



# THE “HOW TO MAKE YOUR MARK” GUIDE



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SUPPORTING LEADERS TO

EVOLVE

THEIR ORGANIZATIONS

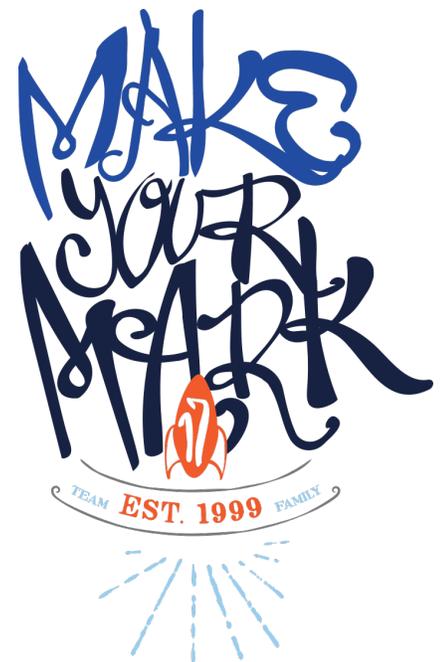
## Making your mark begins with a purpose.

At Blast, we are driven by our purpose to make our mark, which strengthens our mission of supporting leaders and Blast to **EVOLVE** while also becoming better versions of ourselves. There is great satisfaction knowing you've had a positive influence through your decisions, actions, and results. That's human nature.

### Focus on You!

No matter what your role is here, **Blast is committed to helping you unleash your passions and find the fastest route to positively impacting others, professionally and personally.**

**#focusonyou**





# Teammates

## Practice Our Core Values

They encourage us to *be our best work selves and foster positive relationships, which organically leads to making your mark.*

### 01. PASSION

Be passionate (get in the flow).

### 02. INDIVIDUALITY

Be yourself and support individuality (show our personality).

### 03. FUN

Foster a fun, positive family spirit.

### 04. GROW WIDE, GROW TALL

Learn and thrive.

### 05. PLANT SEEDS & NURTURE SUCCESS

Share and help/motivate others.

### 06. BRING THE BAM!

Deliver wow by going beyond;

### 07. DIRECT COMMUNICATION

Use direct communication (authentic and accessible).

### 08. EMBRACE CHANGE

Embrace and drive change with small, fast steps.

### 09. TEST YOUR LIMITS

Test your limits (be adventurous).

### 10. DREAM BIG, KICK ASS, YET BE HUMBLE

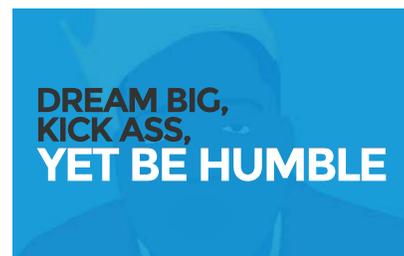
## Set and Meet Goals

This is perhaps the most logical way to document and measure your professional (and personal) growth. Learning a new skill, earning a promotion, or achieving a new certification are some common ways to advance. Goals (aka OKRs) should be challenging but attainable; work with your lead to make sure they have demonstrable value.

## Strive to Meet Objectives and Key Results (OKRs)

OKRs are a framework for employers and employees to understand how work of an individual employee is connected to overall business strategy. They should be challenging and aspirational; work with your lead to make sure your OKRs are in alignment with your team's and the company's.

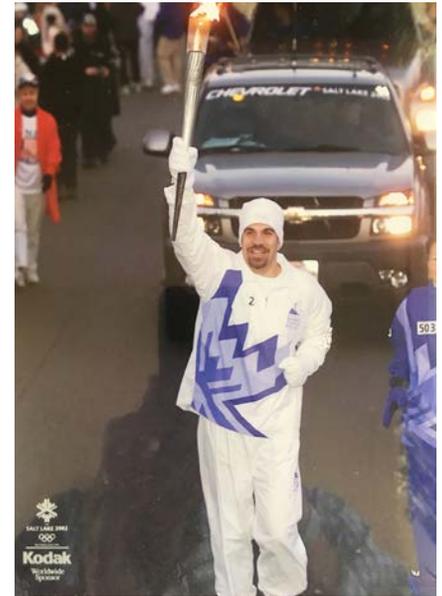
## #teamwork



## Share Your Stories

As a tribal society, sharing stories is an important part of our culture. Not only do we learn more about each other this way, we develop deeper empathy and inspire each other. You're encouraged to develop a DTA (Dream. Think. Advance.) presentation to share something notable you've done with the rest of the group. There are two types:

