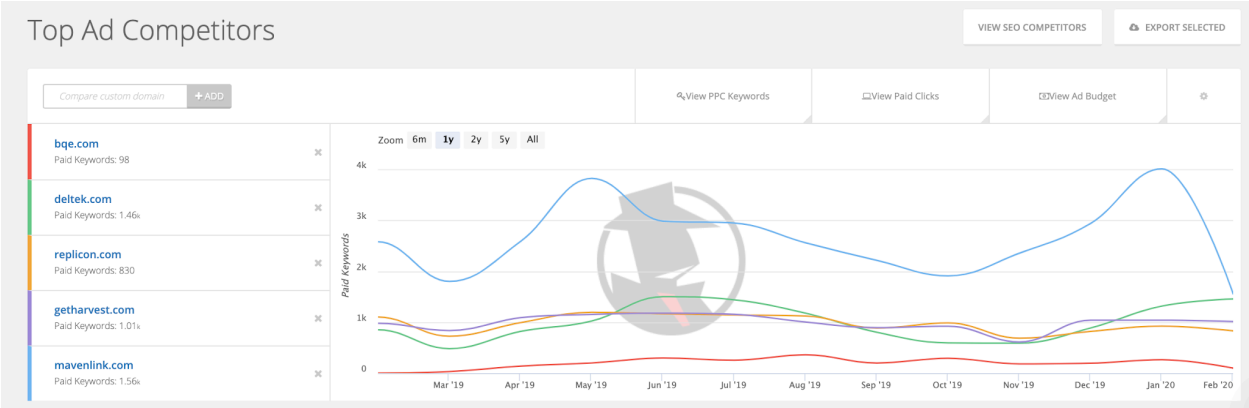
Organic Keywords Recommendations:

BQE needs to take a more active role in creating content of all types (blogs, social, evergreen) and distribute and share that content across their own ecosystem and through influencers and earned media. BQE needs to balance their branded keywords with that of generic terms and competitive keywords. The use of Spyfu will allow BQE to learn what key words are most impactful and then naturally introduce them into their content.

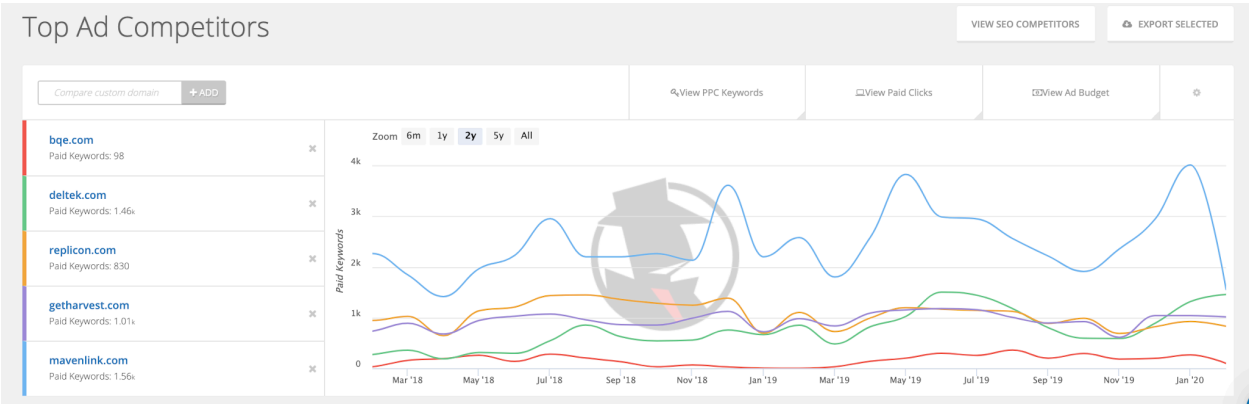


PPC is a critical part of any SaaS marketing strategy. The snapshot below is that of several of your competitors who rely significantly on paid keyword promotion. The chars reflect a time-period over 1-2 years with selected competitors from the list we have been using.

One Year Recap

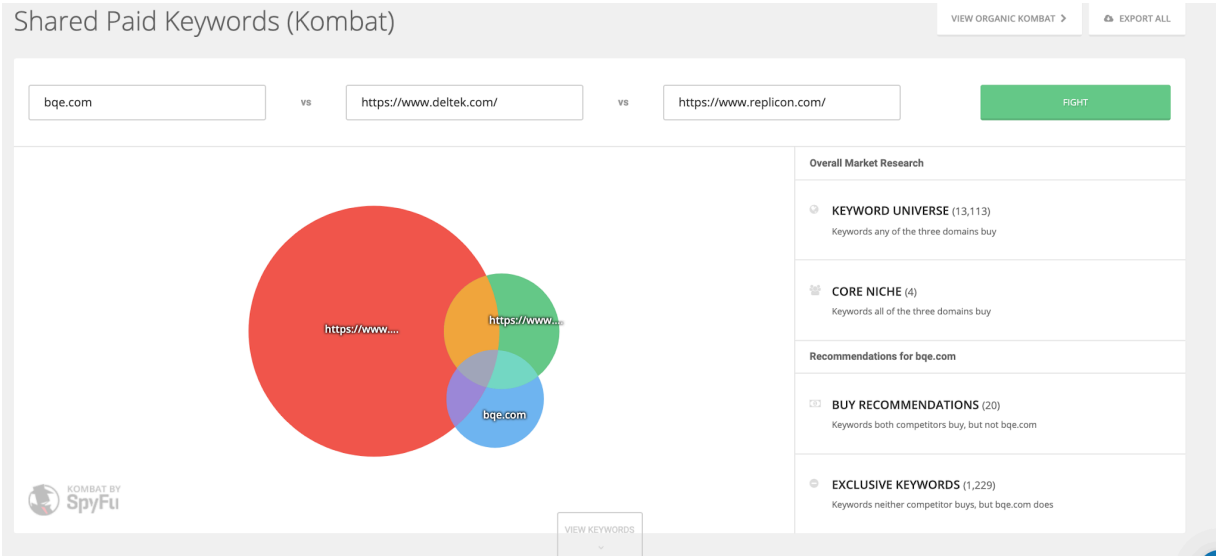


Two Year Recap



It is important to note that BQE is significantly trailing every one of its competitors is obtaining paid traffic.

PAID TRAFFIC KEYWORD COMPARISON
BQE is the Blue Circle
Deltek is the Red Circle
Replicon is the Green Circle

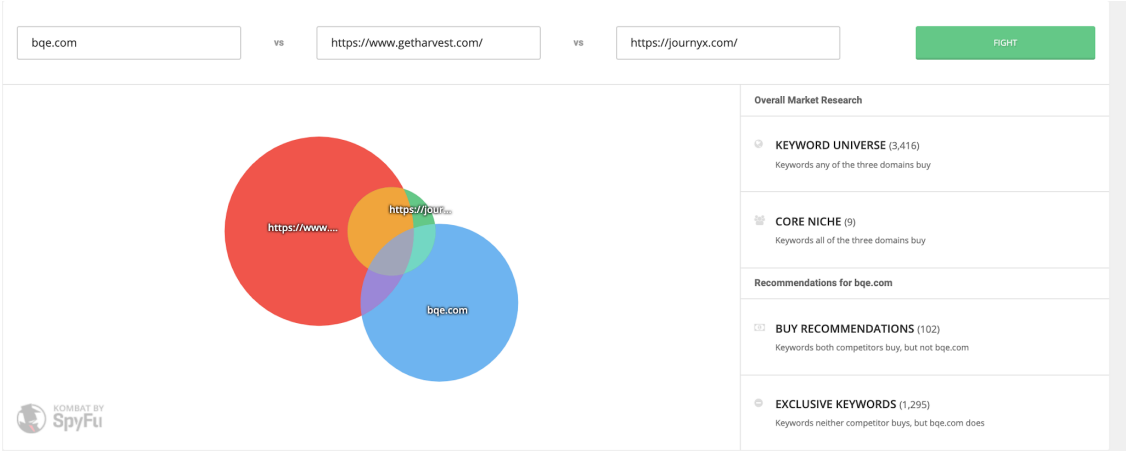


The takeaway from this chart is that there are 13,113 paid keywords that are part of the keyword universe for these three companies and only 4 of those keywords do all three companies buy. Both competitors are fighting over 20 paid keywords that BQE does not have any ranking. BQE has 1,229 unique paid keywords it buys.

This means that there are 11,884 paid keywords these two competitors believe to be instrumental in their respective businesses that BQE does not buy.

