

# RECOMMENDATIONS

FOR



Group #9

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*How can we improve the site experience for (potential) business partners without compromising the experience for clients?*

# Philosophy

- How do other companies/non-profits handle competing needs of different stakeholders?
- Insurance companies, large or tech-focused non-profits
- Startup Institute & Resilient Coders
- Underlying Need to Improve Engagement with Business Partners goes beyond UX

# Selected Opportunities

- Landing Page
- Partner Page
- Finding the Right Partners
- Relationship Management Solutions

# Home Page

- Updated Navigation with Vibrant Partner Button (**Partner CTA**)
- Compelling Visual with Tagline
- Sign up moved front-and-center (**Client CTA**)
- Updated Logo Format
- Client Testimonials Section (with **Client CTA**)
- Partner Logos, Video, and Press Quotes
- Increased emphasis on relationships and social media
- Blog posts & Partner sign up (**Partner CTA**)

<http://www.kylefraser.net/operationcode/public/index.html>

# Partner Page

- Immediate Sign Up **CTA**
- Benefits of Partnership
- Partner Validations
- Ways to Partner with **CTA**
- Partner Logos
- Partner Sign Up **CTA**

<http://www.kylefraser.net/operationcode/public/partner.html>

# Find the Right Partner

- Corporate Partner Targeting:
  - Values Align (Inclined to be supportive)
  - Available Resources (Financial, Desired in-kind resources, Support Personnel)
  - Nationwide presence (will most benefit from nationwide exposure)
  - Large or growing companies (frequently have relevant opportunities)
  - Internships, Training, or Apprentice Programs
  - Culture of Continued Learning and Sharing Knowledge
- Educational Partner Targeting: additional bootcamps, online, universities
- Solicit Testimonials and Referrals from Close Partners

# Relationship Mgmt

Streamlining your CRM to gain efficiency and higher rate of conversions

- Range of products from Excel to Viper to Salesforce
- Keep track of outreach efforts and results
- Create a dashboard of your relationship-based KPIs



# Marketing View

Operation Code	
Promise	<i>To secure your future</i>
Attributes	<i>Resilient, honorable, proud, authentic, knowledgeable and self-sufficient</i>
Pillars	<i>Give vets the tools to learn to code, have mentorship + community and get a job in web development</i>
Ante	<i>Give vets skills to get jobs</i>

# Recommendations

- Implement Changes Landing & Partner Pages
  - Visibility of Core Messages
  - Calls to Action
- Target the Right Partners
- Adopt Relationship Management Solution
- Follow Up with Group #9 for Additional Consulting  
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