

Syndeo Institute IA Sales Journey



SYNDEO
INSTITUTE
AT THE CABLE CENTER

July 2024

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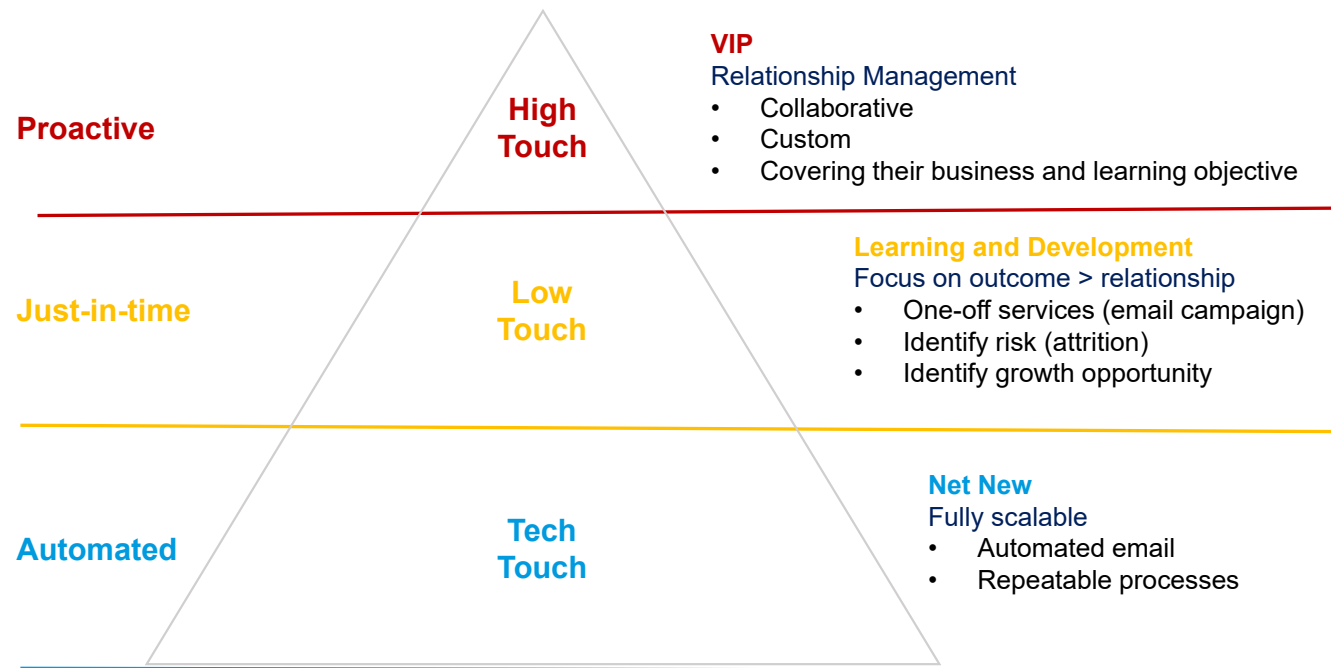
Executive Summary

This presentation outlines the Intrapreneurial Academy's target audiences and their respective buyer journeys, aligning our email and campaign strategies with our sales enablement activities. Additionally, we will provide recommendations to balance and optimize these activities effectively.

RECOMMENDATIONS

- Scrub the lists and better identify the players
- Create a sales pyramid to identify the customer type
 - High Touch
 - Medium Touch
 - Low Touch
- For each segment, create tailored, effective sales materials and messaging for the Syndeo Institute

Buyer Pyramid











Social Media Metrics

Indicates increase in performance ▲
 Indicates decrease in performance ▼
 Indicates no significant change in performance =