PAID TRAFFIC KEYWORD COMPARISON

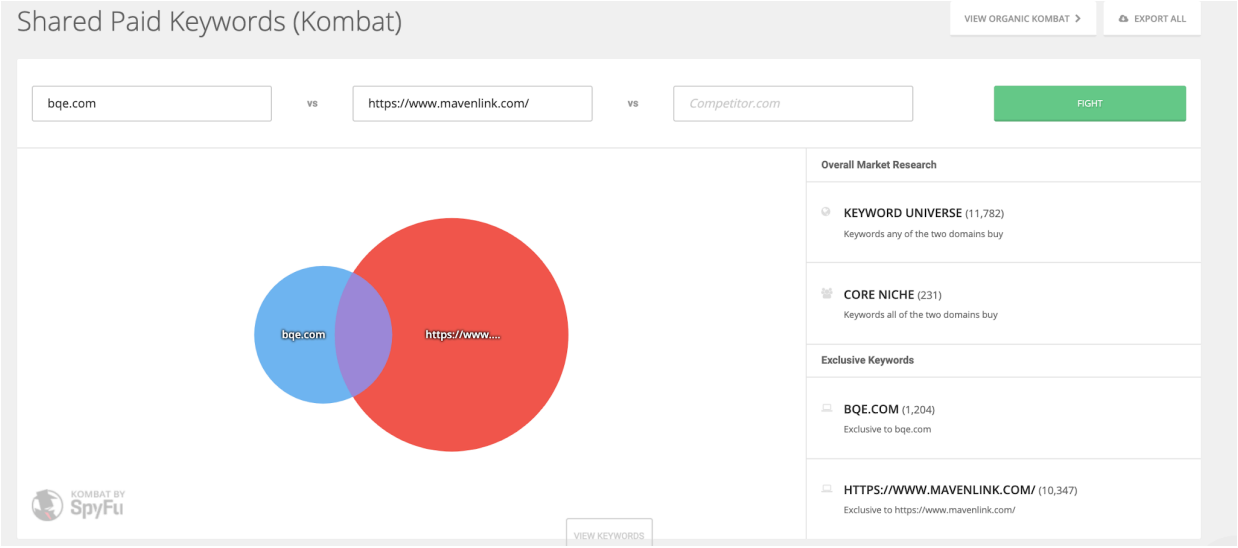
BQE is the Blue Circle
Harvest is the Red Circle
Journyx is the Green Circle



The takeaway from this chart is that there are 3,416 paid keywords that are part of the keyword universe for these three companies and only 9 of those keywords do all three companies buy. Both competitors are fighting over 102 paid keywords that BQE does not have any ranking. BQE has 1,295 unique paid keywords it buys.

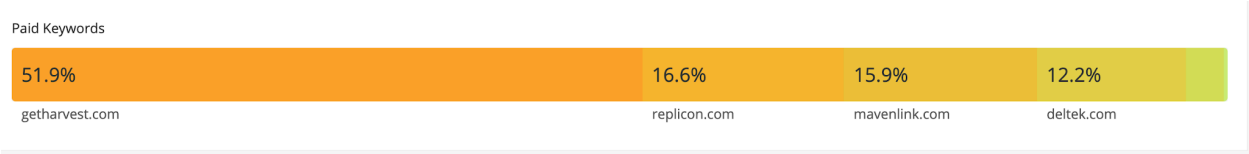
This means that there are 2,121 paid keywords these two competitors believe to be instrumental in their respective businesses that BQE does not buy.

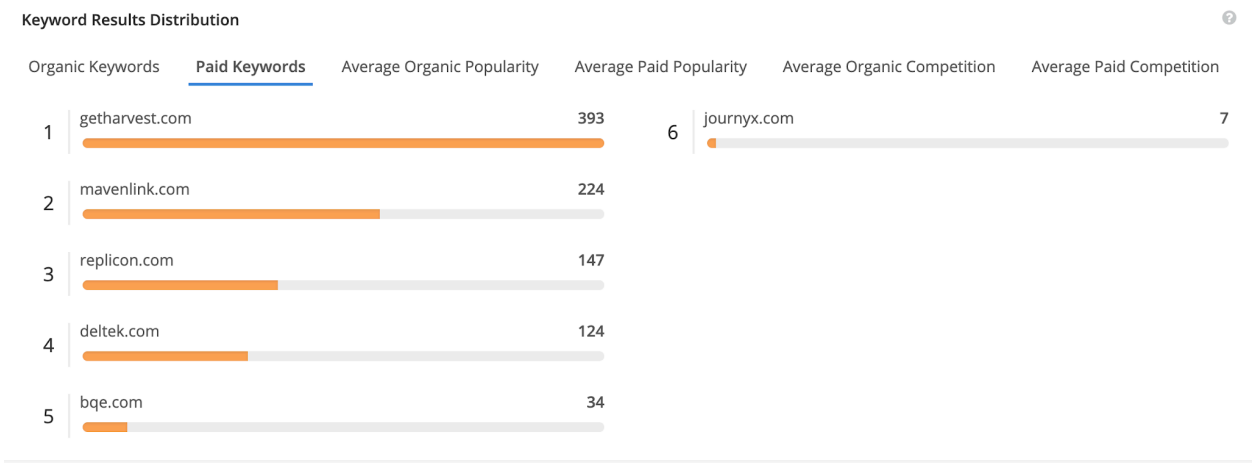
BQE is the Blue Circle
MavenLink is the Red Circle

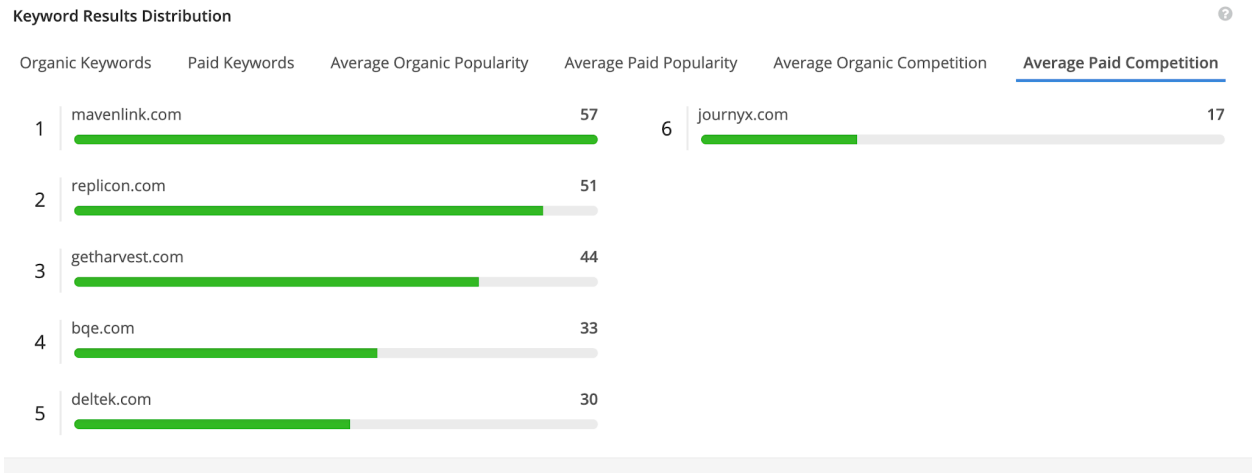


The takeaway from this chart is that there are collectively 11,782 keywords that are part of the keyword universe for both companies and only 231 that they all rank. MavenLink has 10,347 keywords that they find important enough to rank that BQE does not.

BQE has 1,204 exclusive keywords that MavenLink competitor does not rank.
Here is another way to look at the “shared paid voice”.







Below is the shared utilization for 50 of the top keywords out of a universe of 8,946.

