

Marketing Scorecard

Area	Measure	Goal	Frequency	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Client Satisfaction	Conduct User Group Meetings – Facilitate 3 (in total) user group meetings across all sales regions (one in each region) with targeted customer representation rate of 90%	90%	3 X / Year	In Process	In Process	In Process	Scheduled for 6/22	Scheduled for 6/22	Conducted	Planning	90%		90%		
	Improve market recognition percentage from 20% (known baseline) to 50% validated by independent survey by end of 2016	50%	Semi-Annual	Branding Dev	Engaging Mktg Firm	Kicking off Branding exercise	Working Brand development	Final Stages	Log and Tag Finalized	Ad kick-off 8/17					50%
	Facilitate the measurement of customer satisfaction of MedHOK on a quarterly basis with target of sustaining a rate of 95% satisfied	95%	Quarterly			95%	Engaging Survey companies	Presenting Costs	Survey Firm Selected	Begin surveys		95%			95%
Demand Generation	Deeper – Increase incumbent customer user license expansion by 200% for the year or 50% quarterly	200%	Quarterly			50%			50%			50%			50%
	Broader – Increase new prospect qualified leads by 300% through demand generation programs to increase deal flow	300%	Quarterly			75%			75%			75%			75%
	Increase PR exposure by 50% each quarter based on current measurement system	50%	Quarterly	Reviewed PR Options	Engaged PR Firm	ON HOLD	ON HOLD	ON HOLD	ON HOLD	ON HOLD		50%			50%
	Grow contact database through marketing efforts by an average of 30% per month	30%	Monthly	30%	30%	30%	30%	134%	152%	170%	30%	30%	30%	30%	30%
	Grow total social media followers by an average of 18% per month	20%	Monthly	17%	19%	18%	18%	18%	20%	22%	20%	20%	20%	20%	20%
	Conduct minimum of two (2) Product demonstration webinars per month	2	Monthly	2	2	2	2	2	2	2	2	2	2	2	2
Employee Satisfaction	Achieve webinar attendance of 40 existing customers through solicitation by Sales & Production Support	40	Monthly	36	40	40	42	28	40	40	40	40	40	40	40
	Train 100% of Staff on Solution Development Process and Product Roadmap	100% of existing, new within 30 days of hire	Ongoing	20%	30%	40%	50%	60%	70%	80%	90%	100%	100%	100%	100%
	Train 100% of staff on their sales impact, MedHOK value proposition and customer posturing	100% of existing, new within 30 days of hire	Ongoing	20%	30%	40%	50%	60%	70%	80%	90%	100%	100%	100%	100%
	Celebrate wins and successes	1	Ongoing	0%	0%	0%	0%	0%	0%	0%					
	Documents on MedHOK Way	100%	Monthly	100%	100%	100%	100%	100%	100%	100%					