

How Marketers Stay Productive!

INTERVIEW SERIES
PART I

This series focuses on the tips & tricks that
startup marketers and
founders use to stay productive.

Sit back with a cup of coffee and enjoy :)



Greg Kazulak Of Positionly

Annika Helendi Of Toggl

Patrick Perlmutter of Infnit

David Cacik of LiveAgent

Didi Zheleva of InTouch CRM

Cezar Floroiu of Skillmeter

Alice Default of Frontapp

Patrick Dodd of Blinksale






Jesse Terry of Fusion Invoice

Kristin Calve of LiftMetrix

Anna Byrne of Scorebuddy

Greg Kazulak of Positionly



-  Co-founder and CEO of Positionly
-  Location: Warsaw, Poland
-  Your favorite gadget: iPad
-  You start your day with: Glass of cold water
-  Your favorite time-saving trick: Focus only on one task until you finish it.

“I always keep things simple and organized.”

Describe an average day at Positionly.

I start my workday way before I get to the office. For the breakfast I check emails and spend some time to go through my priorities for a particular day. When I come to our HQ I often have some appointments scheduled, either with folks from the team, potential hires or partners.

As a Founder, what is your favorite productivity hack?

I always keep things simple and organized. Before each day ends I know exactly what I should focus on the next day. I organize my to-do list and I always focus on one thing at a time.

As a person who is well-versed with online marketing, I'm sure you rely on a few marketing tools to automate your efforts. What are the top 3 tools you use?

Positionly – well, on a daily basis I use our very-own app to know how Positionly is doing in different search engines. I check backlinks, particular keywords and of course monitor how our competitors are doing just to stay in the loop.

Buffer – great tool for social media management, it makes running different social media accounts effortless, plus it helps with tracking all your marketing efforts.

Kissmetrics – it helps us capture a “big picture” of our marketing actions and find ways to optimize our online campaigns.

Your company has a growing community of users. How do you use this treasure trove of customer insight to power your marketing efforts?

We cherish customer feedback the most. It's our users that help us grow and change Positionly for the better. Actually, we are about to launch the new version of Positionly – we've added new features and updated the design. Feedback provided by our beta testers was absolutely crucial to move further with the development process and polish the beta version into a final, solid application.

What is your strategy for getting people to your site and then converting them to a customer?

The thing that we invest the most of our resources is content marketing. We believe that giving valuable tips, insights and knowledge to our potential customers is the best strategy. We write extensive ebooks, run webinars, prepare guides and of course run a blog with SEO and inbound marketing tips. On every stage we show the real value customers get from using Positionly. We also have awesome customer success team which assists our potential customers along the way.






Is there any advice you'd like to give to budding marketers to help them work smart and stay productive?

Take some time to test things. Don't be afraid to leave your comfort zone and try new strategies. Plan and implement. Measure. If something is not working, leave it immediately and switch to other marketing actions. When you find channels that bring the most value, double down on them.



Annika Helendi of Toggl



-  Lead Generation Manager at Toggl
-  Location: Tallinn, Estonia (Toggl HQ)
-  Your favorite gadget: GoPro
-  You start your day with: Coffee
-  Your favorite time-saving trick: Analysing my time usage and then dropping low impact (but time consuming) activities

“Try many different things and
be ready to shift focus very quickly.”

Describe an average day at Toggl.

Most people work remotely so the office is pretty empty on most days. Team communication is going on in Slack. On a typical day every team works privately on their 3-month goals and communicates in their own Slack chat. Since every team member has their own goals there is very little micro-management. We occasionally have meetings but we try to avoid them as much as we can since these tend to waste a lot of productive time. We also have a common chat room for random ramblings – we post cat videos, jokes, funny news, ideas and so on.

As a startup marketer, what is your favorite productivity hack?

Tracking time with Toggl! It really gives me insights on where I spend the majority of my time and then I can see if I'm keeping my focus on all the things that bring the most traffic or if I'm doing things that are not that beneficial for lead generation. So based on this data I can change my activities and be more productive – for example, I now check e-mails only once a day and not in the mornings. This has saved me a lot of time and kept me focused on more important tasks.

As a person who is well-versed with online marketing, I'm sure you rely on a few marketing tools to automate your efforts. What are the top 3 tools you use?

Hootsuite, Google Analytics with Webmasters Tools, Twtrland and Mailchimp.

Your company has a growing community of users. How do you use this treasure trove of customer insight to power your marketing efforts?