Keywords	Popularity	Average Traffic Score		Competition		bqe.com		deltek.com		replicon.com		getharvest.com		journyx.com		mavenlink.com	
			$		$		$		$		$		$		$		$
time and expense	20	38	-	56	8	42	-	48	-	42	-	44	-	24	-	27	-
time and expense tracking	13	32	5	46	53	42	14	-	-	38	-	48	14	14	1	47	-
time and expense tracking ...	12	30	-	42	50	42	-	-	-	26	-	37	1	30	-	44	-
time & expense tracking	6	28	-	54	60	42	-	-	-	43	-	41	1	-	-	45	-
timeandexpense	18	25	-	46	9	-	-	48	-	35	-	39	-	-	-	27	-
dcaa compliance	25	23	2	38	81	35	-	60	11	45	-	-	-	-	-	-	-
professional services auto...	24	22	4	60	80	-	-	42	1	29	3	-	-	-	-	60	20
quickbooks integrations	22	22	-	56	43	-	-	-	-	49	-	36	-	-	-	48	-
quickbooks integration	25	21	-	55	36	-	-	-	-	42	-	40	-	-	-	46	-
psa software	26	20	4	58	63	18	-	41	9	-	-	-	-	-	-	58	18
professional services softw...	14	20	2	58	79	-	-	25	6	40	-	-	-	-	-	55	9
professional services reso...	4	20	-	53	48	-	-	36	1	40	-	-	-	-	-	43	-
resource allocation profes...	4	20	-	40	10	-	-	42	-	43	1	-	-	-	-	37	1
professional services auto...	16	18	6	58	29	-	-	22	-	30	13	-	-	-	-	57	21
retainer invoice	14	18	-	63	4	36	-	20	-	-	-	52	-	-	-	-	-
billable rate	7	16	-	59	-	-	-	-	-	44	-	52	-	-	-	-	-
project time capture	4	16	-	61	18	-	-	-	-	52	1	44	1	-	-	-	-
time tracking software	37	15	19	61	64	-	-	-	-	35	50	53	63	-	-	-	-
timekeeping software	26	15	3	55	97	-	-	-	-	44	1	45	15	-	-	-	-
quickbook integration	12	15	-	51	32	-	-	-	-	37	-	28	-	-	-	26	-
billability rate	5	15	-	55	-	-	-	-	-	51	-	38	-	-	-	-	-
timesheet configuration	5	15	-	14	40	-	-	44	-	44	1	-	-	-	-	-	-
harvest	56	14	14	60	16	-	-	-	-	-	-	87	85	-	-	-	-
time sheet	40	14	14	62	38	-	-	-	-	60	43	24	44	-	-	-	-
dcaa	33	14	4	21	10	-	-	63	22	24	-	-	-	-	-	-	-
xero integrations	24	14	-	25	52	-	-	-	-	-	-	42	-	-	-	44	-
incurred cost	21	14	-	25	-	-	-	36	-	46	-	-	-	-	-	-	-
project management softw...	12	14	-	42	99	43	-	42	-	-	-	-	-	-	-	-	-
what is psa software	11	14	2	48	58	-	-	36	3	-	-	-	-	-	-	46	6
how to make a timesheet i...	11	14	-	18	9	-	-	-	-	42	-	41	-	-	-	-	-
dcaa compliant	10	14	-	19	90	-	-	50	3	31	-	-	-	-	-	-	-
sending an invoice	10	14	-	63	68	-	-	-	-	44	-	41	-	-	-	-	-
what is retainer invoice	8	14	-	54	-	36	-	-	-	-	-	46	-	-	-	-	-
accounting software for en...	6	14	-	16	95	43	-	42	-	-	-	-	-	-	-	-	-
how to get my team to trac...	5	14	2	58	43	-	-	-	-	42	-	43	10	-	-	-	-
invoice template	57	13	-	63	62	-	-	-	-	-	-	79	-	-	-	-	-
replicon	45	13	8	77	13	-	-	-	-	79	48	-	-	-	-	-	-
adp run login	45	13	-	13	1	-	-	-	-	30	-	-	-	46	-	-	-
deltek	45	13	6	21	5	-	-	78	38	-	-	-	-	-	-	-	-
mavenlink	44	13	10	64	41	-	-	-	-	-	-	-	-	-	-	79	63
harvest time tracking	39	13	8	63	34	-	-	-	-	-	-	77	51	-	-	-	-
time tracking	37	13	16	61	67	-	-	-	-	29	44	50	50	-	-	-	-
replicon login	33	13	-	12	-	-	-	-	-	77	-	-	-	-	-	-	-
architectural project mana...	10	13	-	55	100	41	-	38	1	-	-	-	-	-	-	-	-
architect project managem...	8	13	-	38	100	43	-	33	-	-	-	-	-	-	-	-	-
add client	7	13	-	58	-	-	-	-	-	35	-	42	-	-	-	-	-
how to calculate net multi...	7	13	-	37	-	31	-	48	-	-	-	-	-	-	-	-	-
project profit	7	13	-	48	-	-	-	42	-	-	-	-	-	-	-	38	-

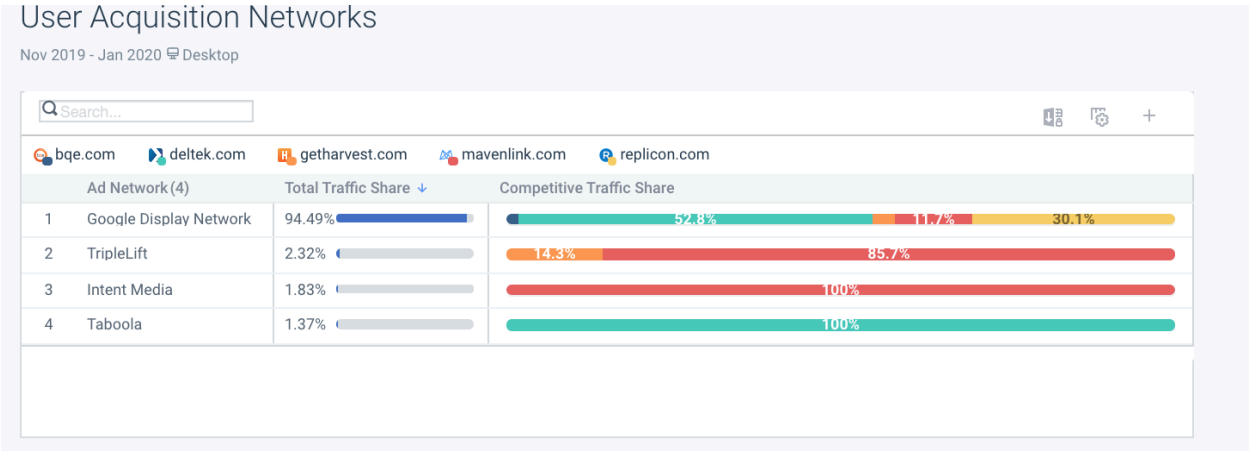
Display Ads

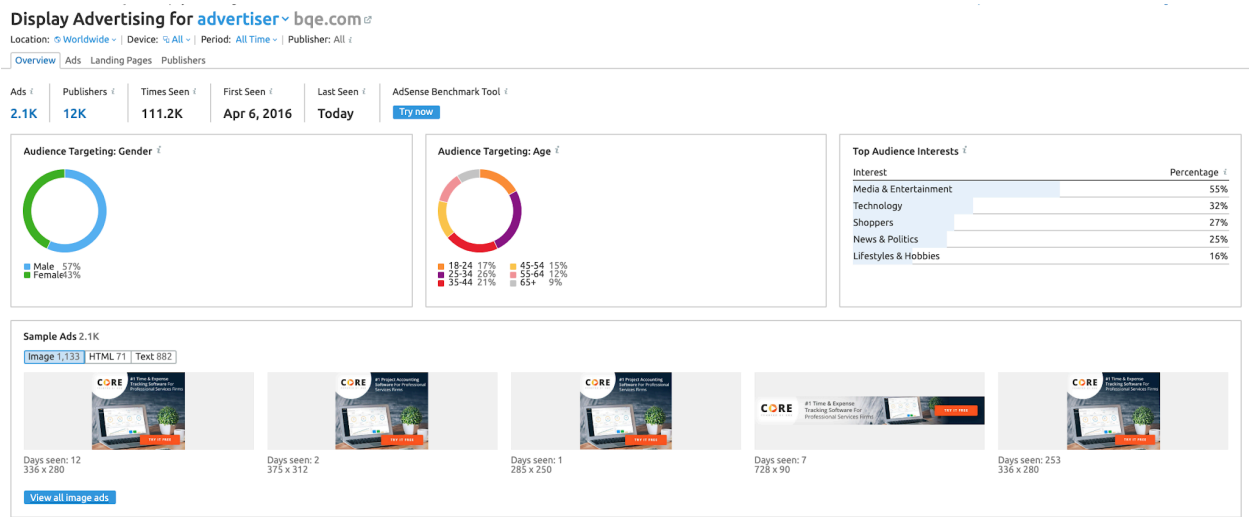
Company	Ads	Publishers	Time Seen	Image	HTML	Text	Uniqe Landing Pages
BQE https://www.bqe.com/	2.1k	12K	111.2K	54%	3%	42%	38
Deltek https://www.deltek.com/	63.3K	107.4K	7.1M	6%	4%	90%	95
REPLICON https://www.replicon.com/	4.1K	44.9K	241.9K	98%	<1%	2%	15
HARVEST https://www.getharvest.com/	8	2.1K	4.8K	25%	0%	75%	1
Journyx https://journyx.com/	143	417	2.2K	94%	0%	6%	14
MavenLink https://www.mavenlink.com/	14.8K	37.4K	150.6K	98%	0%	2%	17