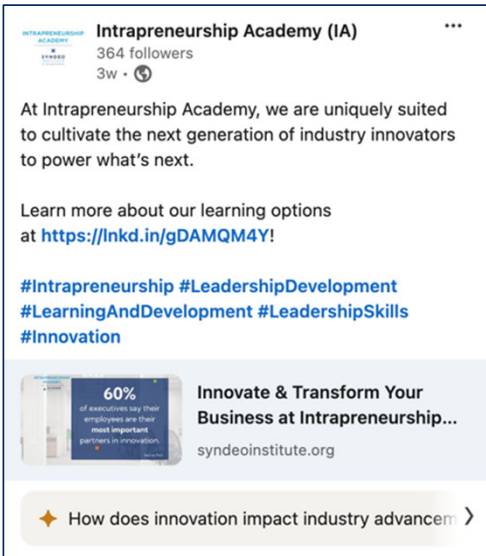
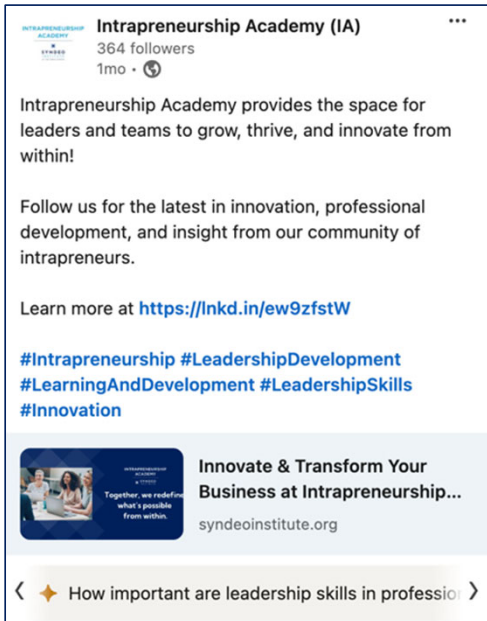

Performance Metric	SI LinkedIn		IA LinkedIn		Facebook		Instagram	
		This Month (6/1-6/30)		This Month (6/1-6/30)		This Month (6/1-6/30)		This Month (6/1-6/30)
Follower Count		3,361 Total		364 Total		1.2K Total		812 Total
Average Engagement Rate		6.38%		11.01%		10.34% C5 post only		14.89% C5 post only
Total Impressions		919		305		58		47

Top Performing Posts by Engagement Rate – Syndeo Institute LinkedIn

Ranking by Engagement	#1	#2	#3
Syndeo Institute LinkedIn	<div><div><div><div><div></div><div>Syndeo Institute at The Cable Center</div><div>3,361 followers</div><div>1mo · 🌐</div></div></div><div><p>Intrapreneurship Academy (IA) is your resource for the latest in innovation, professional development, and insight from our community of intrapreneurs!</p><p>Follow Intrapreneurship Academy today to see how we are shaping what's next.</p><p>#SyndeoInstitute #IntrapreneurshipAcademy #LeadershipDevelopment #LearningAndDevelopment</p></div><div><div><div><div>INTRAPRENEURSHIP ACADEMY</div><div></div><div>Where leaders come together to exchange ideas, get inspired, and pave the way forward.</div></div></div><div><div>Learn more about Intrapreneurship Academy</div><div>></div></div></div></div></div>	<div><div><div><div><div></div><div>Syndeo Institute at The Cable Center</div><div>3,361 followers</div><div>1mo · 🌐</div></div></div><div><p>We recently wrapped up another successful C5 conference, and the insights shared were nothing short of energizing.</p><p>Our C5 group continues to lead the charge in customer experience innovation, and we are excited to share Diane Christman's main takeaways from the conference.</p><p>Read Diane's blog for more: https://lnkd.in/gkD8Hect</p><p>#CustomerExperience #Leadership #OperationalEfficiency #AI #Innovation #Intrapreneurship</p></div><div><div><div><div>Behind the Scenes at C5: Diane Christman's Key...</div><div>syndeoinstitute.org</div></div></div></div></div></div>	<div><div><div><div><div></div><div>Syndeo Institute at The Cable Center</div><div>3,361 followers</div><div>3w · 🌐</div></div></div><div><p>Intrapreneurship Academy (IA) empowers organizations to develop personalized, flexible learning journeys for leaders and teams.</p><p>Accelerate growth on your team – learn more at https://lnkd.in/gDAMQM4Y!</p><p>#Intrapreneurship #LeadershipDevelopment #LearningAndDevelopment #SyndeoInstitute #Innovation</p></div><div><div><div><div><div></div><div>Intrapreneurship Academy (IA)</div><div>364 followers</div><div>3w · 🌐</div></div></div><div><p>At Intrapreneurship Academy, we are uniquely suited to cultivate the next generation of industry innovators to power what's next.</p><p>Learn more about our learning options at https://lnkd.in/gDAMQM4Y!</p><p>#Intrapreneurship #LeadershipDevelopment #LearningAndDevelopment #LeadershipSkills #Innovation</p></div><div><div><div><div><div><div><div>60% of executives say their employees are their most important partners in innovation.</div><div>Innovate & Transform Your Business at...</div><div>syndeoinstitute.org</div></div></div></div></div></div></div></div></div></div></div>
	6/10: Diane C5 Blog - 7.98% ER	6/3: Follow IA - 6.81% ER	6/20: Repost from IA - 4.35% ER

