

Meeting Date: 09/11/2023

1. Prequalifying Questions for Improved Leads:

- Charl to develop a landing page for better lead generation based on prequalifying questions.
- Requesting API access from Kenneth to incorporate flow, UTM source, and lead tracking.

2. Course Development and Onboarding:

- Planning to transition the course from intermediate to advanced levels.
- Breakdown of course into modules for LMS integration.
- Automated email setup for post-course completion, prompting registration with 360capital.

3. 360Capital Marketing Strategy:

- Emphasizing ongoing content for 360TV.
- Selective advertising in specific countries; exploring opportunities in less competitive African markets for at least a one-month trial.
- Budget considerations for broader country targeting.

4. Lead Generation and Social Media Growth:

- Timika focusing on social media growth, especially emphasizing trade ideas for technical engagement.
- Weekly Instagram timeline posts for content promotion to boost account growth.

5. Creative Testing and Data Analysis:

- Stress on at least a 2-week data review period for accurate judgment; avoid premature test conclusions.
- Requesting 1k quality leads for Google, specifying desired lead quality.

6. Specific Creative Requests:

- Creative team to work on organic templates and ad content as per requirements.