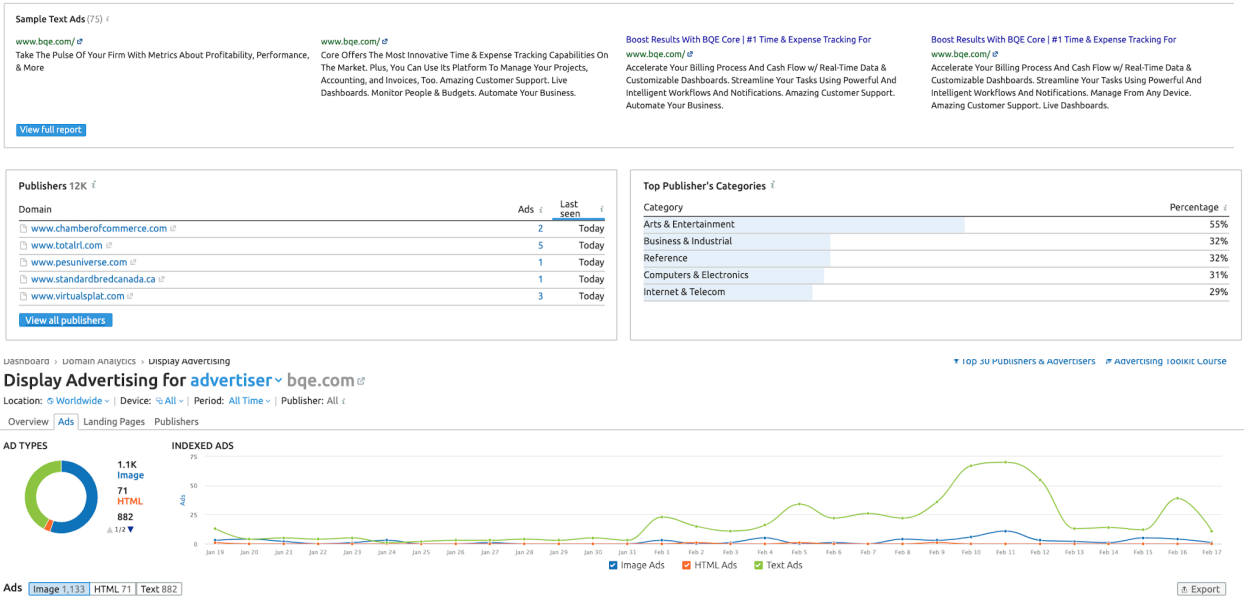
Deltek has placed a great deal of money in the marketing of display ads and dwarfs the collective combine expenditures of the other competitors. So much so that Harvest has placed very little effort in this form of lead and demand generation.

While BQE has a significant presence, they need to operate smarter to be totally overshadowed by the efforts of Deltek.

Other Baseline Data for BQE







Findings:

There is an art and science in utilizing paid advertising. It is never about simply throwing more money at the problem. It is about micro analysis to ensure that you are capturing the most productive keywords, long-tail keywords, and branded competitive keywords. It requires extensive A/B testing and performance evaluation. Even if you succeed and able to bring your targeted personas back to your website or landing page, you must capture their imagination and facilitate them taking a free trial or downloading gated content.

Without access to BQE's Google AdWords account, it is not possible to fully evaluate the paid advertisement program.

Recommendations:

There needs to be a comprehensive analysis for the paid advertisement that is being done by BQE to determine its effectiveness. Consideration should also be given to trying artificial intelligence services such as Albert.

Retargeting Leads

Once you develop a significant contact list and or web traffic who has not engaged, we will begin retargeting them with Display Ads across the Internet. We recommend retargeting website visitors to keep them engaged and interested in returning to the site for more relevant content on a regular basis. Immediately after signing up for a retargeting service like Perfect Audience, users download a site tracking tag to add to your website. This tracking tag is a JavaScript code snippet you add on every page of your web site. Once added, the tracking tag places an anonymous cookie in the browser of every person who visits your site.

Now that your visitors have been tagged with a unique "cookie," the platform searches for them across Facebook and websites in the network and serves your ads to them. The ads we would place would be content or event promotions.

Perfect Audience does this by having partnerships with all the major ad networks on the web, like Facebook, Google Display Network, OpenX, Pubmatic and many more. When someone with your site's cookie loads a web page anywhere on the Internet that has an ad from a network working with Perfect Audience, the platform "sees" them and can then serve up your ad in that space instead of whatever other ad would have normally appeared.

With retargeting campaigns, because we're reaching people who have already shown a prior interest in your offering, the ads are clicked 200-400 percent more often. No matter how memorable or interesting your business, most people who visit your site are going to leave without signing up, buying or contacting you. Retargeting keeps your brand in front of them after they leave, giving you a second, third, even fourth chance to bring them back to convert.

Lookalike Targeting of Leads

Lookalike targeting works in a similar fashion as retargeting except we use third-party software that can identify and match up the key attributes (income, title, location, etc.) that are found in our best clients. This is a means of highly targeting potential clients who are currently not part of our database.

Traffic Overview Analysis

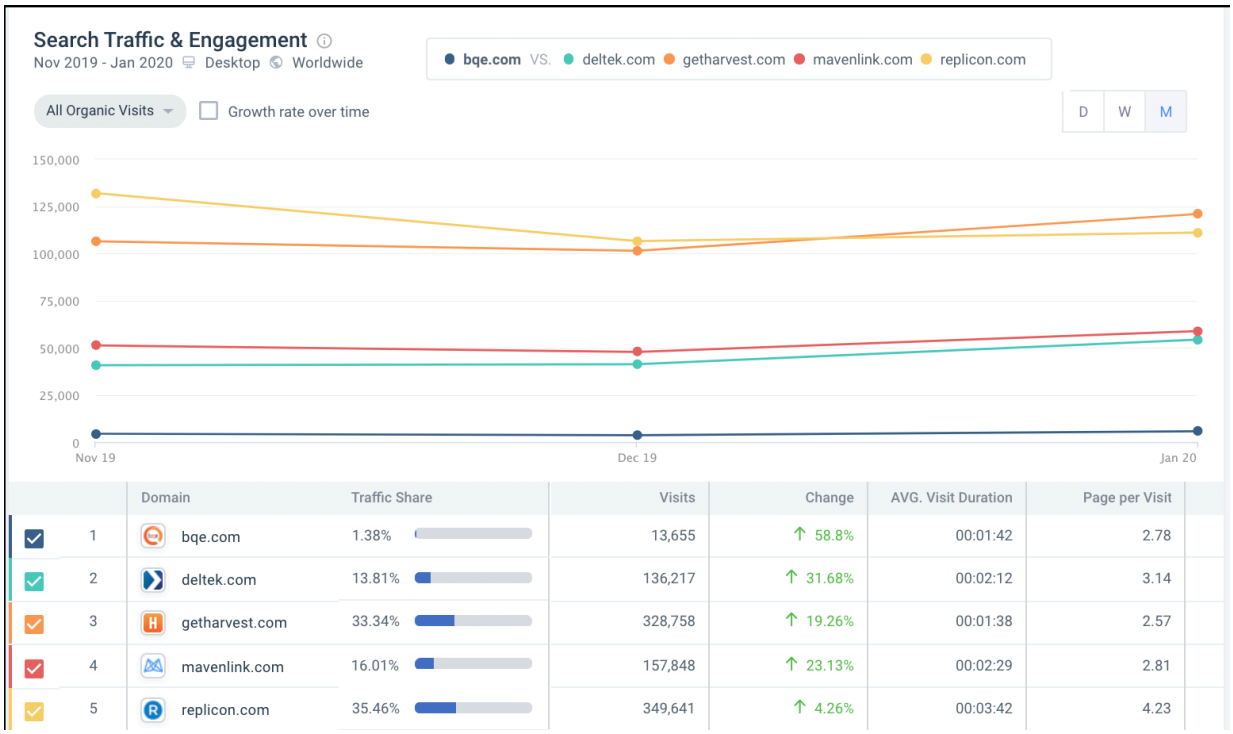
Numbers and metrics do not lie and any marketer who does not understand where and what is originating traffic to their site is simply guessing.

A true demand and lead generation strategy accounts for every touchpoint in the buyer's journey; all the way from anonymous web surfer to a delighted customer. In executing an effective demand and lead generation strategy, you create opportunities: opportunities to make data-driven decisions, align your marketing and sales teams, track marketing's contribution to revenue and, most importantly, drive growth for your organization.