6/10: Diane C5 Blog - 7.98% ER

Top Performing Posts by Engagement Rate – IA LinkedIn

Ranking by Engagement	#1	#2	#3
IA LinkedIn	<div>  <p>Intrapreneurship Academy (IA) 364 followers 3w · 🌐</p> <p>At Intrapreneurship Academy, we are uniquely suited to cultivate the next generation of industry innovators to power what's next.</p> <p>Learn more about our learning options at https://lnkd.in/gDAMQM4Y!</p> <p>#Intrapreneurship #LeadershipDevelopment #LearningAndDevelopment #LeadershipSkills #Innovation</p> <p>Innovate & Transform Your Business at Intrapreneurship... syndeoinstitute.org</p> <p>How does innovation impact industry advancement?</p> </div> <p>6/20: Learn about learning options -14.89% ER</p>	<div>  <p>Intrapreneurship Academy (IA) 364 followers 1mo · 🌐</p> <p>Intrapreneurship Academy provides the space for leaders and teams to grow, thrive, and innovate from within!</p> <p>Follow us for the latest in innovation, professional development, and insight from our community of intrapreneurs.</p> <p>Learn more at https://lnkd.in/ew9zfstW</p> <p>#Intrapreneurship #LeadershipDevelopment #LearningAndDevelopment #LeadershipSkills #Innovation</p> <p>Innovate & Transform Your Business at Intrapreneurship... syndeoinstitute.org</p> <p>How important are leadership skills in professional development?</p> </div> <p>6/3: Startup post for IA LI -13.64% ER</p>	<div>  <p>Intrapreneurship Academy (IA) 364 followers 2w · 🌐</p> <p>Our instructors, curriculum developers, and AI leaders have developed cutting-edge course content to help develop a resilient workforce ready to lead through change and disruption.</p> <p>Learn more about our course offerings at https://lnkd.in/guKE9aWX!</p> <p>#LearningAndDevelopment #Intrapreneurship #Innovation #LeadershipDevelopment</p> <p>DID YOU KNOW? 82% of global organizational leaders say their employees will need new skills to be prepared for the growth of generative AI. Source: Microsoft Survey</p> <p>INTRAPRENEURSHIP ACADEMY SYNDEO INSTITUTE</p> </div> <p>6/24: AI post - 10% ER</p>

JUNE

Email Marketing Metrics

Email Marketing Metrics

PERFORMANCE SUMMARY

In June, 4 emails were sent out. The 2 emails sent to the Syndeo Institute List to take the AI survey had stronger email performance than the 2 separate emails to each IA list to encourage fall sign-ups.

The IA graduate list grew due to new class, but the other lists remain the same.

