

Midori 2023-Q2 OKRs

Objectives

- Promote and expand Midori SUN product line
- Boost our YouTube channel
- Increase Spanish-speaking customer base and vendors

Key results

Promote and expand Midori SUN product line

- Launch 4 new products, add-ons, or solar alternatives to existing products before Q3
- Get at least 20 reviews of each Q1 SUN product before Q3
- Increase sales of solar products from 2% to 10% of our total catalog

Boost our YouTube channel








- Add 300 new subscribers
- Increase time-on-page to half average video length
- Earn at least one thousand views per new video

Increase Spanish-speaking customer base and vendors







- Increase Spanish customer base from 1% to 5%
- Improve Spanish customer satisfaction from 28% to 75%
- Contract three new Spanish-speaking companies, staffing agencies, and more

Tasks







- Promote and expand Midori SUN product line

-   Fill out roadmaps for  Solar Samantha and  Off-Grid Otto
-   Start marketing campaign
-   Edit content marketing strategy to include more solar blog articles

- Boost our YouTube channel

-   Divide new and old videos into chapters
-   Feature solar products in use-case videos, and promote these videos on our blog
-   New video series: "Ask a Landscaper," every Monday

- Increase Spanish-speaking customer base and vendors

-   Hire/onboard two Mexican Spanish-speaking customer service reps
-   Create Spanish telephone extension and live chat option
-   Add Mexican Spanish half to paper guides for new products, translate homepage, about page, pricing page, and begin products page.

(this all looks better in Jira)