



[AI] **Dan Cmejla (sh-may-la):**

VP of Community at Apollo

Apollo.io



CHILI PIPER

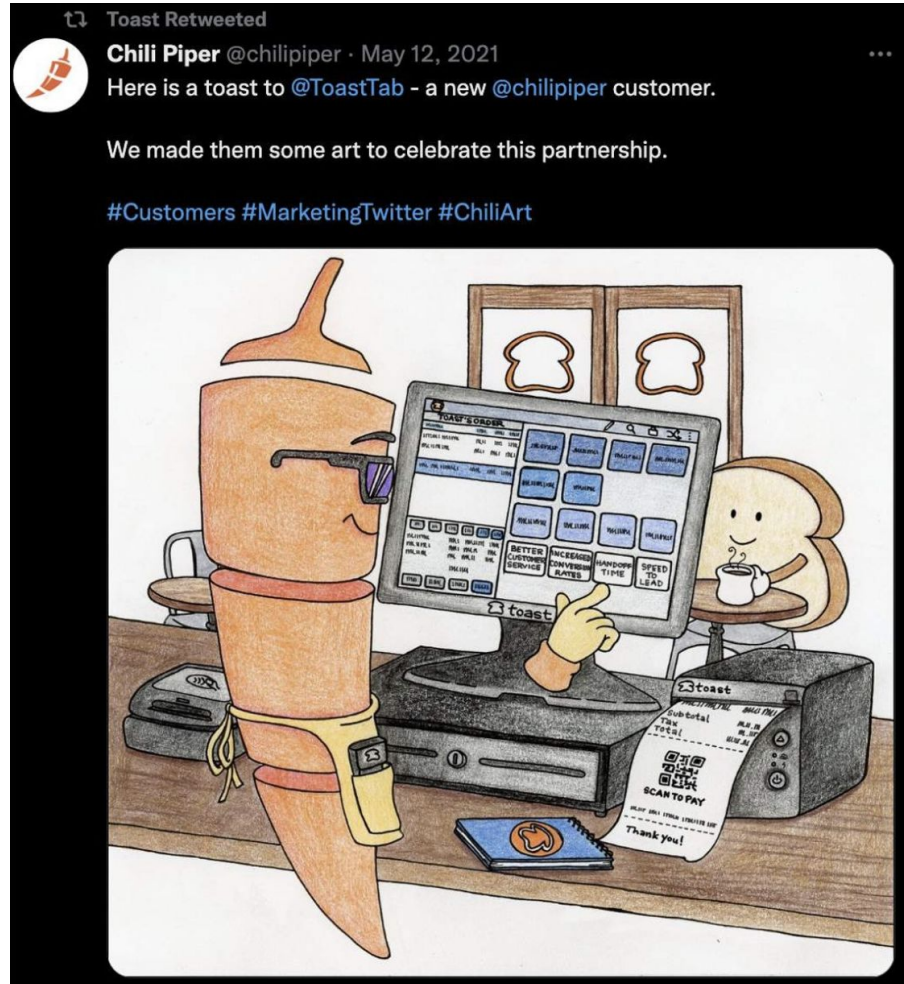
MODERN SALES PROS



What is the ROI of Kindness?

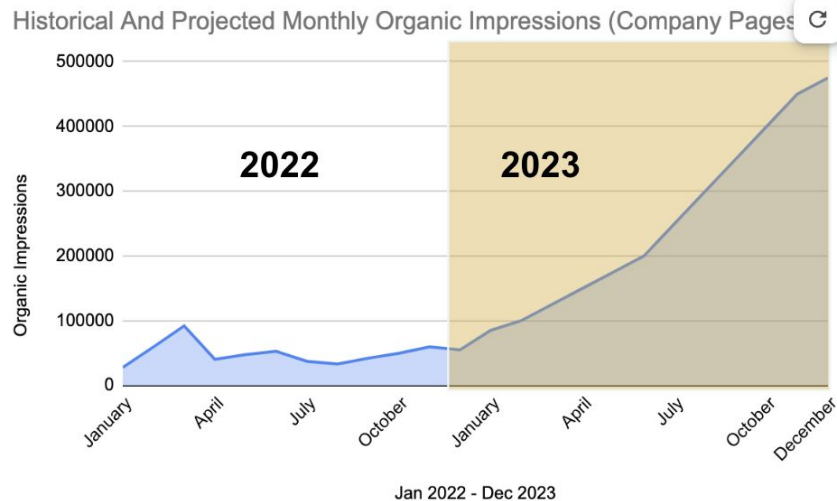
Meet People Where They're At.