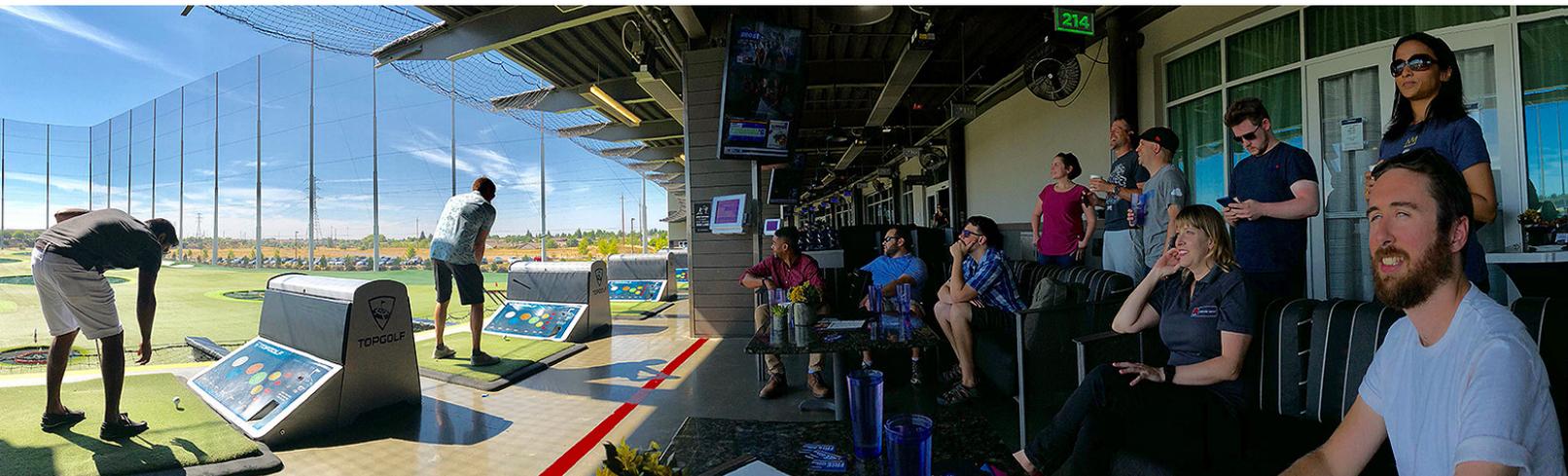
- **EVOLVE DTAs** are about sharing knowledge, experience, and ideas, and helping others on the team. These can be how-tos, explanation of a process, new information, best practices, etc. **Examples:** [Blast Services & Capabilities](#) or [Spreadsheets, Metrics & Puppies](#).
- **MYM DTAs** where we are sharing specific examples of making our mark in any of the ways outlined in this doc. It can be about a personal passion that has nothing to do with typical work topics. **Example:** [Carrying the Flame](#).

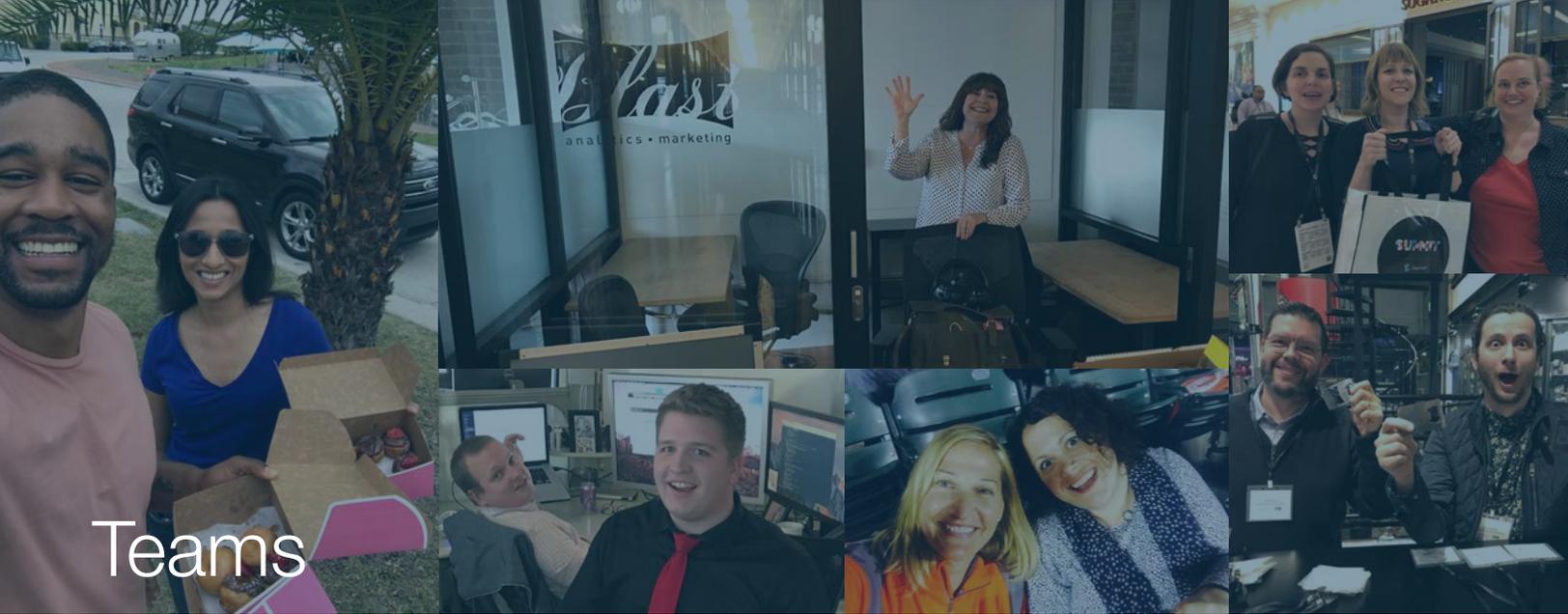


**Joe Wuelfing** carrying the Olympic torch for the Winter Games in Salt Lake City, Utah in 2002.

## Take Care of Yourself

You are the best judge of what you need to be healthy, productive, and happy. Be proactive about doing what you need to avoid burnout and maintain enthusiasm for your team and career.





# Teams

## Mentor a Teammate

Helping a teammate reach a goal by sharing your wisdom can be rewarding for both parties, and enrich the work experience for both of you. When you train others, it helps you:

- Reinforce your own knowledge
- Further challenge and refine what you know
- Create assets to use for training clients
- Practice empathy with those who are less experienced

*Each team is only as strong as its weakest member..*

## Allow Yourself to be Mentored

Sometimes it takes courage to keep an open mind and admit that someone else's advice has merit. Others may know something you don't, or have insight gained through years of experience that you haven't lived through; at the very least, they can share an original perspective. Listening respectfully and valuing others' knowledge can not only help you grow, but help you build better relationships.

