

MAC-g meeting notes 1.5.2012

* **Next week** 
  + Ephibian
  + Chad and James
    - Encourage you to speak your mind in that meeting
    - Discuss your concerns directly with Chad and James in that meeting
    - We’ll determine solutions for how to move forward given the tasks at hand
    - This will help define James’s role with our team and help determine the holes we still need to fill
  + Help define job description for the Project Coordinator position
  + Job descriptions and package for James and Chad
    - Meeting to determine job descriptions
    - Determine what can be taken on by an additional resource(s)
    - Create a plan for resources
    - Discuss how we work with Focus97 and management
    - Create an agenda for meeting with Chad and James
  + Concerns around James management and what we can do to be successful with him
    - Requests come in prior to having full details
    - MAC-g needs to provide James with what we need and train him on what it actually takes to perform a task
    - Encourage James to involve MAC-g before he responds to deadlines {when we say encourage, we mean, he HAS TO}
    - Strategy needs to be set before we proceed {avoid another R9 debacle}
    - Sometimes tasks don’t fit into the overall strategy which makes them a lower priority {icebox}
    - Information gathering – context is important – we may need a form or Amanda may take on a project directly in order to move the process more efficiently
    - Remove back and forth for the three of us with other departments without creating additional complications
    - Solid process – canned response from MAC-g – that we will address, or that it will be set within the priority global calendar
    - We need to have a solid set of criteria for people in their request process
    - Conversation, interdepartmentally needs to occur in order to insure that details don’t get lost {quick phone calls, short sprint meetings, etc.}
    - Long standing battles with TOK – they continue to come back up even though we have said no in the past
    - Worth it for James to start tracking, opportunity for us to see the common threads through a larger picture for solutions {technology fixes, etc.}
    - Preemptively determine how we change the outcome, to help support James in succeeding in this role
    - ^ Need agenda!
* **Albert Crim** 
  + Writing resource is available now – Amanda, do you want to test him?
    - Newsletters
    - Lead nurture for TOK
    - Kenny to be present for Portland meeting with Al for insight into Marketo
    - Webinar series planning for lead nurture
    - Andrew to Portland for this meeting
    - *Sylvia to send introduction to Amanda – DONE*
* **Credit with Counterintuity *– added to tracker.***
  + Their work was not great – Lee / Copywriter is great
    - Amanda to explore
    - May be able to pick up Indie(k) {general small business topics}
    - Lead nurture email
    - Automated lead nurture
    - May be able to assist with Chad’s blog as a ghost writer
    - Review blog entries
* **PR firm**
  + Social Media Strategy
  + *Sylvia to set up meeting with Gregory and Amanda to discuss - DONE*
* **New marketing budget** is available for viewing. We have roughly $112K in discretionary spending and our travel budget is limited to $1200 per month, so we’ll need to be creative. Luckily there is roll over!
  + *Sylvia to send to team – DONE*
* **Discuss collateral plan**
  + Where are we? I have Mary’s comprehensive list of items, do we also have CRGs?
    - *Sylvia to follow-up with AMD on collateral - DONE*
* **Pivotal Tracker**
  + Move into a single project. How the hell do we do that? Sylvia to check back into this! I know how! Now we need a plan.
* **Marketing requests**
  + SalesForce Marketing Request tab – start using once again and have James field
  + Speak with James in meeting next week about this
  + Mark-up PDFs!
  + Intranet calendar – Mike and Kenny discussed – how can we get this into the calendar for development
    - Need a sub-domain installation of WordPress
    - Launch with basic template
* **Communication**
  + Come up with plan regarding Skype/Email/Pivotal
* **Noreply@ email.**
  + We have to change that crap
  + What do we change that crap to?
  + Can change on a per email basis via Marketo
  + Resolve! Now!
  + We want a name!
* **Request a quote** should be an immediate download as opposed to emailing {disruption of experience} *Added a pivotal tracker for James:* [*https://www.pivotaltracker.com/story/show/22260065*](https://www.pivotaltracker.com/story/show/22260065)
  + Thank you message on the site doesn’t indicate that an email will be coming shortly
  + Take to James! Fix!
  + Partner page downloads – same as above