Is it even worth tracking?



Brand are built by Fans

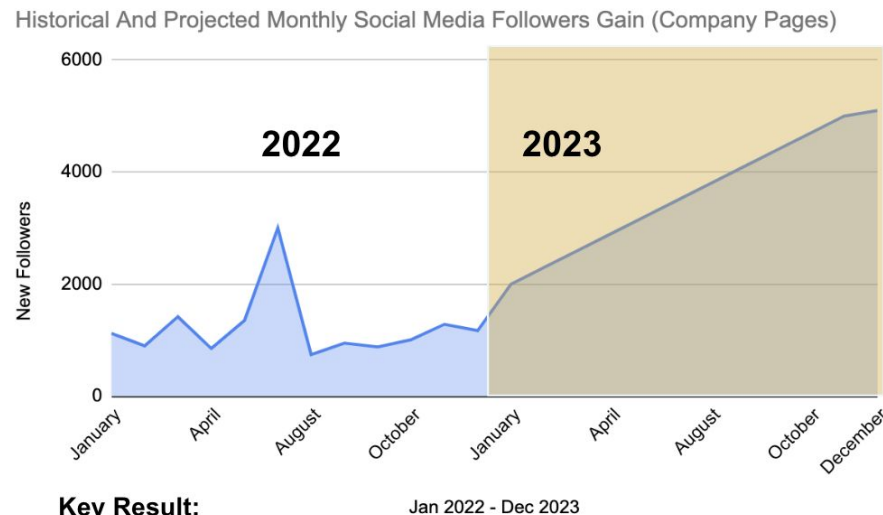
FY24 Goals – Written in Jan 2023



Key Result:

- **985% Increase** in Monthly Organic Impressions by EOY (Company Pages)
- **Three million** organic impressions from company pages in FY 2024*

*Does not include impressions from employee content or User Generated Content



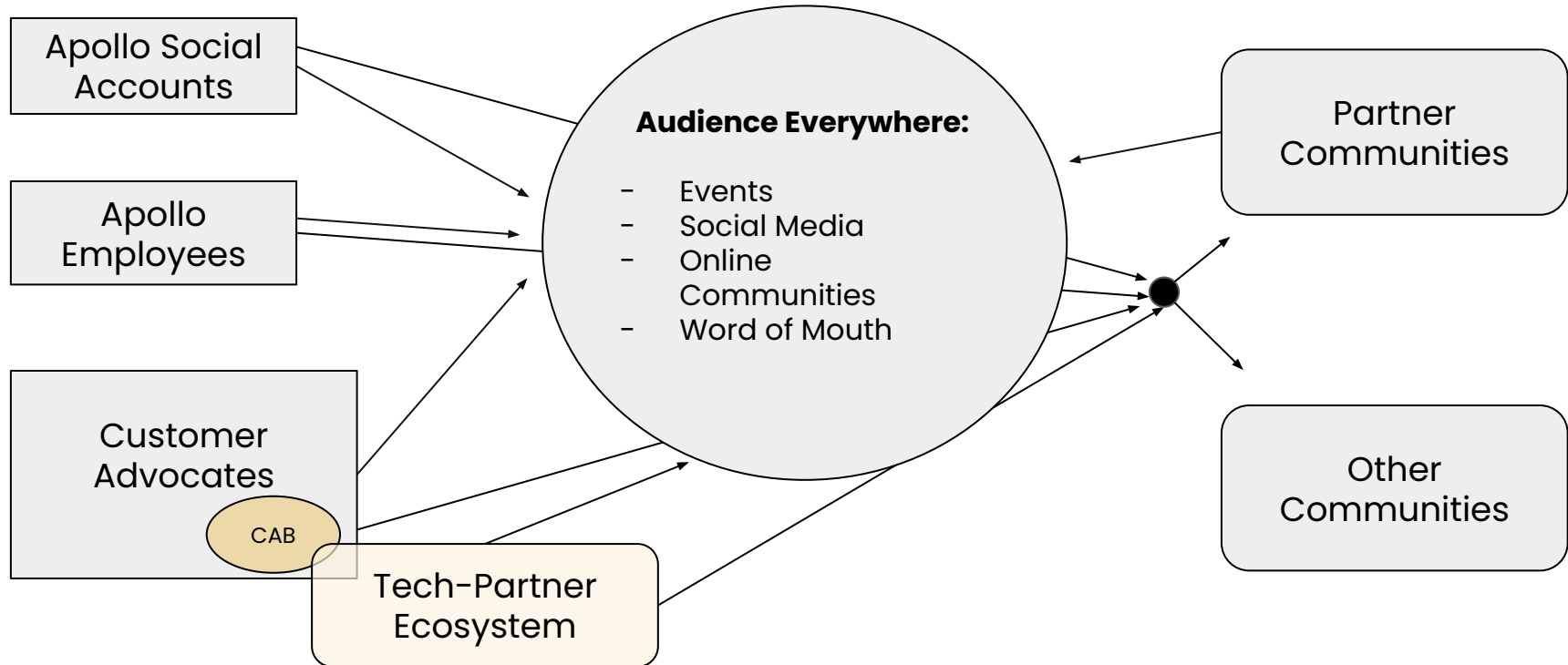
Key Result:

