



WE ARE LIVE!

HOW TO USE MONDAY.COM TO ADVANCE YOUR MARKETING TEAM AND DRIVE GROWTH



LIVE WEBINAR

12/5/2021 • 2 PM (IST)

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MARTIN MACNAMARA
Sales and Business Development
Manager at Provident CRM

DANIELA CINTRA
Marketing Manager
at Provident CRM



XI WENG
Channel Partner Manager,
UK & Ireland at monday.com



www.providentcrm.com

Agenda

- Intro to Provident CRM & monday.com
- Provident CRM Marketing
- Why monday.com for Marketing Teams
- Q&A



MARTIN MACNAMARA

Sales and Business Development
Manager at Provident CRM

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Provident CRM

ESTABLISHED IN 2008

Provident was established in 2000, initially based in Dublin - Ireland.

MULTI DISCIPLINARY ORGANISATION

Wealth of experience in implementing and operating CRM strategy and applications.

FOCUS ON CRM & TEAM MANAGEMENT DELIVERY

Strong team focused on CRM & Team management. Based in Ireland, the UK, Spain, and Portugal.

PARTNERS

Monday.com, SugarCRM Elite Partner, HubSpot, and Salesforce.

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Services



CONSULTING



IMPLEMENTATION



INTEGRATION



TRAINING

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XI WENG

Channel Partner Manager,
UK & Ireland at [monday.com](https://www.monday.com)