We fly out to meet our users all over the world and chat with them face-to-face. The main questions we are asking: what problem is Toggl solving for your business and how can we make the product better? These chats give us great insights about user expectations, what product benefits we should communicate better, how users describe us in their own words and how motivated they are to recommend us to their friends and co-workers.

What is your strategy for getting people to your site and then converting them to a customer?

Enhancing WOM (word of mouth) and SEO. This gives us highly qualified leads that are very motivated to sign up when they land on our home page. And after that they are in the hands of our Onboarding Manager (Liisa Toompuu) who constantly tests different strategies that would make the user's first experience so good that they would convert into an active long-time user.






Is there any advice you'd like to give to budding marketers to help them work smart and stay productive?

Try many different things and be ready to shift focus very quickly. There are no silver bullets.



Patrick Perlmutter of Infnit



-  Head of User Experience at Infnit
-  Location: Paris, France
-  Your favorite gadget: Immersion blender
-  You start your day with: Stretching and email
-  Your favorite time-saving trick: Planning ahead

“Marketing is all about communication;
give your brand some personality and avoid being bland.”

Describe an average day at Infinit.

I start my day around 7:30. Before doing anything, I hit my emails and look for anything important that might have happened during the night. We're based in Paris, but so many of our users are outside of Europe that it's important for us to be prompt despite the time difference.

I get to work around 9:00, but the day doesn't officially kick off until our morning meeting at 10:00 when we go around a circle and outline our priorities for the day and any problems we've encountered during the week. The morning is largely spent on support and user feedback by email.

In the afternoon, I generally have at least one or two Skype calls or Google Hangouts organized with users. We're also growing an ambassador program where we help promote our users across our social networks through content published on the Infinit blog, so I generally speak with some of those great girls and guys. They've all got some amazing stories.

Recently, my afternoons have been spent doing research, organizing consumer insights studies and executing on them so that I can work with our product team on better understanding and improving or removing features.

I also run a group called UX Coop, which organizes UX "speed testing" for startups in Paris. It's a sort of quick way to get some general feedback on natural interactions with a UX flow for a new feature or a redesign. So a couple times a month, I get between 5 and 10 startups together to collaboratively run these speed tests with each other.

My day is generally between 10 and 12 hours. During that time, I'm incredibly productive, but our founders and the rest of the team believe in taking time for yourself, to rest as well, so we make sure there's a great work-life balance at Infinit.

As a marketer, what is your favorite productivity hack?

It took a long time to settle on a surefire way to manage my time, but we've

got a task management system in which we set deadlines for each task. Tasks are part of projects, which are in turn part of iterations. This makes it incredibly easy to have a 2-week and 1-month view of everything I need to do and with whom I need to collaborate.

Because our team is growing, time management is becoming incredibly important. Prioritizing tasks as P1 (to be done today), P2 (to be done this week) and P3 (to be done this iteration) and constantly cycling those through a workflow is invaluable.

I also try to block off my mornings for email, and only do 15-20 minute email sprints in the afternoon to maximize my focus on more intellectually demanding tasks.

As a person who is well-versed with online marketing/ inbound, I'm sure you rely on a few marketing tools to automate your efforts. What are the top 3 tools you use?

Our marketing team uses Google Analytics and an in-house metrics system to track traffic and subsequent usage of Infnit. There's a good amount of overlap here with the product team, but it's incredibly helpful understanding traffic sources, classifying them and understanding conversion rates on a timescale and benchmarking them with events.

I'm also a huge fan of Intercom. We send metrics to Intercom to facilitate communication with particular cohorts of users based on their configurations and/or usage of the app. Intercom is also the core of our support system, which makes it easy to pull as much information and understanding from support tickets to help product development.

For user feedback, which is an ever increasingly important part of the marketing role, I use a combination of Uservoice for forums and written interaction with users and Usabilityhub for quick tests of mockups or features we're thinking of developing.

Your company has a growing community of users. How do you use this treasure trove of customer insight to power your marketing efforts?

Most of my role encompasses communication with users. We make a distinction at Infnit between inbound marketing and community creation. To us, inbound marketing is a lot about branding and acquisition whereas community management and customer insight are all about retention and product development.

Intercom, Mailchimp and live testing are valuable resources for interacting with our community. With Mailchimp, for example, we created 2 new lists for an iOS beta and an Android beta. We relied on our social presence and our newsletter to grow each of these lists to 500 people in the first day or two. They're now nearing a couple thousand each. What's even more amazing is that we added an option to see if people were willing to come to our office for a beer and test the app in front of us. 10% of users that signed up have checked that box. Although maybe it's just for the beer!

