

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

VP of Community at Apollo

Apollo.io







What is the ROI of Kindness?

Meet People Where They're At.

Is it even worth tracking?

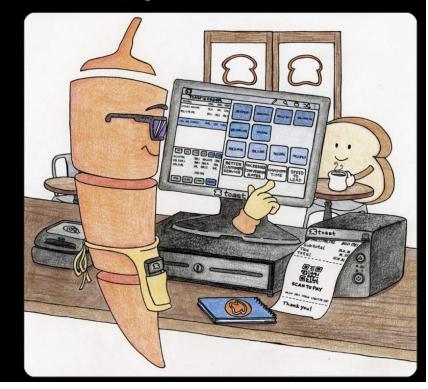


た Toast Retweeted

Chili Piper @chilipiper · May 12, 2021 Here is a toast to @ToastTab - a new @chilipiper customer.

We made them some art to celebrate this partnership.

#Customers #MarketingTwitter #ChiliArt





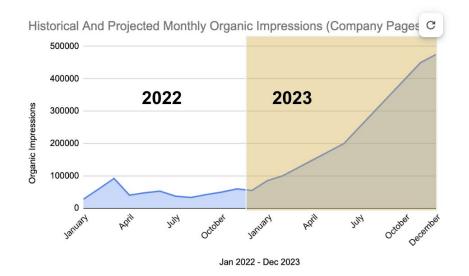
You might have seen these posted on your feed already but too cool not to share! I am again honoured to be included amongst so many talented people in Chill Piper 's CAB collector card deck. ____see more

...



Brand are built by Fans

FY24 Goals – Written in Jan 2023

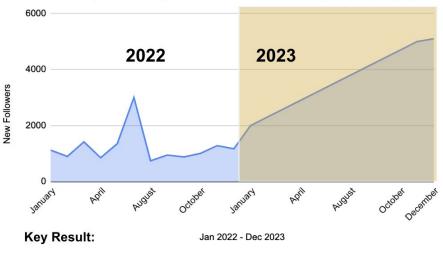


Key Result:

- 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

Historical And Projected Monthly Social Media Followers Gain (Company Pages)

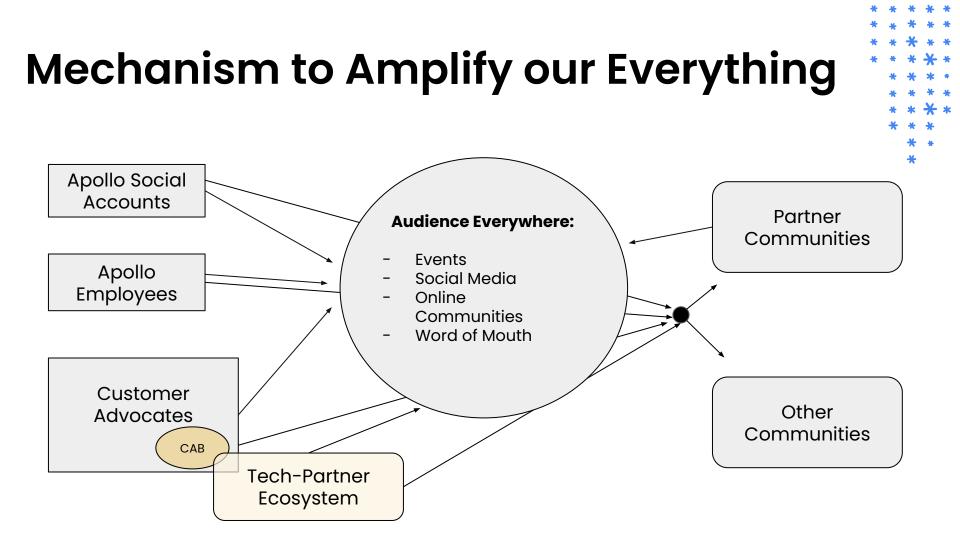


- 417% increase in Monthly Organic Followers EOY (Company Pages)

- Follower gain of 43,600 up from 28,000 to 71,000

These socks?

Modern Community Marketing??



Community Phase 2:

Differentiate Apollo Presence Everywhere by Building more Brand Distribution Points

Snapshot of Current Evangelism Framework

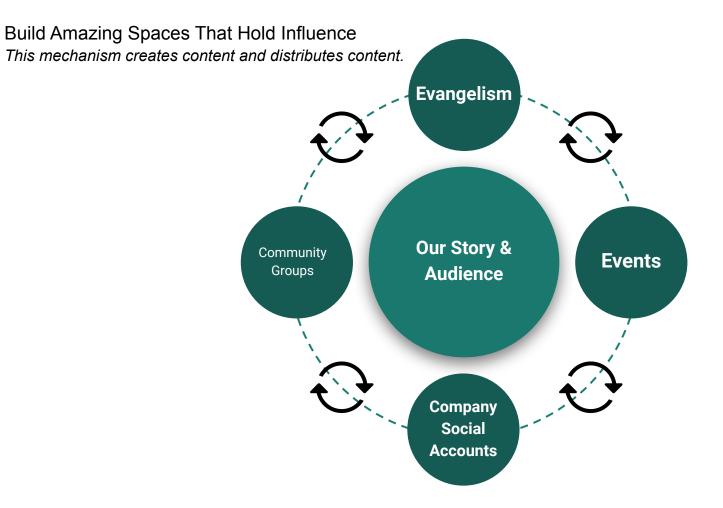
Customer Evangelism

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

 Influencers
 Partners
 Partner Communities

 Employee Evangelism
 - Executives
 - Employees

Community Phase 3:



Buy Apollo?

And Register for Olympus