Website traffic is a key performance indicator that tells you the health of your marketing efforts as well as a predictor of future success. An analysis of BQE and its competitors shows that BQE is second to last in their reach both internationally and domestically. For Alexa traffic analysis, the lower the number the better performing the website with respect to site visitors.

Company	Alexa Global Ranking	Alexa USA Ranking	Global Reach
BQE https://www.bqe.com/	368,356	86,746	0.00015%
Deltek https://www.deltek.com/	108,923	21,390	0.00067%
REPLICON https://www.replicon.com/	18,573	4,143	0.00335%
HARVEST https://www.getharvest.com/	17,263	4,199	0.0045%
Journyx https://journyx.com/	759,619	136,438	0.00006%
MavenLink https://www.mavenlink.com/	19,613	4,673	0.00325%

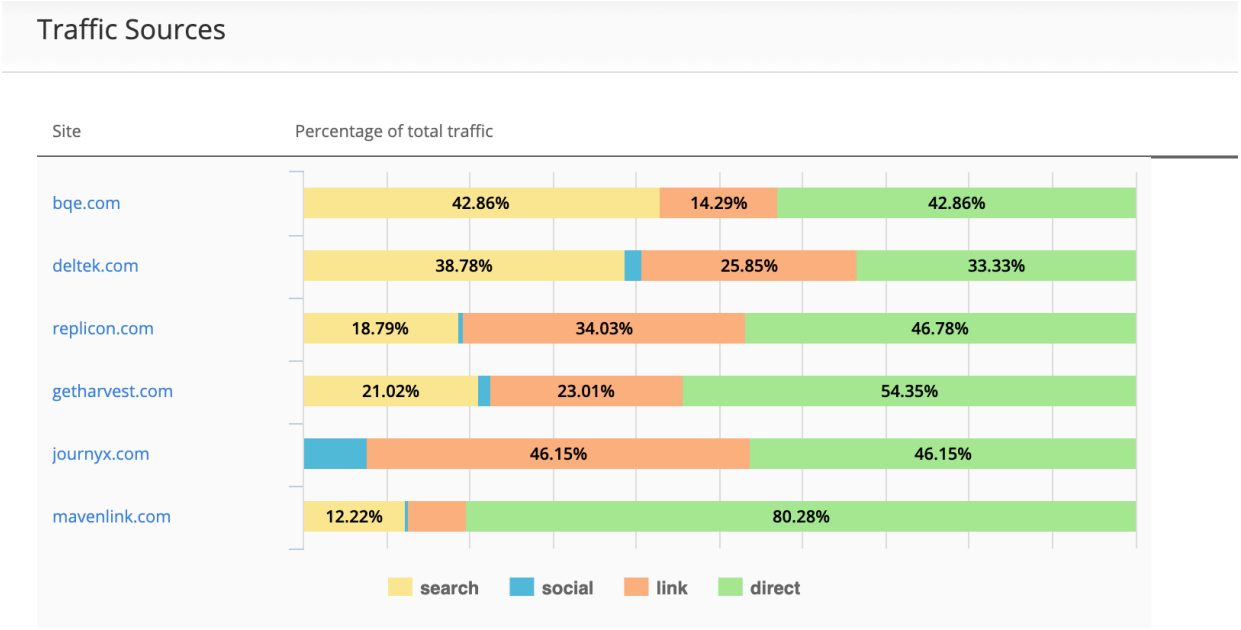
SimilarWeb – provides similar data in but reflects their information in traffic to each website.



Findings:

The lower the Alexa ranking the more traffic that comes to a website. BQE's Alexa ranking is extremely poor. SimilarWeb has similar data and both reflect the need to increase market share, revenue and profitability, BQE will need to implement a comprehensive marketing program that provides improvements in their website, mobile presence, paid demand generation, influencer marketing, earned media and social engagement.

ALEXA

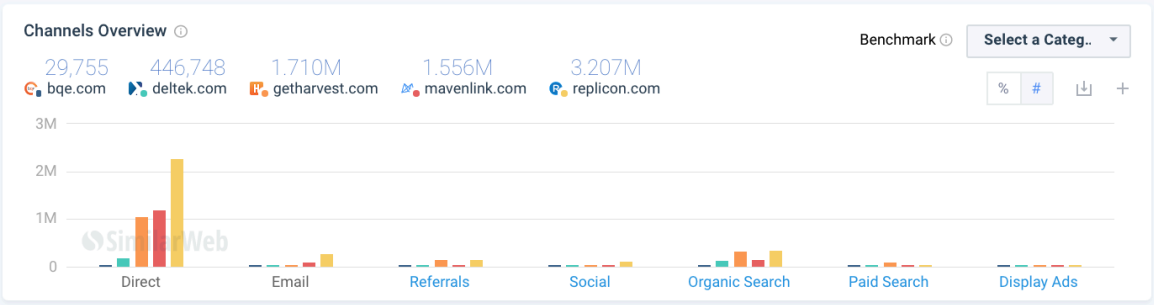


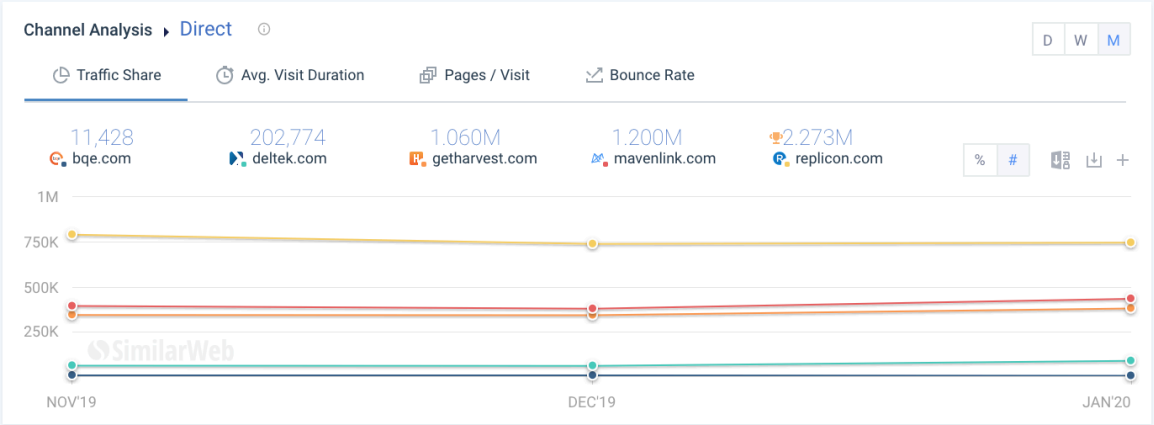
Site	Search	Social	Link	Direct
bqe.com	42.86%	0.00%	14.29%	42.86%
deltek.com	38.78%	2.04%	25.85%	33.33%
replicon.com	18.79%	0.39%	34.03%	46.78%
getharvest.com	21.02%	1.62%	23.01%	54.35%
journyx.com	0.00%	7.69%	46.15%	46.15%
mavenlink.com	12.22%	0.52%	6.98%	80.28%

SimilarWeb

Marketing Channels

Nov 2019 - Jan 2020 Desktop





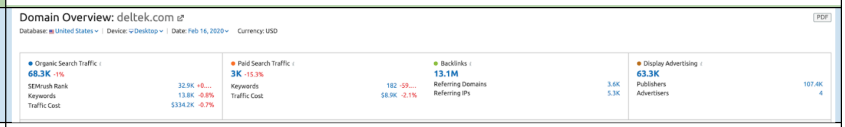
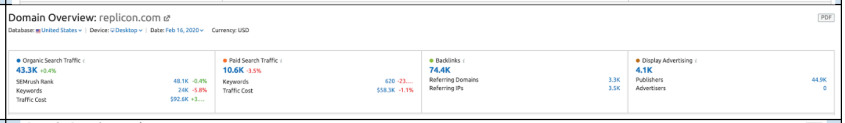
Traffic Sources

Search | All Categories | All Sources | CLEAR ALL

bqe.com | deltek.com | getharvest.com | mavenlink.com | replicon.com

	Traffic Source (892)	Source Type	Group Traffic Share	Group Share Split	Category
1	Direct	Direct	68.31%	22.3% 25.3% 47.9%	-
2	Google Search	Search / Organic	13.33%	13.9% 32.9% 15.9% 35.8%	Computers Electronics and Techn...
3	Email	Email	6.17%	22.8% 64.0%	-
4	Google Search	Search / Paid	2.68%	59.9% 13.8% 18.3%	Computers Electronics and Techn...
5	Youtube	Social	0.81%	84.6%	Arts and Entertainment > TV Movi...
6	Facebook	Social	0.56%	17.4% 71.3%	Computers Electronics and Techn...
7	forecastapp.com	Referral	0.51%	100%	Computers Electronics and Techn...
8	DuckDuckGo	Search / Organic	0.32%	15.7% 40.3% 19.8% 23.8%	Computers Electronics and Techn...
9	Linkedin	Social	0.29%	25.6% 13.5% 51.9%	Computers Electronics and Techn...