RECOMMENDATIONS

- Use singular CTA for campaign emails
- Launch more regular email cadence with the newsletters leveraging thought leadership upon completion of design
- Revisit IA buyer list to ensure alignment with ongoing sales conversations

SECTION OVERVIEW

Email marketing report to showcase key metrics of all sent emails. Include open rate, click-through rate/report, top content, unsubscribes, list growth/updates, and initial recommendations for optimization.

OWNER

Becky Woods

DATA SOURCE

Constant Contact

SPECIFIC EMAILS

Syndeo Institute Newsletter (Quarterly)
IA Newsletter (Monthly)



Email Marketing Metrics - Email List

IA Grad list grew from new class and Main list had a small amount of unsubscribes from the 2 emails that were sent.

List Name	Total Contacts
Main List	2,551
IA Grad List – February 2024	449
IA Buyers List 02212024	54
Total Subscribed	2,625

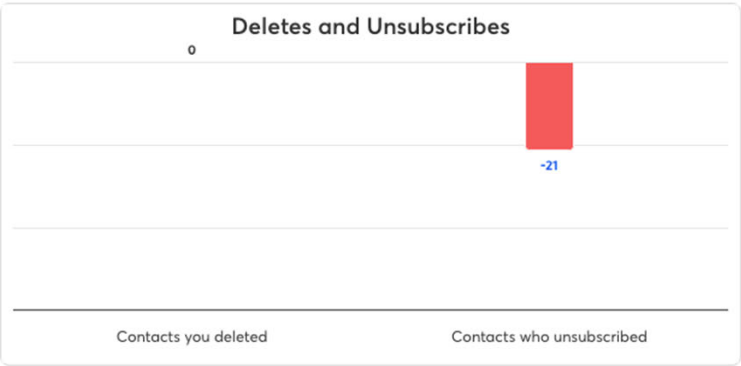
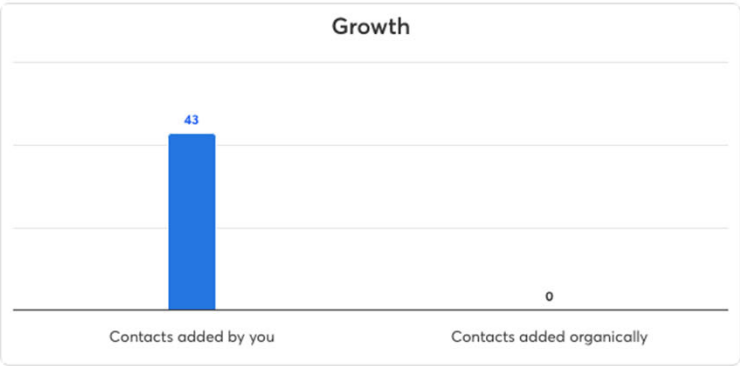
Trends

Compare your contact growth over the selected time range.

From Jun 1, 2024 to Jun 30, 2024, you had +22 net new contacts

Your contacts growth is looking up!

Current total contacts 2,625



Email Marketing Metrics – All Emails for JUNE

AI Survey request emails had strongest performance while IA Early Bird promotion to the Graduates list had the weakest performance for both opens and clicks.

Time Sent ↓	Campaign Name	Sends	Opens	Clicks	Bounces	Unsubscribes
Tue, Jun 25, 2024, 11:15 AM	Syndeo Institute: AI Survey Reminder	2,558	677 28%	93 4%	143 6%	4 1%
Mon, Jun 24, 2024, 2:01 PM	Intrapreneurship Academy Early Bird for Fall Registration (Graduates)	451	71 16%	4 1%	12 3%	1 1%
Mon, Jun 24, 2024, 2:00 PM	Intrapreneurship Academy Early Bird for Fall Registration (Buyers)	54	14 27%	1 2%	2 4%	0 0%
Mon, Jun 17, 2024, 10:03 AM	Syndeo Institute: AI Survey	2,572	687 28%	96 4%	143 6%	10 1%

6/25 Syndeo Institute: AI Survey Reminder

Focused email with singular CTA performed well.