## Support Team Members

Each team is only as strong as its weakest member, so do your best to boost someone who is struggling, and cheer them on when they're on the right track (i.e., be a team player). When one person improves, so does the whole team. When you notice someone else making an effort to support the team, let them know it's appreciated by awarding tacos on [Bonus.ly](#) with [#teamwork](#).

## Share Each Other's Stories

Sometimes a teammate will do something awesome and not even realize it, or is too humble to brag about it... **so brag for them**. Forward client praise in an email, give them a shout-out in Slack, award them with tacos, or nominate them to be profiled in the company newsletter. Everyone has their own favorite type of recognition, so sometimes chocolate is in order. **Be on the lookout for internal wins as well as external client team success.**



[Bonus.ly](#) - Give tacos to support teammates!

## Suggest New Processes

If you discover a new app that helps you with time management, or think of a more efficient way to facilitate a team meeting, don't hesitate to share. Quick and nimble adaptations are necessary in this industry and often what keeps us ahead of the competition. Be sure to speak up if you have a brilliant idea for improving in areas such as quality, reliability, communications, and external relations.

**Example 1:** Courtney realized that the PMs were all sending client emails that were similar in content but not consistent in quality. She created a set of templates that saves time by providing pre-written content. They're more reliable, because each PM doesn't have to remember all the details each time they write, and give new clients a more polished, professional impression of Blast.

**Example 2:** The solutions team needed a better way to keep track of where each contract was during the signing process, so Alexei customized a Kanban board. Now the ticket for each contract can easily be dragged to the "swim lane" that shows whose signature is currently pending.



Supporting Leaders to EVOLVE



It was great to connect with you to kick off our partnership. We are looking forward to supporting your Google Analytics 360 Needs!

Here's a recap of what we discussed:

- **Scope**
  - With the partnership comes 40 hours of support per quarter - use or lose
  - This includes support for general strategy around GA 360, GTM 360, and any questions around your implementation
  - Email [Blast Teammate] and [Your Name] both with any requests
- **What Blast needs in order to provide the support**
  - **Tool Access**
    - 360 Suite Home: Please add [gacc@blastam.com](mailto:gacc@blastam.com) as a billing admin, org admin, and user admin before our Kickoff Meeting. Once you do that, we can add ourselves to the 360 properties in your Suite so we can provide support at the 360 Suite level, if needed.
    - GTM: Please add [gacc@blastam.com](mailto:gacc@blastam.com) if you use GTM as your tag management tool.
  - **Initial Blast review of site:**
    - [Implementation looks good but noticed a few areas in which Blast recommends improvement
    - Blast suggests an initial audit of the site to provide recommendations for improvements
    - [Client] advised to email Blast with any requests]

Action Items:

- Nike to provide [gacc@blastam.com](mailto:gacc@blastam.com) with 360 Site Home access
- Nike to provide Blast with implementation documentation
- Jordan Brand to provide Blast with QA/DEV access

Sincerely,  
**Courtney Oldham**  
Program Manager  
HQ: (916) 724-6701  
Direct: (916) 259-7885



Goal Driven Marketing & Analytics Consulting Company  
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Project Manager Email Templates





Advice to Management  
Always strive to maintain our core values no matter how large we grow.

glassdoor



# Company

## Write a Case Study

There is — arguably — no better tool for marketing our services than case studies. Clients and potential clients often have a hard time grasping the impact of our services, especially if they are executives and traditional marketers with limited exposure to data analysis. Being able to give them success stories that they can imagine relating to helps spell it out. The best case studies are clear, simple and tell a story about reaching a measurable goal with the numbers to back it up.

## Share Ideas for Improvement

EVOLVE isn't just our client mission, it's our core story! The only way to grow and adapt to changes in technology is to be open to innovation. If you have ideas about ways to improve our service offerings, processes, or culture, please bring them forth. Discussing with your lead is a good way to start. Presenting an EVOLVE DTA is even better...

...but BEST would be participating in a working session. This is a new opportunity for our team to be more informed and help guide the company's direction and EVOLUTION. The working sessions will be led by Kayden and other leaders in a group forum setting for the team to ask questions around topics (i.e. to support transparency and information sharing), share their input/ideas, collaborate, and/or volunteer to get involved and influence Blast's future.

CASE STUDY

### Quicken

**Why Timing is Everything in A/B Test Implementation**

**Client Profile**  
Quicken is the top personal finance management software, helping consumers monitor their spending by tracking bank accounts, tax deductions, credit cards, etc.

**Overview**  
Extensive user research was conducted on the high traffic/high value Product Comparison page. Results found that the comparison page played an integral role in the decision-making process for both new and existing users. Looking to improve the matrix, and move more visitors into the purchase funnel, Quicken wanted to create a test variation for the Product Comparison page.

**Challenge**  
With the holiday season fast approaching, Quicken wanted to launch, conclude, and implement the winning variation prior to Black Friday, when returning users receive a coupon for product upgrades. The urgency leading up to the holidays increased the temptation to prematurely implement the new variation to expedite the desired impact.

**Solution**  
The testing variation was created based on further rounds of qualitative studies. Quicken then worked with Blast to design and implement a testing protocol. To prevent prematurely determining a winner, the protocol guaranteed the test to run for two business cycles (two weeks), allowing each variation to gather enough conversion volume. The time frame also made it possible to account for varying visitor behavior during each day of the week.