SEMrush

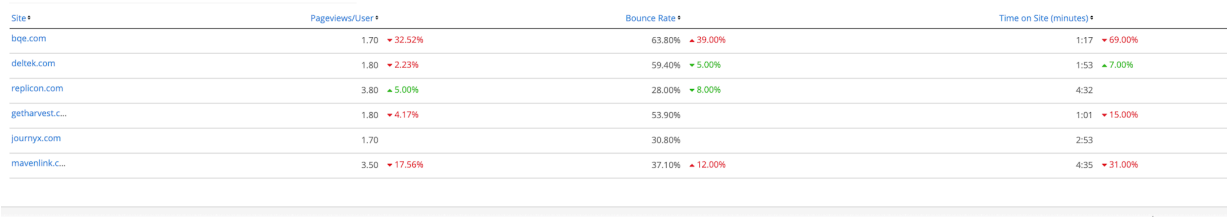
Company	Traffic Origination
BQE **https://www.bqe.com/**	
Deltek **https://www.deltek.com/**	
REPLICON **https://www.replicon.com/**	
HARVEST **https://www.getharvest.com/**	
Journyx **https://journyx.com/**	
MavenLink **https://www.mavenlink.com/**	

Findings:

According to each of the metric tools, BQE does not originate any traffic from social media. They are also not performing well for paid advertising. However, the report still offers some encouraging insights. None of your competitors are doing a good job marketing with either. You will notice that none of the centers is generating traffic from social media/earned media/influencer marketing. Almost all traffic is being generated through search engine marketing and direct links. This creates SIGNIFICANT opportunity for BQE to generate traffic through improvements in their website, mobile presence, paid demand generation, influencer marketing, earned media and social engagement.

Interest Quotient

Company	Alexa Pageviews/User	Alexa Bounce Rate	Time on Site (minutes)
BQE https://www.bqe.com/	1.7	63.80%	1.17
Deltek https://www.deltek.com/	1.8	59.40%	1.53
REPLICON https://www.replicon.com/	3.8	28.00%	4.32
HARVEST https://www.getharvest.com/	1.8	53.90%	1.01
Journyx https://journyx.com/	1.7	30.80%	2.53
MavenLink https://www.mavenlink.com/	3.5	37.10%	4.35



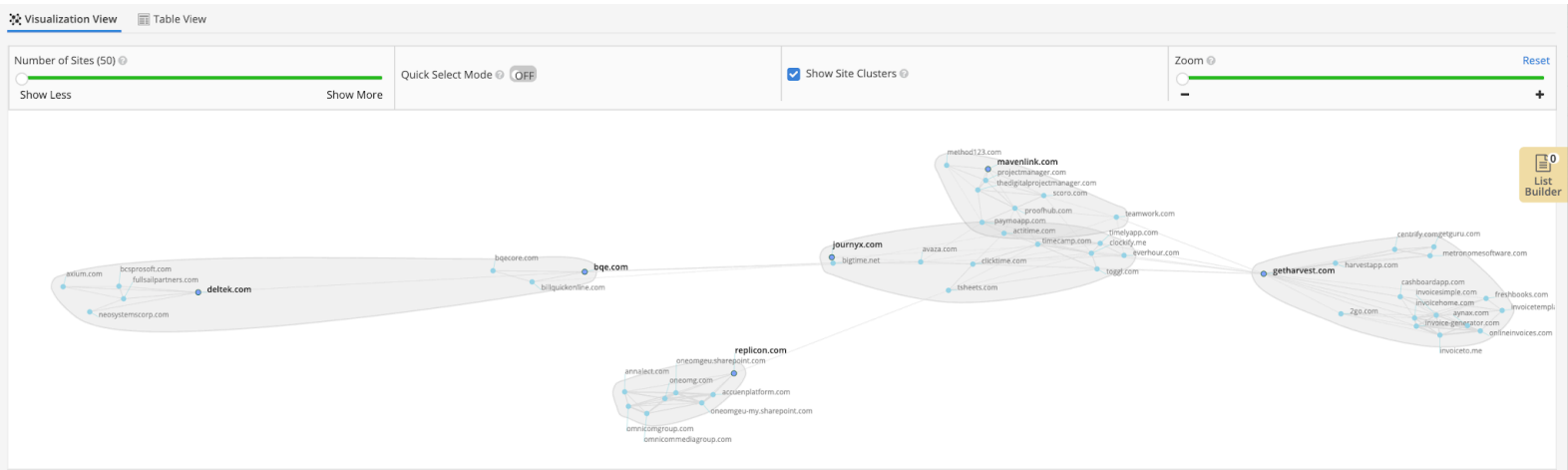
Site	Pageviews/User	Bounce Rate	Time on Site (minutes)
bqe.com	1.70 ▼32.52%	63.80% ▲39.00%	1:17 ▼69.00%
deltek.com	1.80 ▼2.23%	59.40% ▼5.00%	1:53 ▲7.00%
replicon.com	3.80 ▲5.00%	28.00% ▼8.00%	4:32
getharvest.c...	1.80 ▼4.17%	53.90%	1:01 ▼15.00%
journyx.com	1.70	30.80%	2:53
mavenlink.c...	3.50 ▼17.56%	37.10% ▲12.00%	4:35 ▼31.00%

Findings:

Both Alexa and SEM Rush highlight that visitors to the BQE website do not stay long. The number of page visits is 1.4 (Alexa) or 1.01 (SEM). The time they stay on the site is 2.09 minutes (Alexa) or 0.17 seconds (SEM). Finally, the bounce rate is 69.60% (Alexa) or 50% (Rush). While actual numbers that is being provided by google may differ, the reality is that any bias that either of these two programs have is shared by BQE and their competitors. Since we do not have access to their Google Analytics, these numbers are the best comparison. In any case, BQE is either at the bottom or second when compared to the other companies.

The remedy for this is the creation of better and more engaging content (e.g. blogs, videos, eBooks, etc.).

Shared Voice



Despite being their major competitors, BQE does not share the same space based on their website voice. This prompts the need to more thoroughly evaluate what topics are being written in their respective blogs and what keywords they are targeting. Insight into this will allow the formulation of a strategy to take market share from those competitors.

Lead Nurturing Analysis

NOTE: The lead nurturing practices of BQE are not ascertainable until access is given to their marketing automation program. At such time an in-depth analysis should be made.

Lead nurturing is the process of developing relationships with buyers at every stage of the sales funnel, and through every step of the buyer's journey. It focuses marketing and communication efforts on listening to the needs of prospects, and providing the information and answers they need.

- On average, 80% of the leads in any system are not yet ready to buy on the first visit nor take a free trial.
- Almost 80% of new leads never become sales (MarketingSherpa).
- Companies that excel at lead nurturing generate 50% more sales ready leads at a 33% lower cost (Marketo).

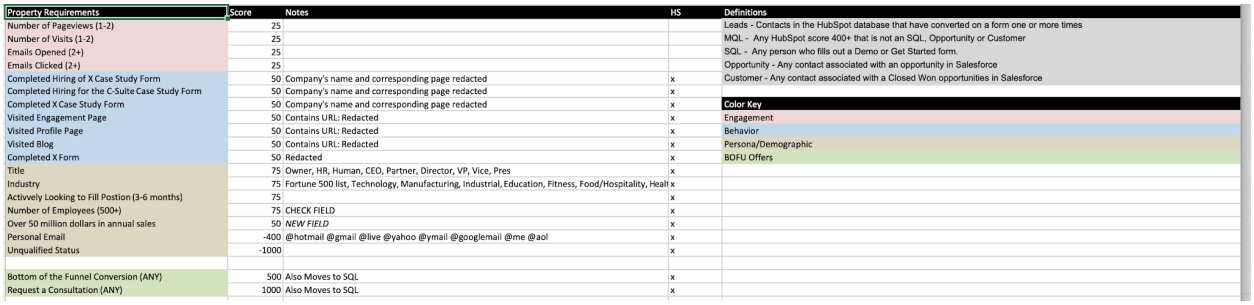
- Nurtured leads make 47% larger purchases than non-nurtured leads (The Annuitas Group).

Effectively developing leads in today's buyer-driven marketplace means establishing and nurturing buyer relationships with a strategic lead scoring system, and then filling out that framework with a thorough content marketing plan.