Subject Seeking your insights: Survey Closes This Friday

Pre header Impact of AI on CX

Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent

2558

Open Rate

28%

Click Rate

3.9%

Opens

677

Clicks

93

Sent

2558

Did Not Open

1738

Bounces

143

Unsubscribed

4

Successful Deliveries

2415

Spam Reports

0

Desktop Open Percentage

93.1%

Mobile Open Percentage

6.9%

Click-Through Distribution


When a contact clicks a link in your email, we'll show you the stats here.

Link	Unique Clicks	Distribution
https://www.surveymonkey.com/r/NMX6HGD	89	24.5%
https://syndeoinstitute.org/	70	19.2%
https://www.instagram.com/syndeoinstitute/	69	19%
https://www.linkedin.com/company/syndeoinstitute/	68	18.7%
https://www.facebook.com/Syndeoinstitute/	68	18.7%
Total Click-throughs	364	100%

6/24 IA Early Bird for Fall Registration (Graduates)

Low open rate suggest subject line or timing didn't align with our audience, and low click rate suggests content didn't resonate.

INTRAPRENEURSHIP ACADEMY



Accelerate your professional development this Fall. Syndeo Institute's Intrapreneurship Academy gives you the skills, mindset, and curriculum to confidently advance in a rapidly changing technology landscape.

82%

of global organizational leaders say their employees will need new skills to be prepared for the growth of generative AI.

You'll receive \$525 off Fall registration if you sign up for all three Courses under one of our Tracks.
Register today—early bird pricing ends July 31, 2024!

Early Bird Tuition: \$4,725 for three Courses
Tuition After July 31, 2024: \$5,250 for three Courses

Jumpstart your learning journey! Courses start in September 2024.




REGISTER NOW

Questions? IA@syndeoinstitute.org

Tracks	Courses
Driving Innovation	From Problem to Solution From Solution to Business Plan Business Storytelling
Leading with Agility	The Agility COMPASS Thriving in Times of VUCA Creating a Culture of Agility
Intrapreneurial Leadership	Strength-Based Leadership Workplace Politics Power Skills
Human Innovation in an AI World	Introduction to AI Responsible AI AI Tools & Practical Applications

Syndeo Institute

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Subject Early Bird Pricing for Intrapreneurship Academy Fall Courses

Pre header Register Today!

Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent

451

Open Rate

16.2%

Click Rate

0.9%

Opens

71

Clicks

4

Sent

451

Did Not Open

368

Bounces

12

Unsubscribed

1

Successful Deliveries

439

Spam Reports

0

Desktop Open Percentage

91.1%

Mobile Open Percentage

8.9%

Click-Through Distribution

When a contact clicks a link in your email, we'll show you the stats here.

Link	Unique Clicks	Distribution
https://syndeoinstitute.org/learn/intrapreneurship-academy/reservations/	4	14.3%
https://syndeoinstitute.org/learn/tracks/driving-innovation/	3	10.7%
https://syndeoinstitute.org/learn/intrapreneurship-academy/overview/	3	10.7%
https://www.linkedin.com/company/syndeoinstitute/	3	10.7%
https://syndeoinstitute.org/learn/tracks/human-innovation-ai/	3	10.7%
https://www.facebook.com/SyndeoInstitute/	3	10.7%
https://syndeoinstitute.org/learn/tracks/leading-with-agility/	3	10.7%
https://www.instagram.com/syndeoinstitute/	3	10.7%
https://syndeoinstitute.org/learn/tracks/intrapreneurial-leadership/	3	10.7%
Total Click-throughs	28	100%

13

6/24 IA Early Bird for Fall Registration (Buyers)

Low click rate suggests content didn't resonate.

INTRAPRENEURSHIP
ACADEMY



Get a head start on learning opportunities this Fall and invest in your team. Syndeo Institute's Intrapreneurship Academy equips your people to grow, thrive, and create value for your organization.