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Company overview

700 employees across six locations



Tel Aviv



NYC - SF - Miami



London



Sydney

Numbers



+120k

Paying accounts



+190

Countries



\$230M

Raised to date



2014

Founded



+200

Industries

Annual revenues

\$140m

\$100m

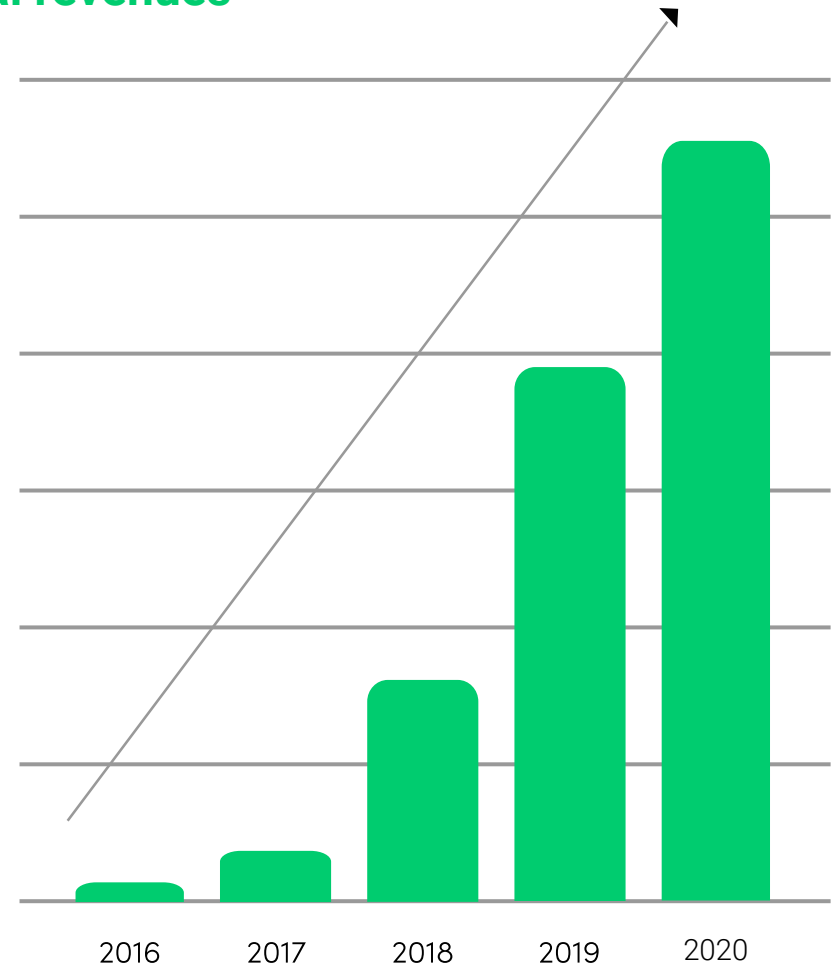
\$80m

\$60m

\$40m

\$20m

\$0m



Trusted by
+120,000
companies

Serving **+200 industries**,
across **+190 countries**

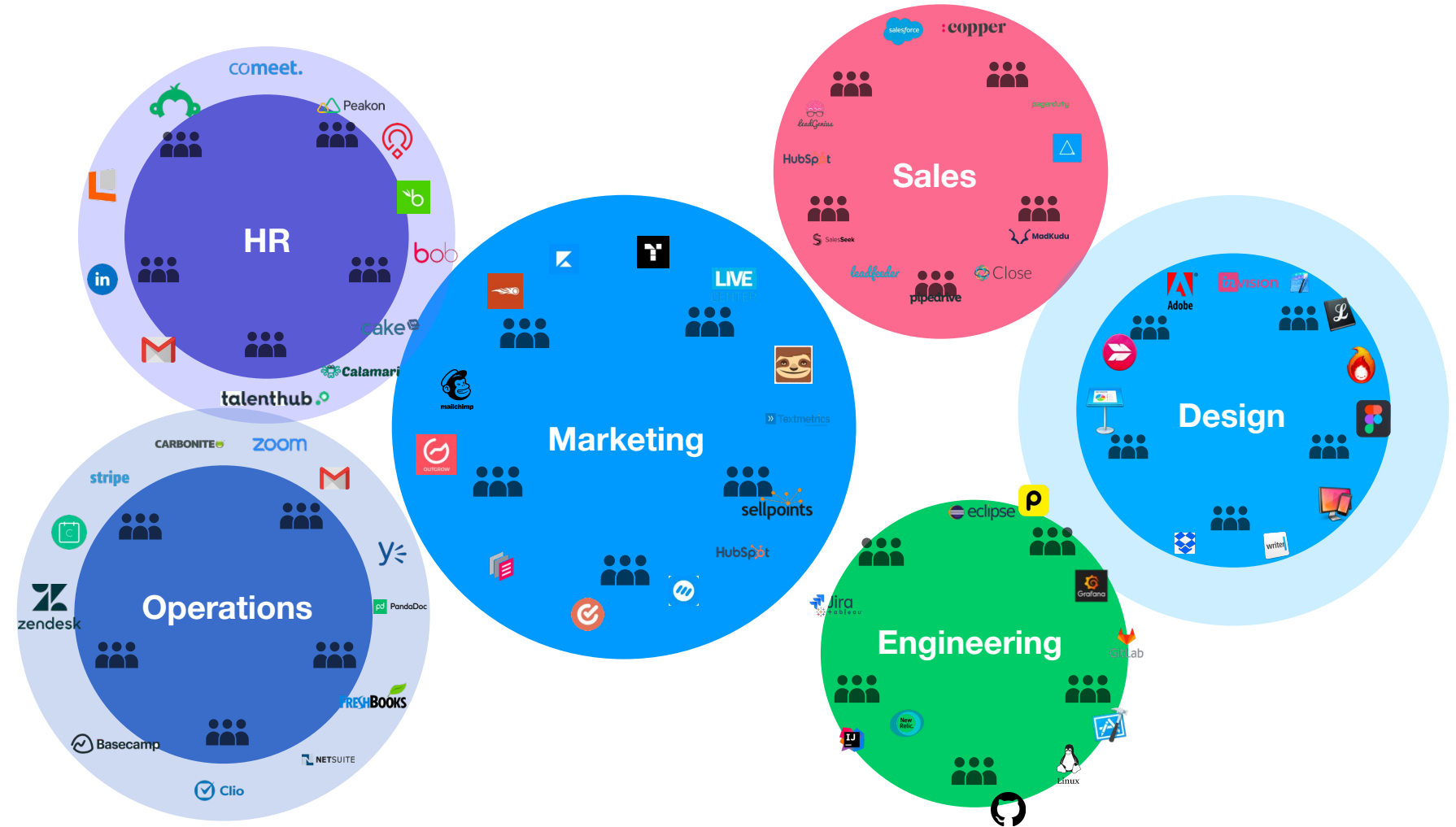




Work OS

Making teamwork click

A platform where teams plan, run, and track projects, processes, and everyday work.





DANIELA CINTRA
Marketing Manager at
Provident CRM

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Manage everything in one workspace

Planning, tracking and delivering the marketing campaigns

Monthly team planning

This month

	Owner	Status	Timeline	Due date	Priority
Finalize kickoff materials		Done	<div style="width: 100%;"></div>	Oct 12	★★★★☆
Refine objectives		Working on it	<div style="width: 75%;"></div>	Oct 5	★★★★★
Identify key resources		Stuck	<div style="width: 25%;"></div>	Oct 2	★★★☆☆
Test plan		Done	<div style="width: 100%;"></div>	Oct 1	★★★★☆

Next month

	Owner	Status	Timeline	Due date	Priority
Update contractor agreement		Done	<div style="width: 100%;"></div>	Nov 28	★★★★☆
Conduct a risk assessment		Working on it	<div style="width: 75%;"></div>	Nov 21	★★★★☆
Monitor budget		Stuck	<div style="width: 25%;"></div>	Nov 17	★★★★☆
Develop communication plan		Done	<div style="width: 100%;"></div>	Nov 13	★★★☆☆