What is your strategy for getting people to your site and then converting them to a customer?

On the acquisition side, we've played a lot with A/B testing. We regularly run tests on the visual aspects of the site, explanation videos and messaging. It's quite surprising to see how certain things work better than others. These tests don't always reflect results that are aligned with your intuition.

We do follow certain basic principles that I think have helped quite a bit including prominent calls to action and simple and relevant content. But we also love including humor and making the site feel fun. We've gotten a lot of positive feedback about this part. Check our our About page here for instance <https://infnit.io/about>.

Lastly, over the past year we've been cranking out content and pushing it out over social media. We even have a significant presence on Ello, a newer social network for creative-minded people. And that's fueled a ton of high quality traffic since Infnit is most useful to those types of people.

Content strategies are best couple with retargeting. Over the past 8 months we've seen our site traffic grow by a factor of 8x, which is good, but not yet impressive. However, with larger volumes of traffic, we've begun to play with retargeting and it looks not only promising in terms of acquisition, but it's also pretty cost effective.

Is there any advice you'd like to give to budding marketers to help them work smart and stay productive?

It's difficult to understand what marketing truly encompasses when you're just starting out. The lines are blurred between product roles, marketing roles, community management roles and support or what's now known as "user happiness."

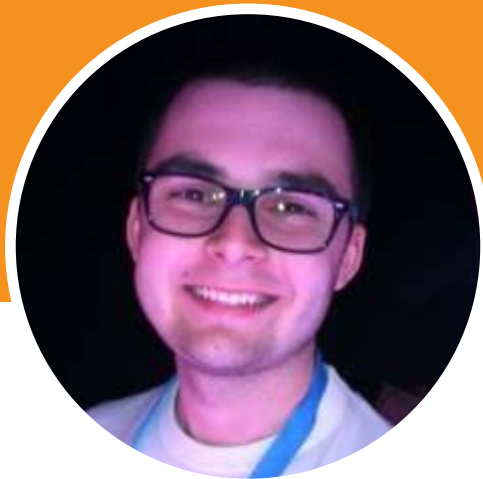
I would say that in our modern professional world, working within this corporate construct takes a lot of practice and a lot of trial and error. I don't think there's a recipe.






I would say, however, that the most important things are:

- find a consistent methodology to validate your hypotheses with numbers.
- test product changes with users and make sure that you don't bias your own tests by taking time to reflect on the questions you ask.
- fix yourself a schedule to understand what your immediate, mid-term and long-term goals are and make sure you hit those deadlines.
- choose the tools that work best for you and master them.
- marketing is all about communication; give your brand some personality and avoid being bland.
- quality content + retargeting is most likely something you should try.



David Cacik of LiveAgent



-  Marketing Director at LiveAgent
-  Location: Bratislava, Slovakia, European Union
-  Your favorite gadget: iPhone
-  You start your day with: Espresso
-  Your favorite time-saving trick: Empty inbox

“Identify tasks which bring in the most value and repeat them.”

Describe an average day at LiveAgent.

There's no such thing as an "average day" here, but there are some habits that I stick to. Right after my arrival, I check my mailbox and log in to LiveAgent and answer pending tickets. After my inbox is empty I check in with the team, see what the pending tasks are and join in fulfilling them.

As a marketer, what is your favorite productivity hack?

1. Before I go to sleep, I like to sort my tasks and set my goals for the next day, 2. I keep my inbox empty.

As a person who is well-versed with online marketing/ inbound, I'm sure you rely on a few marketing tools to automate your efforts. What are the top 3 tools you use?

- Mailchimp – email marketing.
- SumoMe – email acquisition.
- Google Analytics – Insights.

Your company has a growing community of users. How do you use this treasure trove of customer insight to power your marketing efforts?

There are some metrics that we can measure (number of interactions, logins etc.) and there are some that we can't – e.g. the reason why our customers sign up for LiveAgent. To find out, we simply ask. The results are great and have allowed us to shift our marketing and development efforts to the right direction.

What is your strategy for getting people to your site and then converting them to a customer?

Frankly, we focus more on converting than acquiring visitors. We try to treat our customers the best way possible. Exceptional customer service has been our main marketing strategy from day one.