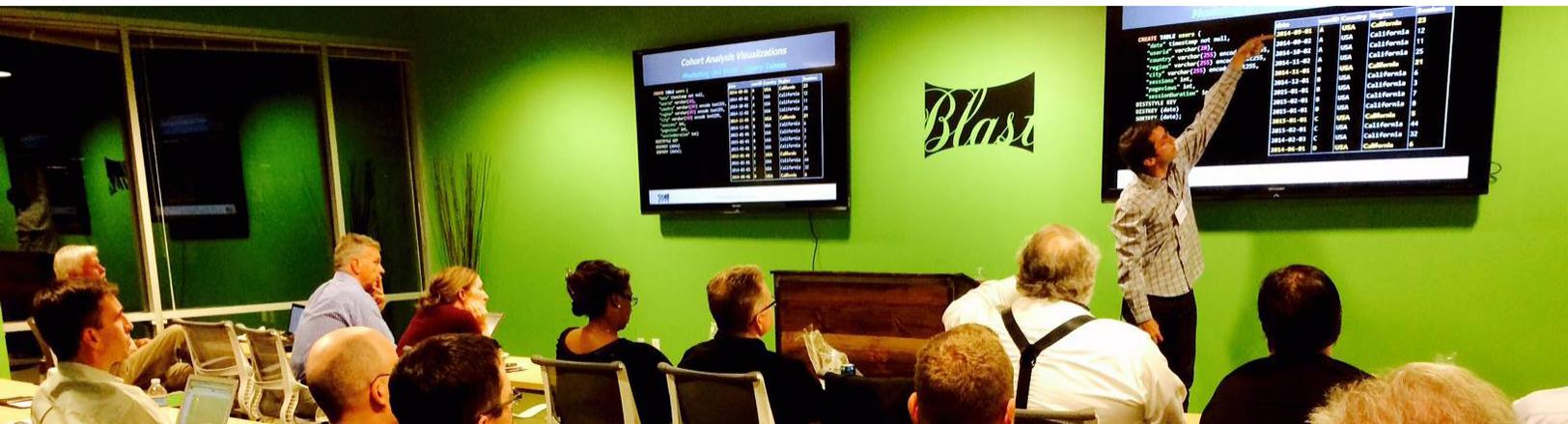
**Result**  
Result updates were provided at the end of each business cycle, rather than reporting on daily test performance where conversions are low and external factors can't be accounted for.

Justin Kemper  
Vice Strategy Leader

Optimizely  
System  
Matrix

Blast  
www.blast.com

Testing and Personalization Case Study - Why Timing is Everything in A/B Test Implementation



## Share Your Blast Experience

If you enjoy being part of the Blast community, shout about it! Or, your know, the social media equivalent. Give others a taste of the special sauce by posting stories, blurbs, or reviews on sites like Facebook, Glassdoor, and LinkedIn.

facebook

glassdoor

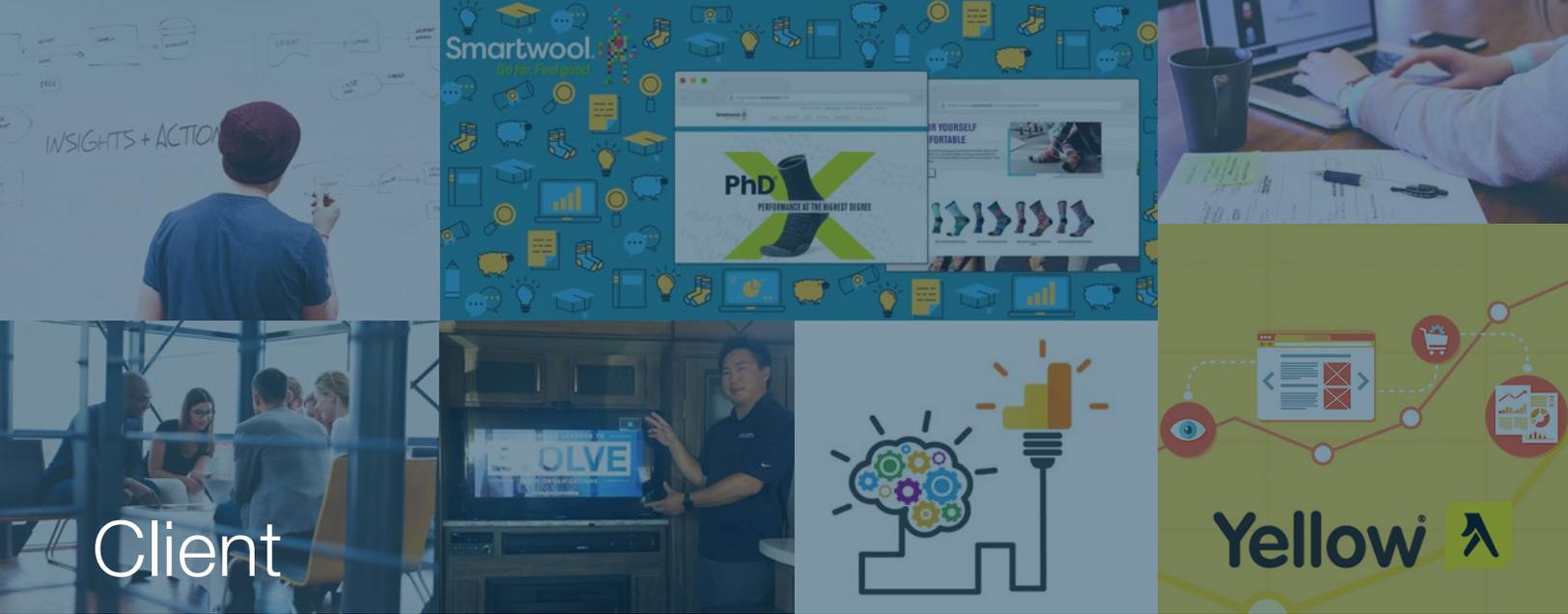
LinkedIn

## Contribute yourself

The company is a community and best thrives when every member is active. Speak your mind in team meetings, stand-ups, and Slack conversations (except for when it seems prudent not to). Be open and honest in Focus on You Surveys and self assessments, so Blast has the necessary input to improve and achieve/sustain our #1 goal of being a great place to work. Get involved! Attend the holiday dinners, potlucks, volunteer opportunities, bowling alley outings, etc. These aren't mandatory and there's no penalty for abstaining. But. You only get out what you put in.\*