- **417% increase** in Monthly Organic Followers EOY (Company Pages)
- Follower gain of **43,600** up from 28,000 to **71,000**

These socks?

Modern Community Marketing??

Mechanism to Amplify our Everything



Community Phase 2:

Differentiate Apollo Presence Everywhere by Building more Brand Distribution Points

Snapshot of Current Evangelism Framework

Customer Evangelism

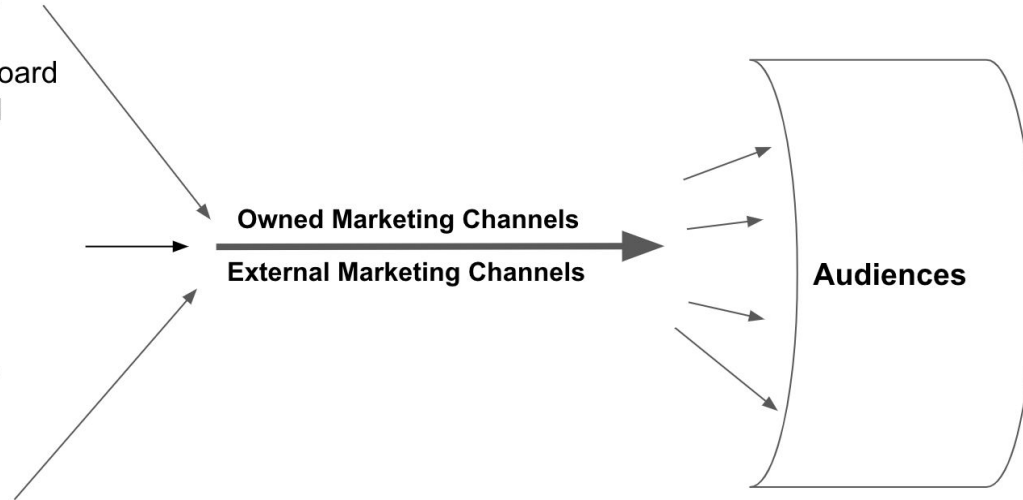
- Customer Advisory Board
- Sales Advisory Board
- Social Media Friends
- Affiliates

Community Partners

- Influencers
- Partners
- Partner Communities

Employee Evangelism

- Executives
- Employees



Community Phase 3:

Build Amazing Spaces That Hold Influence

This mechanism creates content and distributes content.



Buy Apollo?

And Register for Olympus