

# Standard Questions

## StartUp M+A: Basic Industry Overview

### HR Plan

#### Employer Branding Innovations

1. Change your employer brand rapidly using TV ads
2. Build your employer brand with authentic videos and messages
3. If a picture is worth a thousand words, imagine the value of a video. Unfortunately, most corporate branding videos are less than 100% convincing because they are obviously created by PR people. Instead, what is needed is authentic messaging in the form of videos that make it easy for targets to feel the excitement at a firm. Deloitte's Film Festival stands out because it was the first to encourage its employees to make short videos (over 300) that demonstrated why their firm was exciting.
4. Using a coaching culture to attract millennials.
5. Employer Review Sites (Glassdoor)

#### Candidate Sourcing Innovations

1. Recruiting on alternative sites where your targets hang out -> Goldman Sachs Spotify
2. Fellowship Program -> Firsthand McKinsey
3. Leverage employee referrals
4. Benefit from Gig Economy (Fiverr)

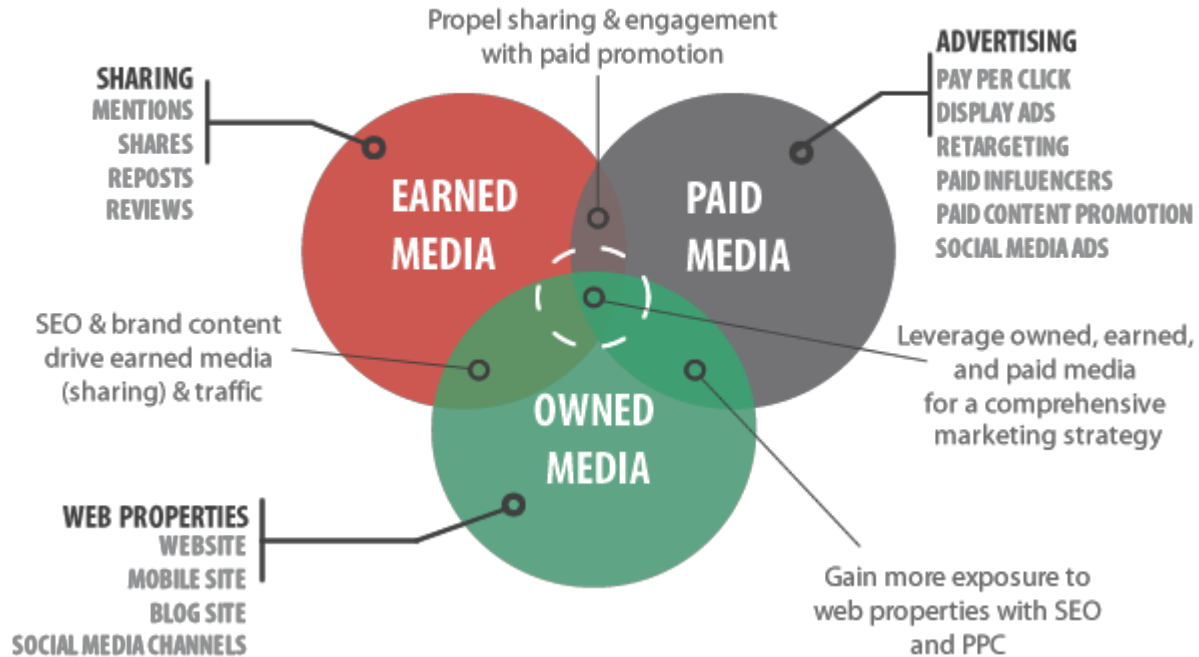
According to research, 73% of millennials found their last position through a social media site.

### Marketing Strategy + Tactics (e.g. article INC.)+

1. Know your Target Customers -> Persona
2. Research Competitors
3. Choose your Channels (2 owned, 1 earned, 1 paid)

# DIGITAL MARKETING TRIFECTA

EARNED, OWNED & PAID MEDIA



- Content -> Blogs + Video Tutorials -> CtA ( Call to Action e.g. Sumo Software or AptinMonster)
- Non Traditional Social Media -> Quora, Reddit
- Marketing is all about relationships -> Team up

## KPIs

Let me try to clarify. A KPI is a metric... but not just any metric. A KPI is a metric focused on a KEY element of business, departmental, or team performance.

## Marketing

1. Cost per Acquisition
2. Cost Per Lead
3. Customer Lifetime Value
4. Lead-to-Customer Ratio
5. Landing Page Conversion Rates
6. Net Promoter Score

## Logistics

7. ORDER ACCURACY  
Monitor the degree of incidents from the placement to the delivery of an order
8. TRANSPORTATION COSTS  
Track all costs from the order placement to its delivery
9. Logistics costs as percentage of sales
10. Inventory turns
11. Total inventory days
12. Source-to-deliver cycle time (the time from sourcing raw materials to delivery of finished goods)
13. DIF – Delivery in Full
14. DOT – Delivery on Time
15. DIFOT – Delivery In Full on Time

## SaaS

16. Net Monthly Recurring Revenue
17. Net MRR = New MRR + Expansion MRR - Reduction MRR - Loss MRR
18. Customer Retention Rate

## Sales

- 19. Quote To Close Ratio
- 20. Average Purchase Value
- 21. Lead-to-Sale %
- 22. Average Cost Per Lead

## Insurance

- 23. Average Cost per Claim
- 24. Average Time to Settle a Claim

## Retail

- 25. Points of Sale
- 26. Average Purchase Value
- 27. Sales per Square Foot

## Customer Service

- 28. Time to Resolve Complaints
- 29. Speed of Answer

## Healthcare

- 30. Lab turnaround Time

## HR

- 31. Applications-Received-Per-Vacancy
- 32. Span of Control - Subordinates under Manager
- 33. Job offer acceptance Rate
- 34. Cost per Hire