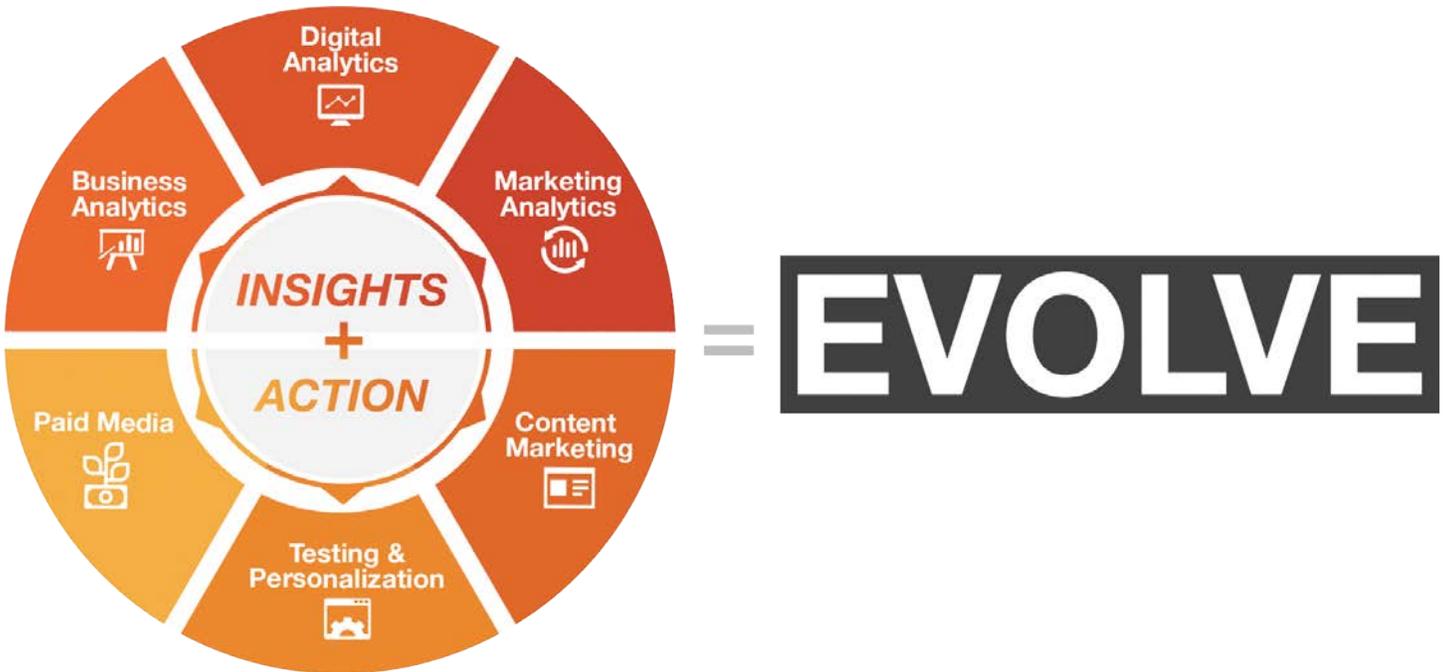
*\*A note to introverts: don't be discouraged if it seems like only Type A people can MYM. Many of these activities, communications, and relationships can be conducted entirely online. If you don't have the energy to go bowling after a long work day, that's perfectly OK. We value diversity. In other words, test your limits, but ultimately you be you. **#individuality***

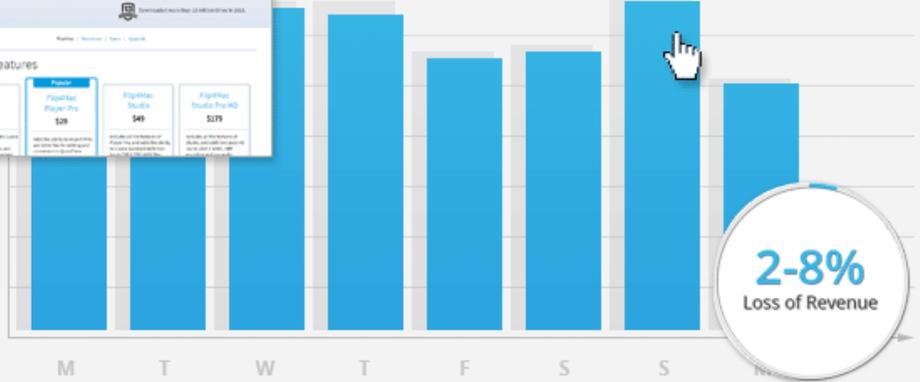
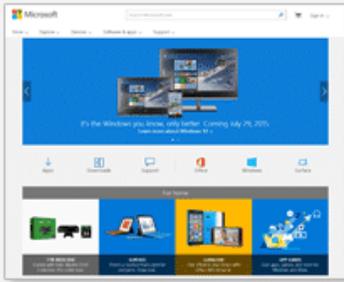




Client

Every service offering at Blast basically boils down to analyzing data to help the client do more of what works and less of what doesn't. Success is generally demonstrated by meeting and exceeding KPIs; helping the client have a revelation that drives their business forward; solving a complex problem; or getting them to adopt a new system or strategy that assists them in EVOLVING to the next level of digital or [analytics maturity](#).





