

CHANGE AGILE

| WHY THE BEST TEAM WINS IN CHANGE |

EXERCISE: YOU MAKE THE CALL - PURSUE/PIVOT/ABANDON THE KINETIX MARKETING TEST

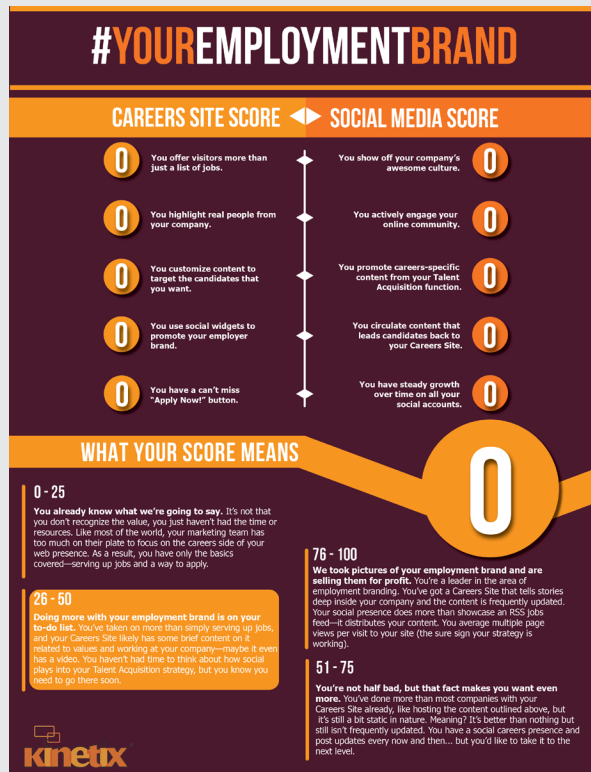


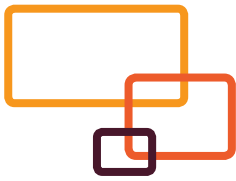
To play with a live example, let's return to the Kinetix example of the **Social Recruiting Audit**. Earlier, you wrote a hypothesis to guide a test for the problem/issue description outlined below:

*The Kinetix Marketing Team routinely brainstorms new ways to engage prospects to be interested in the recruiting services our company provides. With this in mind, our team brainstormed the **Social Recruiting Audit** as an idea of choice, designed to provide a free analysis of a company's careers site and social recruiting presence. The team believed that by providing this free analysis, prospects would become more familiar with our expertise and be interested in using our recruiting services and recruitment marketing services moving forward.*

Here's what happened in real life at Kinetix with this test:

What Kinetix Did – A 5-person team brainstormed the format for the audit, developed some situational template text to use and a process that resulted in a pretty slick audit format that came out of our creative services team. The marketing team split up the work and did at least 15 audits per week across the team. They generated a review process to evaluate quality and keep errors low. The test resulted in 80+ audits being delivered to prospects during the test period. Example of the look and feel appears below.





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What Kinetix Found Out Via the Test – The Audit tool was most effective for warm leads, specifically the ones we were already talking to in our sales process at some level. Cold leads have been more problematic, resulting in no revenue.

Final Metrics Were As Follows (we'll hand out a sheet to supplement this):

Total Revenue Across Prospects Receiving Audit	\$281,646
Total Revenue per all Audits Completed	\$3,724
Total Revenue per Warm Audit	\$5,992
Total Revenue per Cold Audit	\$0
% of All Audits Resulting in Revenue	7%
% of Warm Audits Resulting in Revenue	13%
% of Cold Audits Resulting in Revenue	0%
% of all Audits Leading to Continued Convo	58%
% of Warm Audits Leading to Continued Convo	85%
% of Cold Audits Leading to Continued Convo	27%
Breakdown of time spent on audits	
Writing Copy	:45
Editing	:30
Formatting	:15
Total	1:30

We'll break up into groups and discuss the results. Your team should prepare to make the Pursue/Pivot/Abandon decision for Kinetix and make a brief presentation to backup your decision.