68%
of 118 leaders rank building critical skills as a top priority, and investing for success, among the top 5 skills.

Accelerate Growth on Your Team
\$525 off Fall registration if you sign up for all three Courses under one of our Tracks. Register today—early bird pricing ends July 31, 2024!

Early Bird Tuition: \$4,725 for three Courses
Tuition After July 31, 2024: \$5,250 for three Courses

Each course is comprised of three 105-minute virtual, interactive applied learning Sessions and can accommodate up to 25 people. **Courses start in September 2024.**

REGISTER YOUR TEAM

Questions? IA@syndeoinstitute.org

Tracks	Courses
Driving Innovation	From Problem to Solution From Solution to Business Plan Business Storytelling
Leading with Agility	The Agility COMPASS Thriving in Times of VUCA Creating a Culture of Agility
Intrapreneurial Leadership	Strengths-Based Leadership Workplace Politics Power Skills
Human Innovation in an AI World	Introduction to AI Responsible AI AI Tools & Practical Applications

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Email Performance

See how your emails are doing with your audience. [Compare your results to the industry average.](#)

Sent

54

Open Rate

26.9%

Click Rate

1.9%

Opens

14

Clicks

1

Sent

54

Did Not Open

38

Bounces

2

Unsubscribed

0

Successful Deliveries

52

Spam Reports

0

Desktop Open Percentage

94.1%

Mobile Open Percentage

5.9%

Click-Through Distribution

When a contact clicks a link in your email, we'll show you the stats here.

Link	Unique Clicks	Distribution
https://syndeoinstitute.org/learn/tracks/driving-innovation/	1	33.3%
https://syndeoinstitute.org/learn/intrapreneurship-academy/overview/	1	33.3%
https://syndeoinstitute.org/learn/tracks/leading-with-agility/	1	33.3%
Total Click-throughs	3	100%

Subject

Exclusive: Early Bird Pricing for Fall Registration

Pre header

Register Today!

AT THE CABLE CENTER

14

6/17 Syndeo Institute: AI Survey

Focused email with singular CTA performed well.



Subject Seeking your insights: Survey Closes This Friday

Pre header Impact of AI on CX

Email Performance		
See how your emails are doing with your audience. Compare your results to the industry average.		
Sent	Open Rate	Click Rate
2572	28.3%	4%
Opens	687	Clicks
Sent	2572	Did Not Open
Bounces	143	Unsubscribed
Successful Deliveries	2429	Spam Reports
Desktop Open Percentage	94.9%	Mobile Open Percentage
96		
1742		
10		
0		
5.1%		
Click-Through Distribution		
When a contact clicks a link in your email, we'll show you the stats here.		
Link	Unique Clicks	Distribution
https://www.surveymonkey.com/r/NMX6HGD	73	25.6%
https://syndeoinstitute.org/	68	23.9%
https://www.linkedin.com/company/syndeoinstitute/	49	17.2%
https://www.facebook.com/SyndeoInstitute/	49	17.2%
https://www.instagram.com/syndeoinstitute/	46	16.1%
Total Click-throughs	285	100%

JUNE

Website Traffic & Engagement Metrics

Website Traffic & Engagement Metrics

PERFORMANCE SUMMARY

Looking at the last 2 months of performance we have a good baseline to optimize from. Current traffic is 60% desktop and 40% mobile. Site traffic seems to be well aligned with other marketing activities suggesting as we ramp up tempo, we will see that reflected in the site. Site users spiked 6/25, which correlates to the bulk of our email activity for the month (6/24 and 6/25).

RECOMMENDATIONS

- Page Not Found metrics that are likely attributed to broken backlinks (271), Richard is working through setting up page redirects for those.
- With organic search driving most traffic, it may be helpful for the team to revisit those search terms to better understand user behavior.

SECTION OVERVIEW

Website traffic report to showcase traffic and engagement metrics (total visits, bounce rate, time on site). Include top pages, month-over-month trends, and initial recommendations for optimization.