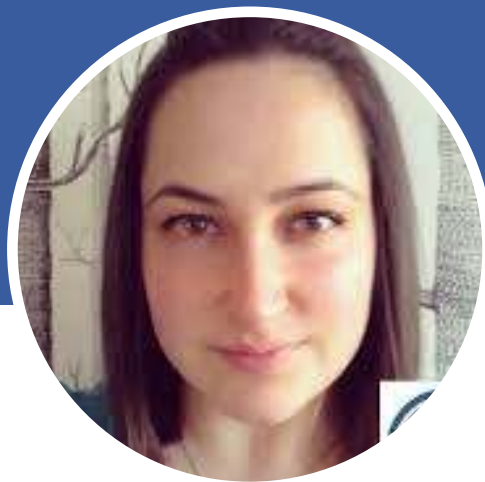
Besides that, we use AdWords and actively post on the Customer Service Science blog.






Is there any advice you'd like to give to budding marketers to help them work smart and stay productive?

Identify tasks which bring in the most value and repeat them. Have patience, especially in Software As A Service (SaaS).



Didi Zheleva of InTouch CRM



-  Content and Digital Marketing Executive at InTouch CRM
-  Location: Based in Somerset but nothing beats being out and about talking to customers
-  Your favorite gadget: Samsung Galaxy Gear Watch
-  You start your day with: Cup of Glengettie tea and an hour of spinning
-  Your favorite time-saving trick: Getting up an hour earlier

“We are lucky to have customers who are very different and their businesses are from a variety of industries which is sometimes challenging but more than that, I find it inspiring, motivating and energizing.”

Describe an average day at InTouch CRM.

Most mornings call for an early start and an hour of vigorous exercise. Whether it's a morning spinning session or a trip to the gym, exercising first thing in the morning gives me a boost of energy for the day.

Once in the office, I like to spend some time reviewing the numbers of the previous day and catching up with our customer success team if there are any outstanding issues. Most of the day after that is filled with meetings, planning future releases, partnerships and creating content to help our customers grow.

I always try to speak to at least one customer a day. This gives me a direct line to our clients, what they need and want. Not only can I hear what they have to say, but I can also learn from what they don't say. I try to gain insights from their behaviour, like what they search for on our site or what features they use the most.

An average work day is 14 hours long, but I don't mind it because I love my job. No day is ever a typical day really. We are lucky to have customers who are very different and their businesses are from a variety of industries which is sometimes challenging but more than that, I find it inspiring, motivating and energizing.

As a marketer, what is your favorite productivity hack?

I always look for ways to be more productive and make the most of my time and efforts, so that I get more done and still have time for my family and friends. For one, I am big fan of wearable tech. My Samsung Galaxy Gear is a great gadget which is useful and I can't wait to see the new range of devices which will come out in the future.

I also love using my own tools to plan my day. InTouch is great for scheduling tasks and setting up reminders, automating emails, keeping track of deals we are about to close etc. I also use Buffer daily for social media updates and Google alerts to keep up-to-date with industry news.

Another hack that I've discovered over the years that helps me be more productive is to do the least interesting task of the day first, so I get it out the way. Don't procrastinate over tedious and time-consuming tasks. Get through them and deal with them first, they are never as bad as they seem.

As a person who is well-versed with online marketing, I'm sure you rely on a few marketing tools to automate your efforts. What are the top 3 tools you use?

Firstly, I may sound biased, but I swear by InTouch for automation. It helps me send out scheduled emails, text messages, automatic reminders and a lot more.

I also use Buffer to automate social media posts and keep track of the results, and an editorial widget on WordPress to schedule content.

The whole team uses Google Drive to share and synchronize documents. It really helps us when creating, saving, editing, sharing and collaborating on projects.

When it comes to SEO, I am a huge fan of SEM Rush and its analytical capabilities. I mainly use it for keyword research and PPC analysis.

Your company has a growing community of users. How do you use this treasure trove of customer insight to power your marketing efforts?

Here at InTouch, we are driven by our customers. Everything we do really does revolve around our clients and helping them grow their businesses. From how we develop our app, what content we provide and how we target prospects, everything is driven by customer insight.

We regularly ask for feedback and update InTouch to match the customer's requirements. We develop around what customers need and what their business demands in order to grow.

What is your strategy for getting people to your site and then converting them to a customer?

The two essential ingredients for success are great content and excellent support. These are the keys to success when it comes to customer acquisition and retention.

We carefully craft content (webinars, blog posts, tutorials, infographics) that aims to answer all questions potential and existing customers may have. The internet has made buyers much more autonomous and self-sufficient when making purchasing decisions. That is why, it is a high-priority task for us to produce top-quality content that is educational, informative, relevant to the readers and their businesses.

We top that up with AMAZING customer support. I truly believe it is a key differentiator in our market and our goal is to understand our customers and then help them achieve their goals. Happy, satisfied customers will not only stay with us but tell others about the good experiences that they had when dealing with us and this is how we have grown.