## INSIGHTS Example

Telestream sells software that enables Mac users to play Windows Media Files (.wma and .wmv) on their Mac using QuickTime or a web browser. Microsoft notified Telestream that they were removing the link from their website to the product. Blast used the statistical package R to forecast the revenue loss according to the outlined scenarios. By manipulating the Google Analytics data within R, Blast was able to determine the impact the link removal would have upon overall monthly revenue. With a forecasted loss of revenue between 2% and 8%, Blast Analytics & Marketing provided Telestream with recommendations that helped address the forecasted loss of revenue, limiting its impact.

**CASE STUDY**

**telestream**

**Using Google Analytics and R to Forecast Revenue Impact**

**Client Profile**  
Telestream specializes in products that make it possible to get data connected to any audience regardless of time, location, or device. Products range from desktop, enterprise and on-premise platform applications to fully automated, enterprise-class digital media transcoding and workflow systems.

**Overview**  
Telestream sells software that enables Mac users to play Windows Media Files (.wma and .wmv) on their Mac using QuickTime or a web browser. Microsoft notified Telestream that they were removing the link from their website to the product.

**Challenge**  
Since this link provided traffic to their product, and subsequent revenue, Telestream wanted to quantify the impact of the link removal. They reached out to Blast Analytics & Marketing to devise a forecasting solution that would provide a projection of the estimated loss in monthly revenue from this change.

**Solution**  
The first step was to understand if the backend revenue for Flip4Mac matched the revenue reporting numbers in Google Analytics. Once it was confirmed that the Google Analytics data was correct, Blast broke down the revenue for Flip4Mac into two components: revenue from the link, and all other revenue. Blast then created three possible revenue loss scenarios for the link removal:

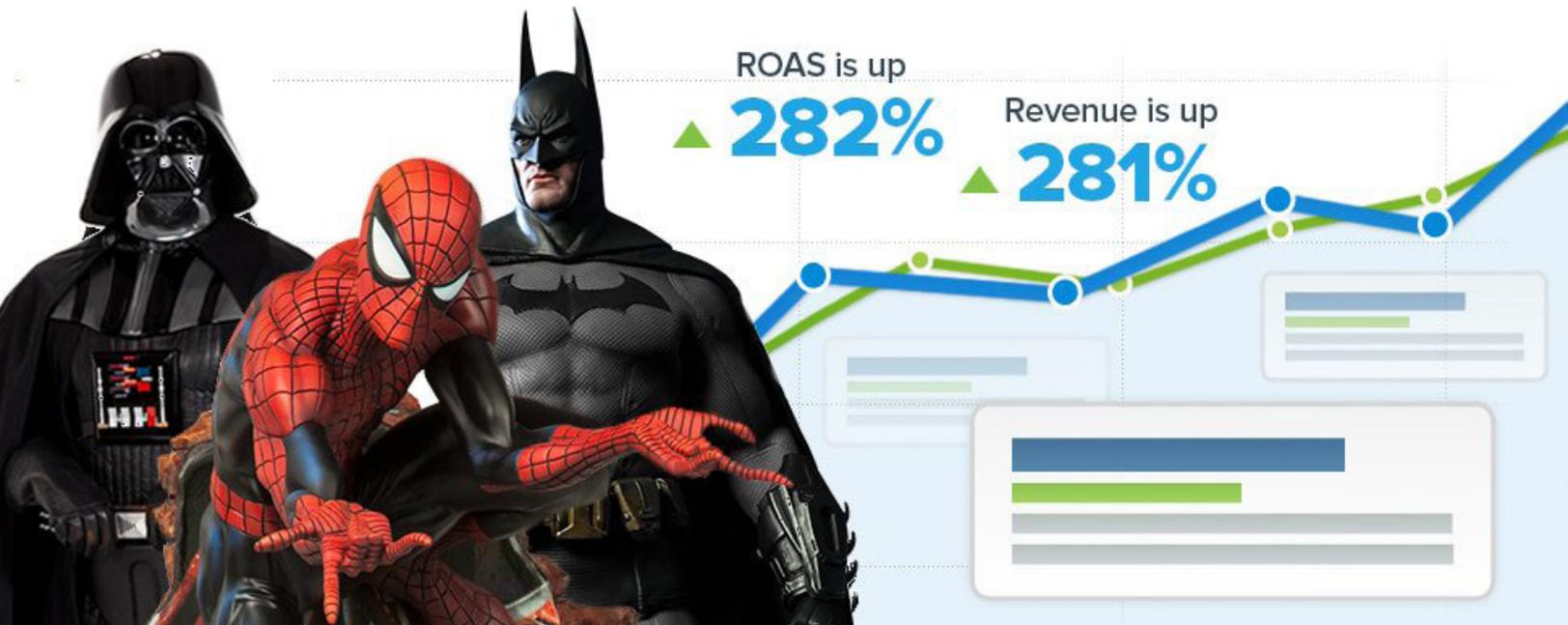
- Best Case Scenario: (25% loss of revenue from the link)
- Average Case Scenario: (50% loss of revenue from the link)
- Worst Case Scenario: (100% loss of revenue from the link)

**Blast**  
ANALYTICS & MARKETING  
www.blastAM.com

[View Case Study](#) - Using Google Analytics and R to Forecast Revenue Impact

*Blast's combined expertise in the fields of conversion research, web analytics, and SEO, make them extremely useful as an outside resource that can lend multiple perspectives toward improving our website's performance. I particularly appreciated their efforts in understanding our business and markets rather than just applying cookie cutter solutions.*





## ACTION Example

A leader in the film collectibles space, Sideshow Collectibles wanted to scale Paid Search presence and revenue. They also sought to dominate the space and expand their reach while continuing to nurture their niche audience for the greatest return. Based on a Paid Search audit conducted by Blast, they were able to create a new account hierarchy and new campaigns for better control and performance insights. They then optimized device, location, and budget settings to maximize the exposure of high-performing campaigns, with our guidance. By rapidly implementing new recommendations, the client saw 2.8X more revenue year over year, and a 282% increase in return on ad spend.