OWNER

Richard Sparks

DATA SOURCE

Google Analytics

CHANNEL

<https://syndeoinstitute.org/>

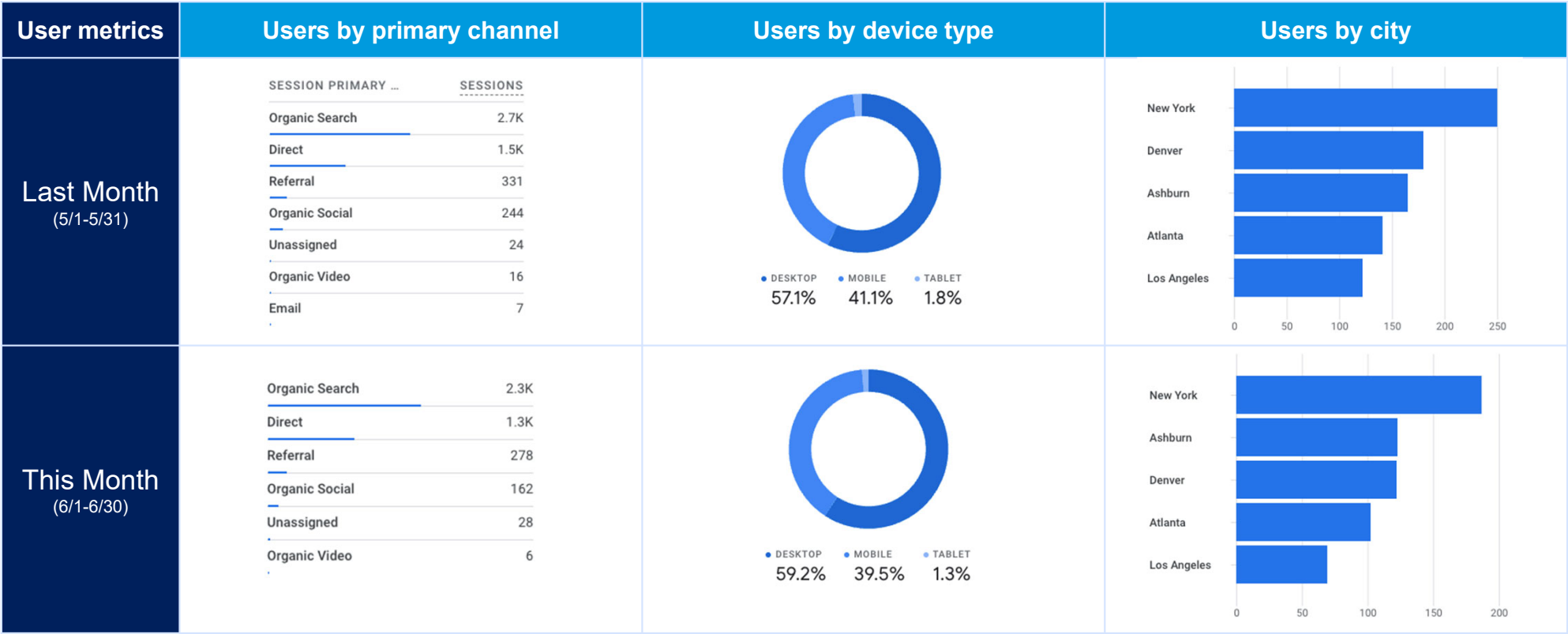
Website Traffic & Engagement Metrics

Indicates increase in performance ▲
Indicates decrease in performance ▼
Indicates no significant change in performance =