[Is there any advice you'd like to give to budding marketers to help them work smart and stay productive?](#)






Interestingly, I am just finishing off my book which will be published soon that looks into that. In it I speak about my own personal experiences as a start-up and small business owner. It is called *15 Mistakes of a Reasonably Successful Small Business Owner*. The book is about how I started, what I've learned on the way to success, what I would have done differently and what I hope to achieve in the future. You read the first chapter exclusively [here](#).

Another great advice for up-and-coming startup marketers and entrepreneurs is to network. Connect with as many like minded and inspirational people as possible. These connections are worth their weight in gold!



Cezar Floroiu of Skillmeter



-  Founder at Skillmeter
-  Location: Paris, France
-  Your favorite gadget: My iPhone
-  You start your day with: A strong nespresso and sometimes a 5km run.
-  Your favorite time-saving trick: I try to set some time apart for reading emails instead of taking them as they come, as this is a massive source of distractions for me.

“I rely on the word of mouth from our happy customers”.

Describe an average day at Skillmeter.

I am a solopreneur so I need to split my time equally between marketing and development.

As a founder, what is your favorite productivity hack?

I try to stick to my well-defined plan which I build every Saturday for the coming week. The plan is super important to me for two reasons: to make sure that I don't lose my focus during the day by getting distracted by various things, but also to track the progress I make.

As a person who is well-versed with online marketing/ inbound, I'm sure you rely on a few marketing tools to automate your efforts. What are the top 3 tools you use?

MailChimp – email marketing service.

Trello – for collaboration, planning.

Google Analytics – for analyzing my site's traffic.

Your company has a growing community of users. How do you use this treasure trove of customer insight to power your marketing efforts?

The only thing that I'm interested right now is from where my customers are coming from. I don't care much about the conversion rate or what kind of tweaks I can do on the site to convert them better because I know that fundamentally this is not what matters. What matters is to know which your best acquisition channel is but also to offer a great product/service.

What is your strategy for getting people to your site and then converting them to a customer?

I am currently experimenting advertising options on several channels: Google Adwords for search, Twitter Ads, Facebook Ads and LinkedIn Ads. Apart from this, I rely on the word of mouth from our happy customers.

Is there any advice you'd like to give to budding marketers to help them work smart and stay productive?






What works for me is to break the high level vision/dream into smaller pieces with concrete goals & objectives. It's really hard to go from 0 to 100000 all the way but it is easier to go from 0 to 100 and then from 101 to 1000 and so on. It took me a lot of time to figure this "triviality" but my life (my mood, productivity) has completely changed since then.

Another advice is to have patience. You can read a lot of success stories about founders that released a product and in 6 months it became a hit with sales in excess of \$1M. Don't make this your goal – you are entering a marathon and not a sprint, so be (mentally and physically) prepared for a long course.



Alice Default of Frontapp



-  Digital Marketer at FrontApp
-  Location: France
-  Your favorite gadget: My Kindle
-  You start your day with: A Shower and a good Spotify playlist.
-  Your favorite time-saving trick: Turning off all notifications and putting my phone into plane mode when I really need to get something done.

“Never stop learning.

Some part of us should always stay a budding startup marketer, eager to discover new things, experiment and look at what’s ahead with excitement”.

Describe an average day at FrontApp.

I don't think average days really exist at Front, or in any startup for that matter. We're still very much in startup mode and being recently out of Y Combinator, our working environment moves quite fast! At the moment, we're focusing on working closely with our customers to understand their needs, building a totally new interface, and we're still trying to find new ways to reach out to potential users.

Whatever awaits me though, I always start my day by making my to-do list and setting 3 top priorities. I then quickly check my email and try to get to inbox zero, planning sessions in the day to work on longer emails if needed. Finally, I check our shared Front inbox to see if there are any requests I can help out with and reply to Twitter messages. Once all that's done, I can start doing tasks or going out to meetings!

As a marketer, what is your favorite productivity hack?

I put all of my to-do lists in my calendar, setting specific times for each task. Since I've started doing that, I've been much more productive and more importantly, I'm way more realistic on what I can actually achieve during the day. This approach really pushes me to prioritize tasks and make a real difference between things that matter and the rest.

I also try to avoid long email chains as much as possible. Instead, I always offer the person I'm talking with to jump on a quick call or meet up for coffee. It might seem like this would take more time but I find it to be a lot more efficient in the long run.

As a person who is well-versed with online marketing, I'm sure you rely on a few marketing tools to automate your efforts. What are the top 3 tools you use?