**CASE STUDY**

**SIDESHOW COLLECTIBLES**

**Paid Search Optimizations Increase Revenue 280% for High-end Niche Ecommerce Site**

**Client Profile**  
Sideshow Collectibles is a specialty manufacturer and distributor of licensed and original collectible film, comic book, and pop culture figures, statues, and high-end games.

**Overview**  
Sideshow Collectibles (sideshowcollectibles.com) worked with Blast to improve its organic search presence across high-value products and categories on its site. The Blast paid search team was asked to take over PPC management in February 2014 to drive additional value across the channel.

**Challenge**  
A leader in the film collectibles space, Sideshow wanted to scale Paid Search presence and revenue. It also sought to dominate the space and expand its reach while still focusing on its niche audience for the greatest return.

**Solution**  
Blast conducted a Paid Search audit to identify areas of opportunity. We created a new account hierarchy and new campaigns for better control and performance insights.

We then optimized device, location, and budget settings to maximize the exposure of high-performing campaigns.

Once the bones of the account were in good shape, we spruced the merchant center data feed to add Shopping Campaigns and dynamic product ads. We updated ads and ad extensions to create more engaging experiences.

*"Blast's strategic and nimble Paid Search management, along with their willingness to think outside the box, took our campaigns to record-breaking levels - levels we didn't know we could reach!"*

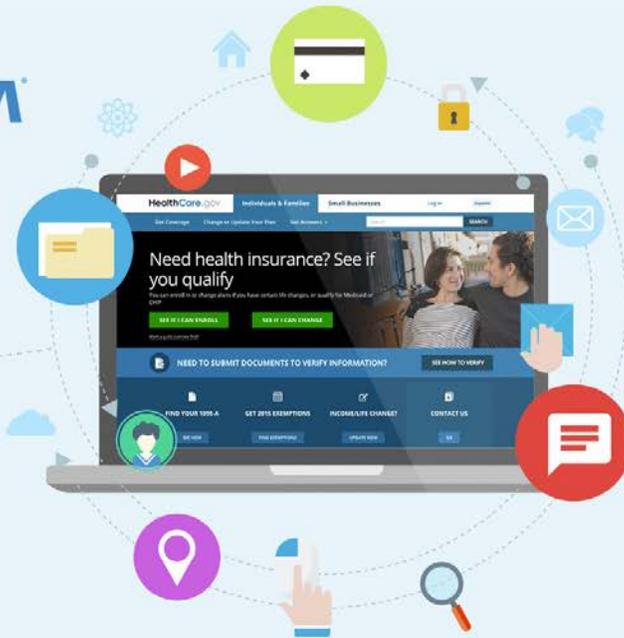
Chris Pinnella  
Director of E-commerce  
Sideshow Collectibles

**Blast**  
ANALYTICS & MARKETING  
www.blastml.com

[View Case Study](#) - Paid Search Optimizations Increases Revenue for 280% for High-end Niche Ecommerce Site

*Blast's strategic and nimble Paid Search management, along with their willingness to think outside the box, took our campaigns to record-breaking levels – levels we didn't know we could reach!*





## EVOLVE Example

As part of its commitment to protecting user privacy, Healthcare.gov – the flagship site for the Affordable Care Act – was seeking ways to bolster the privacy and information-sharing tools available to their customers. In addition to giving users more control over the information shared across their site, the client wished to have a stronger mechanism in place for honoring Do Not Track (DNT). Although they met the privacy standards, they wanted to provide their customers with an extra layer of security in addition to DNT. This extra security would ensure that DNT tracking was being honored, and offer their customers further peace of mind that their information was secure. Through their partnership with Blast, and implementation of Tealium technology, HealthCare.gov was able to improve privacy across the site, including a new privacy policy, easy privacy controls for users, and a commitment to honoring the DNT browser setting.



[View Case Study](#) - Using Tealium iQ Tag Management to Increase Customer Information Policy

*Our CSAT rating with CMS really is at an all time high as we continue to drive further engagement - the team is executing on so many different activities for all our services at a very high level and providing a great client experience across many touch points and stakeholders.*

**Alexei Kulberg, Director Strategic Solutions**  
Blast Analytics & Marketing

**#teamwork**

+

**EVOLVE**



# Industry

One of Blast’s Strategic Initiatives is to LISTEN authentically, selflessly engage and support peers in the industry, and pay attention to external sources (industry, partners, peers, potential and existing clients) to better understand how we can EVOLVE to better meet our client needs and industry challenges. Try to keep this in mind as you interact with others in the digital community.



## Blog for Blast

Our [analytics blog](#) is well-respected by data analysts and is increasingly getting more attention, thanks to the high quality and mentions from partners like [Domo](#) and [Tealium](#). Blogging for Blast is a viable way to distinguish yourself as a thought leader. Responding to comments on your posts and promoting teammates’ posts is an important part of the process.

## Blog on Your Own

Share your expertise, insights, and wit on a free professional platform such as [Medium](#) or [LinkedIn Pulse](#). You’ll have more flexibility with subject matter, along with the ability to publish as quickly as you want. Just remember, you’re responsible for the impressions you make, so please, please, *please* proofread.

## Guest Blog

Once you have a couple of successful blog posts under your belt, you can submit a request to blog on another industry site and potentially capture a larger audience. Check your favorite industry blogs for guest post submission guidelines. They will likely require a writing sample, which is why it’s a good idea to have some experience. If you think you’re ready and have a relevant topic, the Blast solutions team may be able to leverage relationships with partners like Tealium or Optimizely to secure a guest blogging opp.

