Workstream

1. *Existing Customer Segments:*

* Generate leads via scraping software
  + Build out the leads software
  + Understand how the software would integrate into their current software
  + See about SQL salesforce integration
* Analyze "Contact Us" page metrics for lead generation

1. *New Customer Segments:*
   1. *Give them data on the fact that restaurants might not be the best to target based on data of declining market (if it is)*

* Foster relations with universities
  + Understand how universities would utilize DTV
  + Talk to UMass person that jason knows
  + How do we get in contact with universities
* Utilize scraping software for gyms
  + Look into the gym market
  + Understand how we can utilize scraping for new gym openings
  + How do we get in contact with the gyms
  + Talk to Zay’s uncle perhaps
* Evaluate process of winning GPO contracts
  + What GPOs to target
  + What is the process of applying
  + What is the activation potential of the GPOs

1. *Explore and Evaluate Diverse Marketing Campaigns:*

* Utilizing podcasts for marketing
  + Understand what podcasts we could target for the advertising
* Expanded direct mailing efforts
  + See what their direct mailing efforts look like
  + Evaluate the value of the direct mailing to see if it is worth it to keep using
* Bundling services from other providers (phone, internet, cable)
  + See if this is feasible
* What do I need from the team?
  + Jasons help for writing the code (Jason)
  + Overall help for understanding marketing and best practices (All)
* What we need from Client?
  + Need data on what states are the best for targeting to focus lead efforts
  + Understand what GPOs they can target for the application process
  + Understand if they are willing to target these new segments given the fact that they are starting their own new efforts
* What progress can you get by interim?
  + Build out the framework for lead finder and comparing to current database
  + Build out tool that would notify the callers or see how it fits into salesforce
  + Build the chatbot to add to their websites and if AI can help
  + Look into what podcasts would make sense advertising on