– Buffer and Mention for everything that's social. I track different keywords in Mention to stay on top of everything that's being said on Front and other relevant topics for us. And of course, I schedule all of our posts in Buffer.

– Intercom for lifecycle emails to our customers. We try to be present but not overwhelming during the entire onboarding process and after and it takes quite a bit of organization!

– Feedly to gather all in one place the content I like to read. It's great for idea generation.

Your company has a growing community of users. How do you use this treasure trove of customer insight to power your marketing efforts?

We try to spend as much time as possible speaking with our users and gaining insights from them. Our goal is that they feel listened too and don't hold back on any comments they have. And since our customers are quite awesome, most of them are always willing to take some time to chat with us and give us valuable feedback. All the knowledge we gain this way then drives our marketing efforts, our content strategy, our product development and the morale of the team

What is your strategy for getting people to your site and then converting them to a customer?

Our first focus at Front is and always will be to provide a product people actually want and great customer support. It might not sound like the ultimate growth hack but it always been a great acquisition channel for us.

We also focus a lot on content marketing and write valuable content for our customers and prospects. We are always experimenting on new tactics to convert readers from our blog to our website to potential Front users. Recently, PR and guest posting on targeted websites have been another good source of visibility for us.

Is there any advice you'd like to give to budding marketers to help them work smart and stay productive?

I was a budding startup marketer not so long myself and here are the few things people told me that really helped me learn and become better at what I do.

1. Never be afraid to reach out and ask for advice. In the end, the relationships you will be able to build will always be more important than anything else. Get to know people that are smarter and more experienced than you and learn as much as possible from them. One day, you can think of returning them the favor.






2. Silver bullets don't exist. And the same goes for magic growth hacks that will triple your conversion rate or increase by 3000% your signups. What works is trial and error, persistence and hard-work.

3. Never stop learning. Some part of us should always stay a budding startup marketer, eager to discover new things, experiment and look at what's ahead with excitement.



Patrick Dodd of Blinksale



-  President at Blinksale
-  Location: San Diego, California
-  Your favorite gadget: iOS devices
-  You start your day with: A shower and a trip to Bay Park Coffee.
-  Your favorite time-saving trick: FancyHands: has saved me days worth of time on tasks (calls to insurance companies, doing the busy work I don't have time to do).

“Without our users, we are nothing.”

Describe an average day at Blinksale.

Average days for Blinksale are a little harder to pin down. We're focused on hitting goals and growing our user base, but what we do to achieve those benchmarks changes daily. Right now, I'm working on getting a great content marketing company spun up on Blinksale.

As a founder, what is your favorite productivity hack?

For me, my workflow greatly benefits from staying organized in Evernote + Things. Integrating the two of them with emails and workflow makes me feel like I have (almost) total control on everything that comes through my inbox. Things also serves as my weekly checklist: it incorporates work things, personal things, and everything else. Also, I need to get out at least once every day either to run while listening to an audiobook or to surf. That helps me unwind and disconnect for a bit.

As a person who is well-versed with online marketing, I'm sure you rely on a few marketing tools to automate your efforts. What are the top 3 tools you use?

- Google Docs & Basecamp are the places where progress is really started.
- Customer.io has been a new email marketing tool we have really enjoyed getting to know recently, and will import our lead nurturing into that platform soon.
- Buffer has been a huge help in the social media spectrum. We were using another tool until recently, and just made the switch. I've been well-pleased.

Your company has a growing community of users. How do you use this treasure trove of customer insight to power your marketing efforts?

We ask for feedback from every user we interact with it. We also ask them to tell their friends about Blinksale! Without our users, we are nothing. We have found that they are usually ready and willing to help if we simply ask.

What is your strategy for getting people to your site and then converting them to a customer?

We haven't actually done a ton of marketing recently. We have some marketing plans that kicked off a few weeks ago, but really we just have a great word-of-mouth reputation and it has been encouraging to see steady traffic. However, at the end of the day we just have to offer a great product that keeps invoicing really simple. That's what keeps our user base.






Is there any advice you'd like to give to budding marketers to help them work smart and stay productive?

Nobody said it was easy, so don't expect it to be easy. It's easy to look at all of the awesome things on the internet and feel like what you are doing is not enough. Truth is, it's probably not, but you have to be creative in how you approach the game. Just keep your head up, keep working hard, and be kind.