Here is an example of a typical lead nurturing program:

1) Entice the targeted buyer persona to download a high valued piece of content that addresses their pain point, interests, or concerns in exchange for their contact information.

2) Establish a lead scoring system that ensures the right nurturing information is delivered to the targeted persona and that the lead is passed off to the sales department at the optimized time.



Property Requirements	Score	Notes	HS	Definitions
Number of Pageviews (1-2)	25			Leads - Contacts in the HubSpot database that have converted on a form one or more times
Number of Visits (1-2)	25			MQL - Any HubSpot score 400+ that is not an SQL, Opportunity or Customer
Emails Opened (2+)	25			SQL - Any person who fills out a Demo or Get Started form.
Emails Clicked (2+)	25			Opportunity - Any contact associated with an opportunity in Salesforce
Completed Hiring of X Case Study Form	50	Company's name and corresponding page redacted	x	Customer - Any contact associated with a Closed Won opportunities in Salesforce
Completed Hiring for the C-Suite Case Study Form	50	Company's name and corresponding page redacted	x	
Completed X Case Study Form	50	Company's name and corresponding page redacted	x	Color Key
Visited Engagement Page	50	Contains URL: Redacted	x	Engagement
Visited Profile Page	50	Contains URL: Redacted	x	Behavior
Visited Blog	50	Contains URL: Redacted	x	Persona/Demographic
Completed X Form	50	Redacted	x	BOFU Offers
Title	75	Owner, HR, Human, CEO, Partner, Director, VP, Vice, Pres	x	
Industry	75	Fortune 500 list, Technology, Manufacturing, Industrial, Education, Fitness, Food/Hospitality, Healt	x	
Actively Looking to Fill Postion (3-6 months)	75		x	
Number of Employees (500+)	75	CHECK FIELD	x	
Over 50 million dollars in annual sales	50	*NEW FIELD*	x	
Personal Email	-400	@hotmail @gmail @live @yahoo @ymail @googlemail @me @aol	x	
Unqualified Status	-1000		x	
Bottom of the Funnel Conversion (ANY)	500	Also Moves to SQL	x	
Request a Consultation (ANY)	1000	Also Moves to SQL	x	

3) Create an email that will nurture each unique buyer persona at each stage of the buyer's journey

	Buyer Persona #1	Buyer Persona #2	Buyer Persona #3
Top of the Funnel	X	X	X
Middle of the Funnel	X	X	X
Bottom of the Funnel	X	X	X
Sales Enablement	X	X	X
Customer	X	X	X

4) Typical nurturing campaign has 7-8 emails that must provide new and valuable information to the subscriber. A typical format always presents new information or information in an original format. The emails are spaced out 3-5 weekdays (not including holidays and AWAYS provides an opportunity for free trial or to sign up for the full paid version.

1st Email	Thank you for downloading eBook with share feature
2nd Email	Infographic summarizing the eBook
3rd Email	4-8-page Guide offering additional insights

4th Email Invite to Webinar
5th Email Video of what the Experts are Saying
6th Email Comparison and Advantages
7th Email Case Study/Success Story

Technology Overview

Company	Analytics & Tracking	Marketing Automation	Widgets	Content Management System	Advertising	Video
BQE https://www.bqe.com/	Google Analytics Bing Facebook Insights LinkedIn	Pardot Mail	LiveChat	Workable	Double Click Google Remarketing Facebook LinkedIn	Wistia
Deltek https://www.deltek.com/	Google Analytics Bing Facebook Insights LinkedIn Eloqua Hotjar	Elogua	Zoom	Postman	Double Click Google Remarketing Facebook LinkedIn	Vidyard
REPLICON https://www.replicon.com/	Capterra G2 HubSpot Crazy Egg Google Analytics	HubSpot	HubSpot Messages HubSpot Conversions Intercom WebEx	WordPress WPEngine	Double Click Google Remarketing	X
HARVEST https://www.getharvest.com/	Google Analytics Capterra	X	X	Ruby On Rails	Double Click Google Remarketing	X
Journyx https://journyx.com/	NetFactor Google Analytics LinkedIn Twitter Facebook	X	OneTrust Yoast	WordPress	Double Click LinkedIn Twitter	X
MavenLink https://www.mavenlink.com/	HubSpot Demandbase Google Analytics Personyze 6sense Hotjar G2 Facebook LinkedIn Insights	HubSpot	HubSpot Messages HubSpot Conversions Drift Snapedge	X	Double Click Google Remarketing Facebook Ads LinkedIn Ads	Wistia

The reason we look at the technology stack of each competitor is to identify areas that may be contributing to marketing/sales success.

The three areas that are noteworthy are in the Analytics/Tracking, Marketing Automation, and Advertising sections.

BQE need to improve its analytic/tracking stack with heat map and social tracking tools.

In the marketing automation section BQE appears to be using Pardot. Further study needs to be conducted to ascertain if Pardot is being used to its full potential and whether alternative marketing automation tool (HubSpot) should be implemented.

Finally, the advertising tools being used by BQE and most of their competitors is not sufficient if there is a significant amount of revenue being utilized to drive traffic to their website.

Reporting

NOTE: The accumulation and reporting of metrics at BQE is not ascertainable until access is given to their program. At such time an in-depth analysis should be made. The following is a summary of the need and some methodology that should be engaged.

If you are guessing on any aspect of digital marketing, you are doing it wrong. Before you engage in any activity you should have foundational knowledge that suggest the need for the activity. This does not mean that you are not extremely creative or take initiative to try innovative approaches. This means you know you need help in growing the areas they are seeking to address.

Part of any vibrant marketing program is the identification and tracking of Key Performance Indicators (KPIs). This reporting consists of 400 plus KPIs and the process can be automated so the time spent is in the analysis not with hours of accumulating the data. These KPIs are precursors to what is the true measure of marketing/sales success. Substantial (double-digit percentage) increases in Customers, Revenue, Profitability, and Influencers/Advocates.

This reporting is should be available in two formats:

Comprehensive Scorecard:

A comprehensive scorecard provides complete transparency and has month by month (color-coded) reporting of all 400+ KPIs. A snippet of on page (out of 25) might contain the following:

Prepared by Bill Arnold – wraprevail@gmail.com - 323.919.1766

Marketing Scorecard 2020 - SUMMARY					
Sales Pipeline	**October**	**Nov**	**Dec**	**Average**	**Pipeline**
Leads					
MQLs					
SQLs					
Free Trials					
Customers					
Renewals					
Lead Velocity					
SaaS Metrics	**October**	**Nov**	**Dec**	**Average**	**Pipeline**
Lifetime Value					
Customer Acquisition Cost					
Average Revenue/Account					
Net Monthly Recurring Revenue					
Net Churn Rate					
Gross Churn Rate					

Source	October	Nov	Dec	Average	Pipeline
Organic					
Google					
Bing					
Yahoo					
Direct					
Referral Site					
Influencer					
Social					
Facebook					
Twitter					
LinkedIn					
Instagram					
PPC					
Co-Branded					
Lookalike					
Retargeting					

