

Intranet Connections

MANAGER, SALES AND MARKETING

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What does IC do?

INTRANET SOFTWARE



What is Intranet Connections?

Intranet Connections, now IC Thrive, has 2 products; Source and Reach. Source acts as your 'single source of truth,' storing all your documents, forms, and policies in one secure location. Reach helps employees stay connected by sharing the right content at the right time. No apps to download, no training required, and get the data you need to make strategic decisions.

What did I do?

Reporting directly to the CEO, I was the champion for the Intranet Connection's brand and corporate strategy. I knew the product position and client-base clearly. From marketing to demand generation, I am strong at translating technical language into benefits that mimic the buyer and customer success journeys. I also defined specific industry segments for our niche markets.

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Type of Business

B2B On-Premise

Source is an on-premise intranet software that was created over 25 years ago.

Market: SMB Multiple Industries

B2B SaaS

Reach is a new SaaS offering that improves timely communication.

Market: SMB Multiple Industries

Skills I used at Intranet Connections



Corporate Strategy

Establishing short and long term corporate goals and strong internal communications processes.



Customer Lifecycle

From lead to retention, I improved the entire lifecycle of our customer journey and reported on health metrics.



Sales and Marketing

Leading a team of 6 that included both the Marketing and Sales team, outlining KPI's, and setting goals.



Revenue Generation

Created a sales process that resulted in 80% conversion at final stage and tracked benchmarks for growth.



Digital Marketing (SEO)

100% of leads from organic online digital search results from over 200 unique webpages and keyword analysis.

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How did I make an impact?

Internal Communications

Intranet Connections was a growing company after a recent takeover. We needed to define our long and short-term strategies, create a mission and vision people can get behind, and introduce internal communications.



Revenue and Growth Strategy

100% of leads came from organic search results. Scaling and growing these efforts, required thorough competitive research, an extensive SEO strategy, content marketing, and a strong customer lifecycle.

Product Brand Building

Intranet Connections caters to multiple types of organizations, it was important to ensure our brand aligned with their goals through case-studies, sales demo sites, and client surveys to help guide development.

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There are more details regarding Revenue and Growth on the next page.



Growth Strategy

Lead Generation to Client Retention

Establish Benchmarks & Revenue Channels

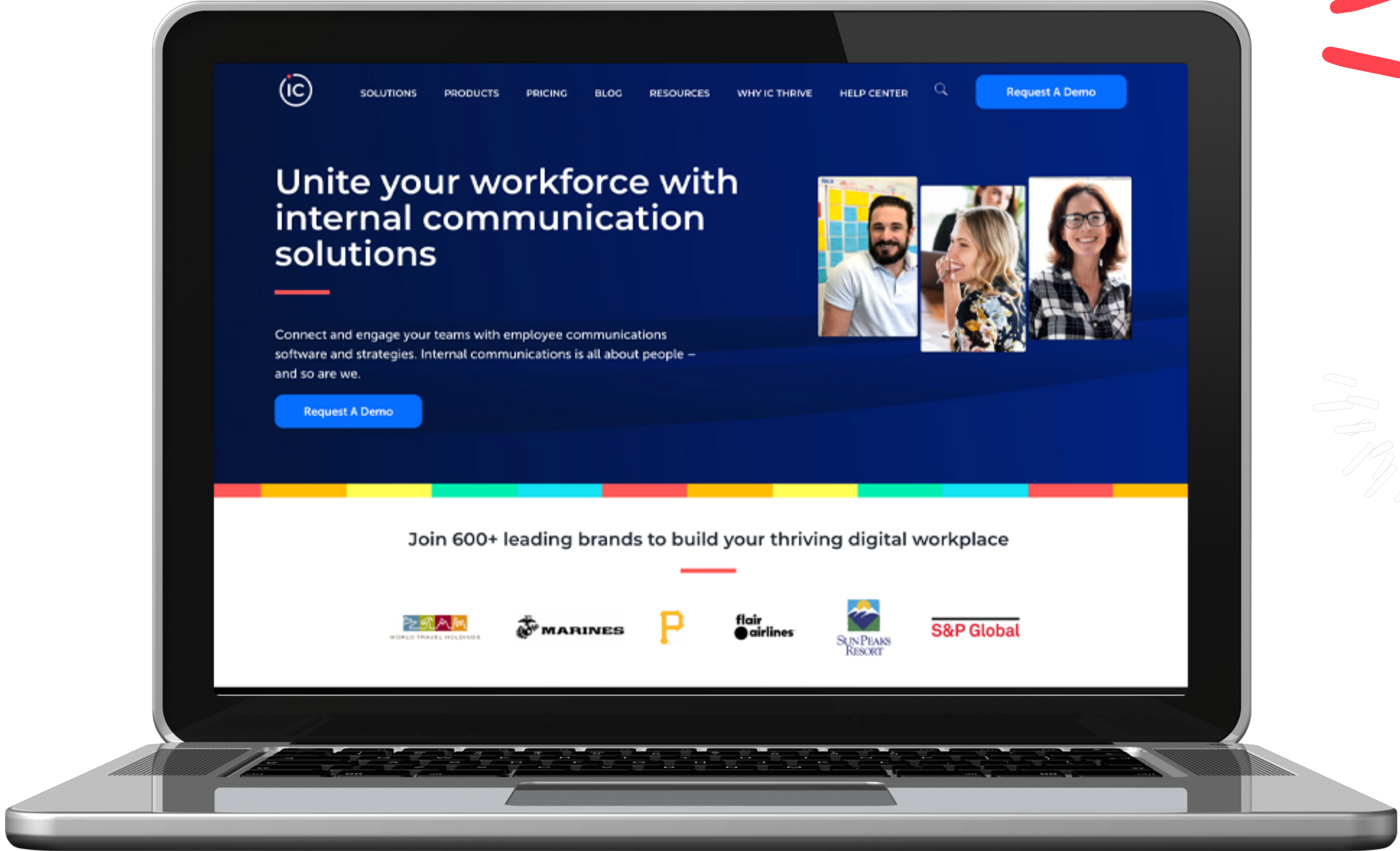
How do you know you're growing if you don't know where you start? I analyzed the conversion benchmarks and created further revenue opportunities.

Optimize Customer Journey

We offered a variety of conversion options from a simple blog subscriber to a quote/demo request and empowered leads to self-educate. We reacted appropriately based on the actions they took to ensure improved buyer journey.

Sell and Continue Selling

By the time a lead meets 1:1, we have an 80% guarantee they will close, which allowed us to scale our sales team, and automate our marketing efforts. As a subscriber, the selling doesn't stop. We set health metrics and checked-in on at-risk clients proactively.



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Why I loved working at IC Thrive?

It's easy to see the value of communicating with your clients, whether businesses or individuals. However, communicating with the people you work with is often an undervalued and underutilized part of running a successful business. We lead by example at Intranet Connections. By using our own software we not only understood the pain businesses face, but we understand the solutions they're looking for and could speak their language.

It's important to have fun, read my blog on intranets:
<https://icthrive.com/blog/tv-sitcom-office-used-intranet-software/>

References from coworkers



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Message me 

LET'S GET TO WORK



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