Jesse Terry of Fusion Invoice



-  Founder of FusionInvoice
-  Location: Flagstaff, AZ
-  Your favorite gadget: Every Apple device ever.
-  You start your day with: Making sure my customers are happy and taken care of.
-  Your favorite time-saving trick: If you sit down to work and your eyes just aren't seeing what's in front of you, don't force it.
Get back up, go away, come back later.

“As long as I stick to picking items off the list and getting them done,
I stay pretty productive.”

Describe an average day at FusionInvoice.

FusionInvoice is currently a side project of mine which I hope continues to scale to something substantial enough to eliminate my need for the dreaded day job. Having said that, it's a lot of time during the evenings and weekends spent toward that goal, and always begins and ends with taking care of support requests to make sure the customers are taken care of and happy. Being a relatively young product, I'm still spending quite a bit of time developing new planned features, along with taking care of customers, researching the market, and trying to find major pain points that FusionInvoice can help to eliminate along with everything else.

As a marketer, what is your favorite productivity hack?

First and foremost, which isn't often a choice for some, I am married to the most supportive person on the earth and we have no kids. Having no kids is probably the most substantial time-saver ever, or at least I imagine it to be. Other than that, my mind tends to wander a lot if left up to its own bidding, so I do my best to always sit down to work with a clear picture of what I need to accomplish. As much as I hate to admit it, simple lists probably do me more good than anything else. As long as I stick to picking items off the list and getting them done, I stay pretty productive. If an idea occurs to me, if I don't put the idea on the list for review later, I'm in danger of falling down the never ending rabbit hole... so STICK TO THE LIST!

As a person who is well-versed with online marketing, I'm sure you rely on a few marketing tools to automate your efforts. What are the top 3 tools you use?

I'm one of those "always been a developer but new to this marketing stuff" types, so honestly I really don't have any tools or knowledge to speak on. I'm learning as I go.

Your company has a growing community of users. How do you use this treasure trove of customer insight to power your marketing efforts?

I'm going to refer to the question above for this answer, but also add that I

take every opportunity I get to engage with people to learn about their specific and unique pain points. FusionInvoice was designed primarily to solve a problem for those who want a quality product to maintain their invoicing and online payments without having to pay a monthly fee or keep their sensitive data on some other company's server, and it does this by being offered as a self-hosted product. One payment – it's yours, and you install it on your own hardware. Outside of that, there are so many other problems that the application solves, can solve and will continue solve over time by simply listening to people. My biggest fear is not being able to tap into the hive of those who choose to not engage, but those who do engage offer great value.

[What is your strategy for getting people to your site and then converting them to a customer?](#)

Everything I've ever done has been natural and organic. I've never gone out of my way with any fancy marketing campaigns or anything like that. This also helps to ensure the product doesn't grow outside of my control while the company is still just me. I like slow and steady, but that's just me. In terms of the site itself – simple and minimal. Leave no question about the problem the product is going to solve.






[Is there any advice you'd like to give to budding marketers to help them work smart and stay productive?](#)

It always helps to do something you're passionate about, but also to do it in a way you're passionate about. We've only got this one life to muck around and do whatever it is we're going to do to leave our little marks on this world. Don't waste it.



Kristin Calve of LiftMetrix



-  Vice President at LiftMetrix
-  Location: New York
-  Your favorite gadget: Sonos speakers
-  You start your day with: A diet peach Snapple and a trip to the bus stop with my 4 children.
-  Your favorite time-saving trick: Using Skype instead of email & text.

“When you’re running a startup, you just have to keep moving forward.”

Describe an average day at LiftMetrix.

Every day at LiftMetrix is different. We are a small, extremely dedicated team. The sales & marketing team works closely with our developers to provide customer input and identify strategic partners for business development. One day we might each be working feverishly on our own projects, and the next day we might lock ourselves in a conference room to work together to solve a customer's problem. It is a great environment for people who are creative and willing to roll up their sleeves to get the work done.

As a founder/ marketer, what are some of your favorite productivity hacks?

Personally, I prefer spreadsheets. I manage multiple projects in them and like being able to use numerous tabs and links. However, that doesn't necessarily work to manage team projects. As a team, we use a combination of Google Docs and Asana. By integrating those two, we are able to manage communications about timelines transparently and share live documents. For sales & marketing collateral, Dropbox works well to ensure that everyone has access to the most up to date materials at all times.

Your company has a growing community of users. How do you use this treasure trove of customer insight to power your marketing efforts?

We are extremely service oriented and high touch with our customers. Since our customers are also marketers and content developers, they give us extremely valuable feedback about how our product is helping them do their jobs better and help us prioritize new feature development. All of this helps us with our position in the market and sales process.