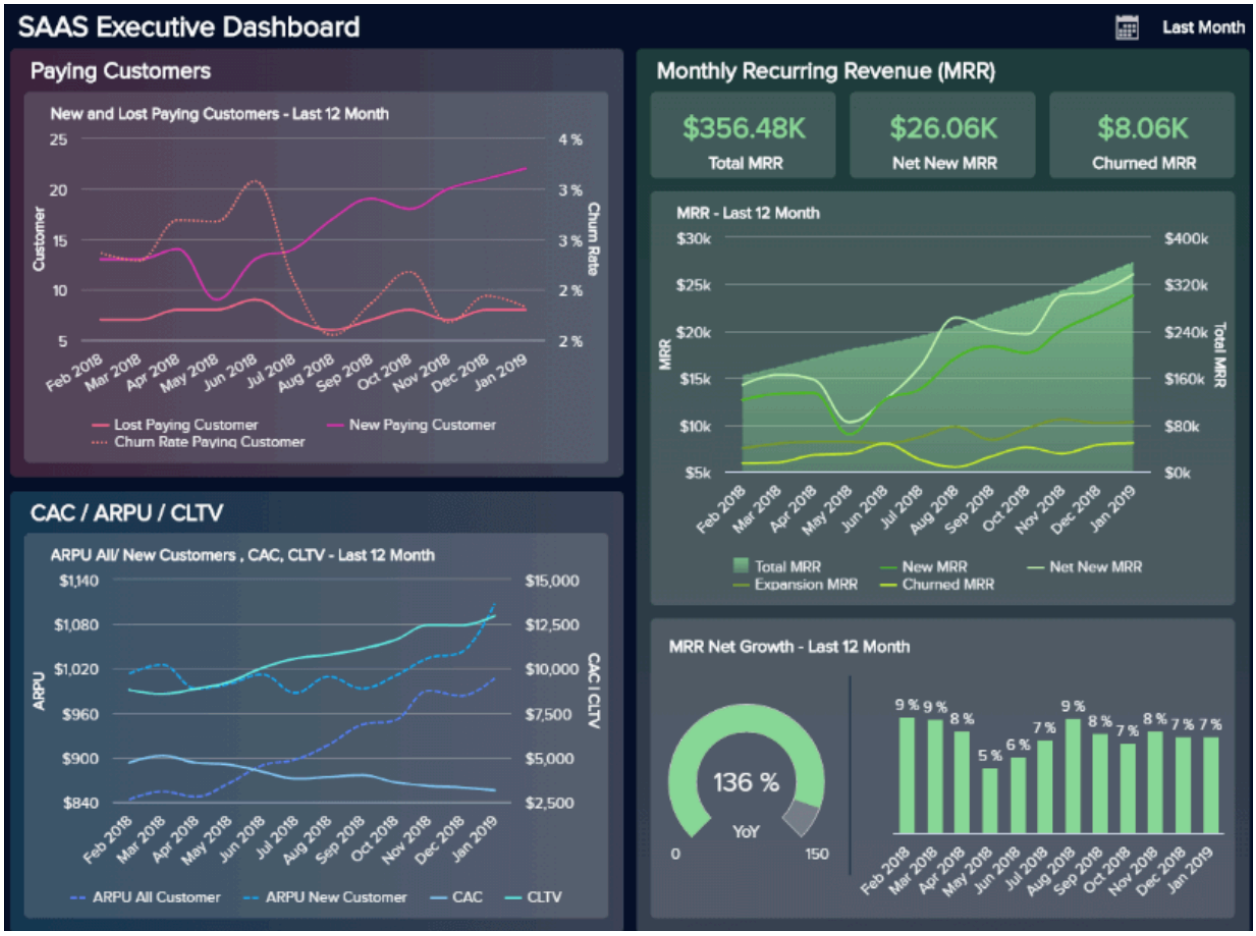
Typically, the KPI fall into the following categories:

- **Output KPIs:** Number of blog posts, downloads and videos. Keeping track of that quantity and regularity of what we publish. We can do that by having a well-planned out editorial schedule and ensuring we have the skills, either

internally or externally, for creating that content (Journalists, graphic designers, copywriters, etc.).

- **Interactive KPIs:** Measuring how well the content is performing. If we're putting it out there, are people absorbing it, liking it or sharing it? Are we getting the social proof we need from the search engines?
- **Success KPIs:** Leads generated and progression through each stage of the buyers' journey, Lifetime Value of a customer (LTV), Customer Acquisition Cost (CAC), Churn, ARPA (Average Revenue per Account per month), Committed Monthly Recurring Revenue (CMRR).
- **Conversion KPIs:** Is that landing page, email, CTA, ad, etc. converting at 30 percent? What are we doing to improve that so we can convert at 35 percent next month?

Executive Summary: Very few top executives want to wade through endless analytics each month. They do need to keep informed and want that process to be a simple as possible. We found the best practices to either present the key data in a PowerPoint presentation or utilize a visual dashboard such as shown below. Some of this information would already be present in BQE dashboard but other marketing indicators would not.



Sales Enablement

It's no longer enough for marketing to just generate leads and nurture them to a free trial. We strongly believe it is our role to help BQE acquire new clients and eventually turn those clients into Brand advocates and influencers

The following illustrates the full marketing/sales funnel:



I anonymously signed up for a free trial of BQE Core to see how the follow-up and nurturing was handled. Over a 15-day period, Louie Villegas did an excellent job trying to engage with through phone calls and emails. He sent over a variety of content to try and connect with me in the manner that I could best relate.

Findings:

While BQE is doing a good job in perusing a person with a free trial it is imperative that the messaging and communication within your free trial should be customized to the unique needs of your buyer personas, the exact same way your marketing messages that got them into the free trial in the first place. Marketing can serve the Sales Department is through Sales Enablement and Customer Success Programs.

Recommendations:

A more detailed analysis of the Sales Process needs to be conducted before any actionable programs can be developed. However, here are two areas that need to be considered.

Sales Enablement:

Sales enablement is the process of providing the sales organization with the information, content, and tools that help sales people sell more effectively. The foundation of sales enablement is to provide sales people with what they need to successfully engage the buyer throughout the buying process.

Sales Enablement encompasses the new normal that must exist between marketing and sales. It involves a seamless process that has sales involved at the earliest stages and marketing becomes the architect of helping to help sales close deals and move customers to advocates.

This is accomplished in a variety of ways.

- Marketing needs to ensure that Sales has the right buyer persona targeted resources that will resonate both in media type and messaging. The knowledge learned during the lead generation process will allow insights to developing personalized information and delivering it at the right time.
- Sales Enablement means tracking the results and learning from Sales which leads proved to become the best clients so that Marketing can strive to deliver more highly qualified leads.
- Sales Enablement means providing Sales with actionable intelligence about the person taking the trial and helping to ensure that the right information gets delivered.

Customer Success:

To be successful, ever company needs to generate highly targeted quality leads for sales. However, no SaaS company can maintain their success unless they eliminate churn.

In fact, customer success is on par with marketing and sales as a growth driver. With buying habits shifting, and software companies adopting a subscription-based pricing model, building relationships and trust with customers has become a necessity.

Some of the areas that Marketing can assist Sales to reduce churn are as follows.

- Creation of unique “client only” content and events that will help keep customers tied to BQE. This can include: monthly customer only email marketing campaigns informing them of news, articles, and other valuable information; client focused blog programs and client-only webinars where 3rd-party influencers

share the stage with BQE.

- ❖ Creation and management of a Net Promoter Score Program. This is one of the most common customer experience metrics used by companies around the world. With NPS you can:

    - Segment customers by loyalty
    - Identify unsatisfied and at-risk customers
    - Optimize around a single customer metric
    - Benchmark against industry and competitor scores
    - Uncover customer loyalty drivers
    - Monitor improvements in products, services and across the entire customer journey

Marketing Philosophy

When entering a business relationship with any individual, it is important to understand their philosophy and how they will engage the business. Here are several bullet points that outline some of the marketing/sales tenets that I believe are important to success.

- ❖ The only thing constant in marketing is change. It is a field that is constantly evolving and where you must be a student open to new ideas, strategies, and techniques.
- ❖ As this report suggests, I am metric-driven. The numbers do not lie and form the foundation for knowing what is working and what needs to be scrapped, improved, or made a higher priority.
- ❖ Marketing is not one single initiative or activity. You must have a fully integrated cross-channel marketing approach that includes content marketing, inbound marketing, outbound marketing, influencer marketing, earned media, public relations, social media, paid advertisement, account based marketing, etc.
- ❖ Marketing is first making sure the fundamentals are locked in, then A/B testing everything to find continuous improvements. You must engage the prospect at each stage of the buyer's journey.
- ❖ For every piece of content or campaign, you must be able to answer which buyer persona it is for and at which stage of the buyer's journey you are targeting. You must also be able to articulate what you believe will be the impact of that initiative.
- ❖ In many ways marketing aligns itself well to a baseball analogy. It involves a team of individuals who have specialized training and talents. To win, everyone must communicate and work together toward a common goal. The manager's job is to listen, learn, and teach the team the best strategies, practices, and their applications. While everyone loves to see the walk off grand slam homerun that wins the game, most victories are about doing the fundamentals correctly and

putting together a series of singles and doubles that provide the victory.

In Marketing, it takes a team of specially trained individuals who understand the fundamentals well enough that they can A/B test and apply new techniques and strategies. While we will have campaigns or initiatives that hit the ball out of the park and drives tens of thousands of leads in each month, success usually comes from doing the fundamentals correctly and taking actions that by themselves represent incremental improvements that combined create tens of thousands of additional leads each month.

- Marketing has evolved to become a partnership with the Sales Department equally responsible for sales, client upsells, client retention, and helping to convert happy customers to brand advocates.
- The head of the Marketing Department is responsible for the success of the team, program, and results. He/She must listen and be open to ideas, but is ultimately responsible for teaching the team best practices. It is not the role of the leader to micro-manage but it is his/her role to properly train and then hold members accountable for the execution.
- While I track hundreds of KPIs each month their improved performance should only be viewed as a precursor to success. Success only is defined as substantial (double-digit percentage) increases in ALL of the following:
    - Customers
    - Revenue
    - Profitability
    - Influencers and Advocates.