Performance Metric	Last Month (5/1-5/31)	This Month (6/1-6/30)	This Month Top 10 visited pages		
			Page Name	Views	Avg Engagement Time (seconds)
Site Users (Total)	3.6K	3.3K =	Home	3937	1m 12s
			Overview Intrapreneurship Academy	152	40s
Site Users (New)	3.4K	3.2K =	Our Team	138	41s
			Page Not Found	105	0s
Average Session Duration	1m 12s	1m 13s =	New Board Members	103	17s
			Overview Hall Of Fame	96	35s
Top 10 visited pages by total views	1. Home	1.Home	Hall of Fame 2024 Photos & Videos	82	20s
	2. C5 Spring 2024	2.Overview Intrapreneurship Academy	Board of Directors	79	39s
	3. Page not found	3.Our Team	Intrapreneurship & Innovation Report	79	12s
	4. 2024 Hall Of Fame	4.Page Not Found	C5 Takeaways Blog	66	33s
	5. 2024 Hall of Fame Archive	5.New Board Members			
	6. Our Team	6.Overview Hall Of Fame			
	7. Overview C5	7.Hall of Fame 2024 Photos & Videos			
	8. Innovate & Transform Your Business	8.Board of Directors			
	10. New Board Members	9.Intrapreneurship & Innovation Report			
		10.C5 Takeaways Blog			

Website Traffic & Engagement Metrics

Insert qualitative summary of user metrics





JULY - AUGUST

Look Ahead

FY24 Marketing Calendar

Initiative	2024																
	J	F	M	A	M	J	J	A	S	O	N	D					
Campaigns	Intrapreneurship Academy Relaunch			Intrapreneurship & Innovation Report (includes CX)								40 th Anniversary Opportunity Campaign					
	Cable Hall of Fame				Intrapreneurship Academy Preview + Presale												
Events			Cable Next-Gen (3/12) CableLabs WC (3/25+)	TCC Hall of Fame (4/18) NAB (4/14-4/17)	ANGA (5/11-5/16) WICT WOF (5/17)	Cable Next-Gen Europe (6/4)		Independent Show (8/19+) C2HR CON (8/5+)	SCTE Cable Expo (9/24+) B&C HOF (9/26)	Diversity Week (10/21+)							
Intrapreneurship Academy					DI: C1 (5/1, 5/14, 5/21) LWA: C1 (5/8, 5/15, 5/22) IL: C1 (5/13, 5/20, 6/3) HIAI: C1 (5/9, 5/16, 5/24)			DI: C2 (6/4, 6/11, 6/18) LWA: C2 (6/5, 6/12, 6/19) IL: C2 (6/10, 6/17, 6/24) HIAI: C2 (6/6, 6/13, 6/20)		DI: C3 (7/9, 7/15, 7/23) LWA: C3 (7/10, 7/17, 7/25) IL: C3 (7/8, 7/15, 7/22) HIAI: C3 (7/11, 7/18, 7/24)		DI: C1 (9/10, 9/17, 9/24) LWA: C1 (9/11, 9/18, 9/25) IL: C1 (9/9, 9/16, 9/23) HIAI: C1 (9/12, 9/19, 9/26)		DI: C2 (10/8, 10/15, 10/22) LWA: C2 (10/9, 10/16, 10/23) IL: C2 (10/7, 10/14, 10/21) HIAI: C2 (10/11, 10/17, 10/24)		DI: C3 (11/5, 11/12, 11/19) LWA: C3 (11/6, 11/13, 11/20) IL: C3 (11/4, 11/11, 11/18) HIAI: C3 (11/7, 11/14, 11/21)	
C5					Spring Conference (5/21/22)	C5 Sponsorships						Fall Conference (TBC)					
Advisory Council			Quarterly Meeting (3/19)		Quarterly Meeting (5/2)				Quarterly Meeting (9/4)			Quarterly Meeting (TBC)					
BoD / ExComm				BoD Meeting (4/19)	ExComm Meeting (5/30)			ExComm Meeting (8/22)		BoD Meeting (10/3)		ExComm Meeting (12/12)					
Sponsorships / Partnerships	C2HR Sponsorship																
	ACA Connects, NCTC, WICT Partnerships																
Marketing Tempo	Marketing Tempo Activities (see plan for details)																

Thank you.

A graphic element consisting of a grid of small squares, with a central square being white and the surrounding squares being light blue, creating a pixelated or mosaic effect.

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