What is your strategy for getting people to your site and then converting them to a customer?

We primarily focus on 3 tactics.

1. Outbound sales – we contact marketers directly via email and phone

and offer free trials and demos of our product.

2. We are fortunate to receive great referrals from existing customers and investors.

3. We are constantly creating unique content to drive more traffic to the site. In September we will be adding a webinar series to our content in an effort draw more people into demos and have the opportunity to discuss features with our data specialists directly. We also have a series of “how to” videos in the works.

Prospective customers are curious about our platform and our ability to calculate ROI in dollars and cents. Because we are currently offering a free trial, they are inclined to try out LiftMetrix to see what their ROI is in dollars & cents and see what our customized recommendations will tell them. Once they are on the trial, they do not want to lose access to all of the features and benefits.






[Is there any advice you'd like to give to budding marketers to help them work smart and stay productive?](#)

“The perfect is the enemy of the good”, which I believe is a translation of a quote from Voltaire. When you’re running a startup, you just have to keep moving forward. The product is not going to be perfect at launch, and neither are the sales & marketing efforts. You just have to get out there and get your hands dirty to see what will work and what won’t. Also, a lot of people, including investors, are going to give you advice. Don’t run around trying to take everyone’s advice. Listen, take notes, and think about what makes sense and what doesn’t before you change gears.



Anna Byrne of Scorebuddy



-  Digital Marketer at Scorebuddy
-  Location: Dublin, Ireland
-  Your favorite gadget: Mobile phone
-  You start your day with: A light run
-  Your favorite time-saving trick: Hootsuite Lists for quick scanning of what the influencers are talking about at any time.

“Switching tasks often improves my productivity.”

Describe an average day at Scorebuddy.

My day starts with emails and social media scheduling and followed with writing blogs/white papers/thought leadership content for approximately 2 hours. After that it's very hard to outline an average day, it really depends on what projects are on hand, sometimes it's creating video tutorials for clients, working on SEO or PPC Ads, writing promotional content, customer case studies, analyzing digital channels, carrying out email marketing campaigns, preparing for trade shows, campaign planning or website management.

As a start-up marketer, what are some of your favorite productivity hacks? Taking a break, changing my environment even slightly: how I am sitting, type of music I'm listening to, having something to eat/drink while I work. Switching tasks often improves my productivity. If I'm writing content and I hit a road block for trying to explain something I revert to my pen and paper and try to visualize it by drawing diagrams.

As a person who is well-versed with online marketing, I'm sure you rely on a few marketing tools to automate your efforts. What are the top 3-5 tools you use?

- Hootsuite: Social post scheduling and lists: I couldn't live without this.
- PowerPoint for editing images: I have tried out a few different ones but for me PowerPoint does most of what I need. It's quick and user friendly. Sometimes I use Canva and Photoshop but neither compare.
- Hubspot Blog Theme Generator: This really helped me brainstorm when I first began blogging, I don't use it so much now, I look more to my Keyword Planner. However I can see myself revisiting when I am renewing my editorial calendar.
- MozBar: Great for quick basic SEO rankings, can instantly assess the competitors and potential leads.

Best New Tool: Quill Engage – sends a written report periodically analyzing my main Google Analytics results automatically: a real time saver and it is nice to be able to sit back and read a report for once rather than having to dissect a dashboard. Great for passing to CEO's if there is a lot on your plate.

Your company has a growing community of users. How do you use this treasure trove of customer insight to power your marketing efforts?

Each month I create two case studies to include in our monthly newsletter and it's a great way of probing what new customers like/dislike or are unaware of. It helps me judge what I need to promote more of and what I need to report to our technical team. I use FAQs for writing content for our help menu. The business grew from a customer need has evolved ever since based on what customers want so at our core Scorebuddy works closely with customers to meet their needs.

What is your strategy for getting people to your site and then converting them to a customer?

To attract people to our site we use PPC campaigns on directory websites that specialize in software categories, inbound marketing in the form of blogs, vlogs, white papers. For converting we give a free 30 day trial of software and use email marketing for what we call a trial trail, these include video tutorials of a product and soon an e-book for best practice guide for quality assessment in contact centres (our target market).

Is there any advice you'd like to give to budding start-up marketers to help them work smart and stay productive?

If you are going to do inbound marketing work off an editorial calendar which coincides with product launches etc. Have a system in place for consistently writing and promoting content and re-purpose old content in new forms – great when your creativity has hit a slump.





Project management and
content planning software
for smart marketers.

www.brightpod.com

@brightpodapp