Comment on blogs. Commenting on the blogs you read shows that you’re truly interested in what your peers are thinking. Mention if you like a post, appreciated it, offer things to add, ask a follow up question, or whatever strikes you, **as long as its authentic.**

**Tag Management System Comparison: Know Your Options!**

It is important to know your options when it comes to selecting the optimal tag management system (TMS) for your organization’s unique needs. Read this valuable post by TJ, to accelerate...

***Blog for Blast** - TJ Webster wrote an informative blog post comparing tag management tools.*

## Participate in Online Discussion Forums

Show yourself to be the thought leader you know you are by answering questions and engaging in discussions in relevant forums. Pay attention to what others are saying (i.e. LISTEN), and ask authentic questions to learn more and keep the thoughts flowing. Link to your own blog post only when it wouldn't look tacky. Some groups worth checking out include:

- [Google Analytics Solutions Community](#)
- [Adobe's Experience League](#)
- [Tealium's Forum Boards](#)
- [SnowPlow's "Data Junky" Community](#)
- [The DMA \(Data & Marketing Assoc.\)](#)
- [The Optimizely Optiverse](#)
- [20 Digital Marketing Groups on LinkedIn](#)
- [The DAA Community](#)

Recent Posts		Popular Posts	
3561 views	3 kudos	53 replies	Hi my name is Mike Anderson, Founder & CTO of Tealium, ask me anything!
2416 views	0 kudos	31 replies	Adobe Target directly on site and Adobe ID Service + Adobe Analytics in IQ
2180 views	1 kudos	22 replies	Custom tools - list of tools
1524 views	0 kudos	15 replies	How does Visitor Stitching work if a Visitor ID changes?
1289 views	0 kudos	13 replies	Implementation of snapchat pixel
1521 views	0 kudos	13 replies	Get Google Analytics Client ID and map to a GA custom dimension

**Tealium Forum Boards** - Keep up with the latest news, get in touch with the Tealium team, and help out!

## Participate in Trade Associations and Programs

Membership in groups like the [Digital Analytics Association](#) (DAA) or [Women in Analytics](#) (WiA) provide opportunities to learn, network, and share our influence. These group events are the perfect place to practice listening.

## Be an Industry Mentor

Blast is the sole sponsor of the [Women In Analytics](#) mentoring program, which provides guidance to women in the industry. Men and women can volunteer as mentors, though only women can apply as mentees. We currently have four teammates who volunteer as mentors! There are many other opportunities to mentor youth who are interested in STEM career paths. For example, check out the [YMCA's STEM program](#) for all children at locations nationwide, or volunteer for your local [Girls Who Code](#) club.



## Speak at Events, or At Least Attend

Conferences are a great way to get energized and renew your passion for the field. We encourage you to look for opportunities to apply to be a speaker or panelist, and the Blast Marketing team can help you with applications and presentations. Here are some [tips and examples of pitch submissions](#) that have worked for team members in the past. We've been represented at Tealium's Digital Velocity conference, Digital Summit, ObservePoint's Validate Conference and their virtual Analytics Summit, and many more. Three team members have even made it to the finals of the Adobe Summit Analytics Idol/Rock Star competition! (Keep your eye on [Adobe's blog](#) for upcoming opportunities.)



*Speak at Events* - Joe Christopher speaks at Digital Velocity in 2018.

## Get Social

Share your knowledge and experiences, preferably on LinkedIn or possibly Twitter. Whether you share a quick tip, live-tweet a conference, or just post a pic of the food truck outside, you're engaging in The Conversation. Bonus points for sharing and retweeting your teammates' posts. But before you get started, work on really building online relationships. Answer questions and be helpful before you ask contacts to share or read your content.

# LISTEN!

***Practice and engage in LISTEN. Ask questions that show you want to better understand the audience's challenges and needs so you can help them selflessly and authentically.***

## Help at Sponsored or Partnership Events

If you're sent to represent Blast as an event sponsor, use it as an opportunity to LISTEN and educate attendees about analytics, digital marketing, and our service offerings. Scoring a new client makes a big mark! Sometimes we host local Tableau and Hubspot user groups, which you're encouraged to attend, speak at, and help clean up after. If you're involved in another relevant user group or meetup and would like to host it in the Rocklin office, we'll support it! Talk to [Charles](#) or [Sarah](#) about making arrangements.





# Community

As a well-rounded person, you probably invest some of your time and passion in your own communities, whether that means your local neighborhood, school district, a non-profit, religious affiliation, etc. Blast supports these efforts by:

1. Finding local volunteer opportunities to undertake as a team through Project: Transpire. Common efforts include adoption of the creek across from Rocklin HQ and sending groups to the Placer County Food Bank. Remote employees are encouraged to do volunteer work in their areas during the same week.
2. Allowing a flexible schedule for team members who coach youth teams, lead a scout troop, and volunteer in other ways.
3. Reimbursing team members for the fees charged to participate in a charity 5K or 10K.



## Here are some of the ways that team members are currently giving back:

- Donating (money and/or supplies) to disaster relief funds.
- Mentoring women in analytics.
- Teaching UX classes at a university.
- Leading a Girl Scout troop.
- Coaching soccer, basketball, and softball.
- Participating in Break Free 5K run/walks.
- Volunteering for a non-profit organization.





Ultimately, having an impact is about developing your innate talents and being your best self. Any of the ideas and examples here that have lit a little spark in you indicates an area worth exploring. If there's a way that Blast can support your efforts that hasn't been mentioned, [please let us know](#). Your experiences shape the continuous evolution of the team. So wherever you currently are on your journey, be confident being you!