Q3 project overview

Social media

Team Status

Team	Status
Design	Awaiting info
Motion	Working on it
Stuck	Stuck

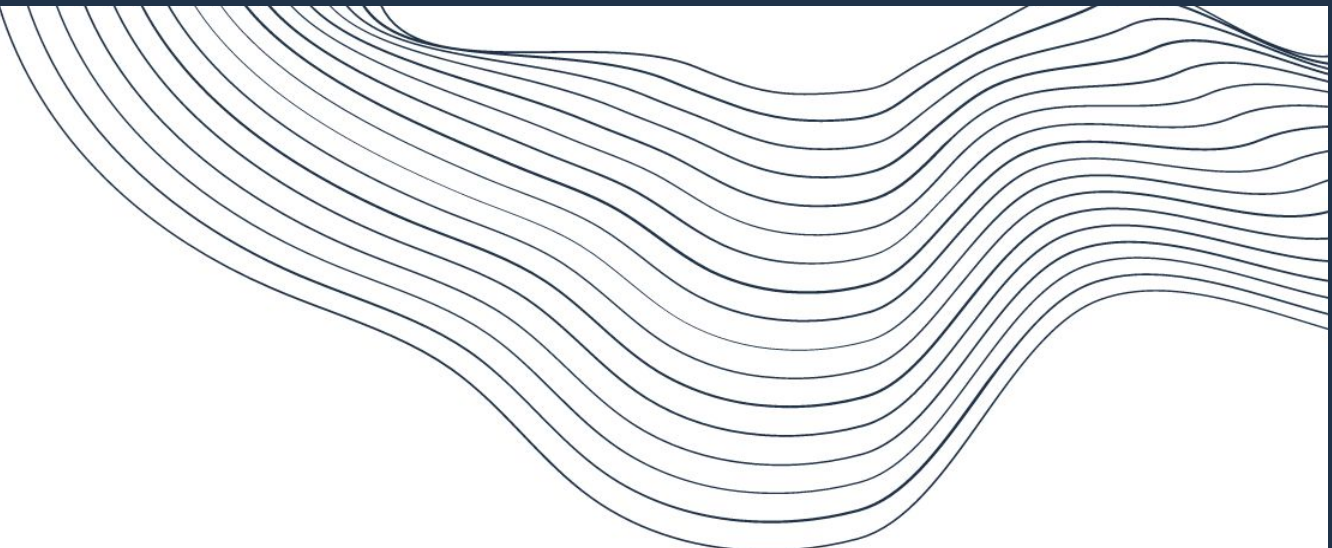
Team Status

Team	Status
Design	Working on it
Motion	Stuck
Stuck	Stuck
Sound	Done

Bar Chart

05:12:34 01:34:09 06:43:32

Provident CRM Marketing Team



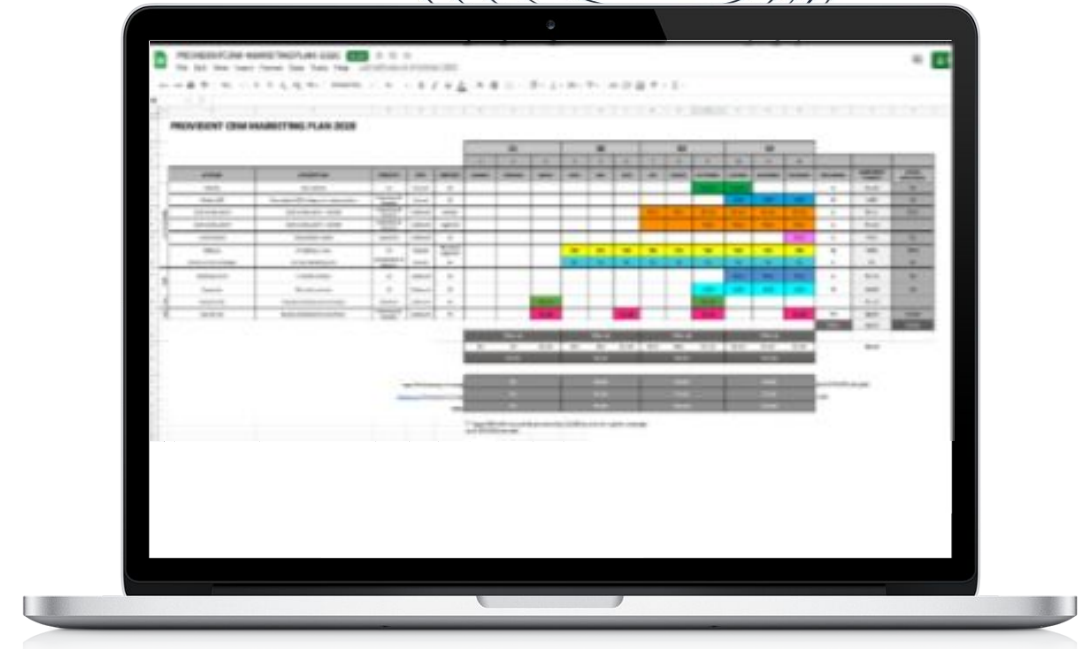
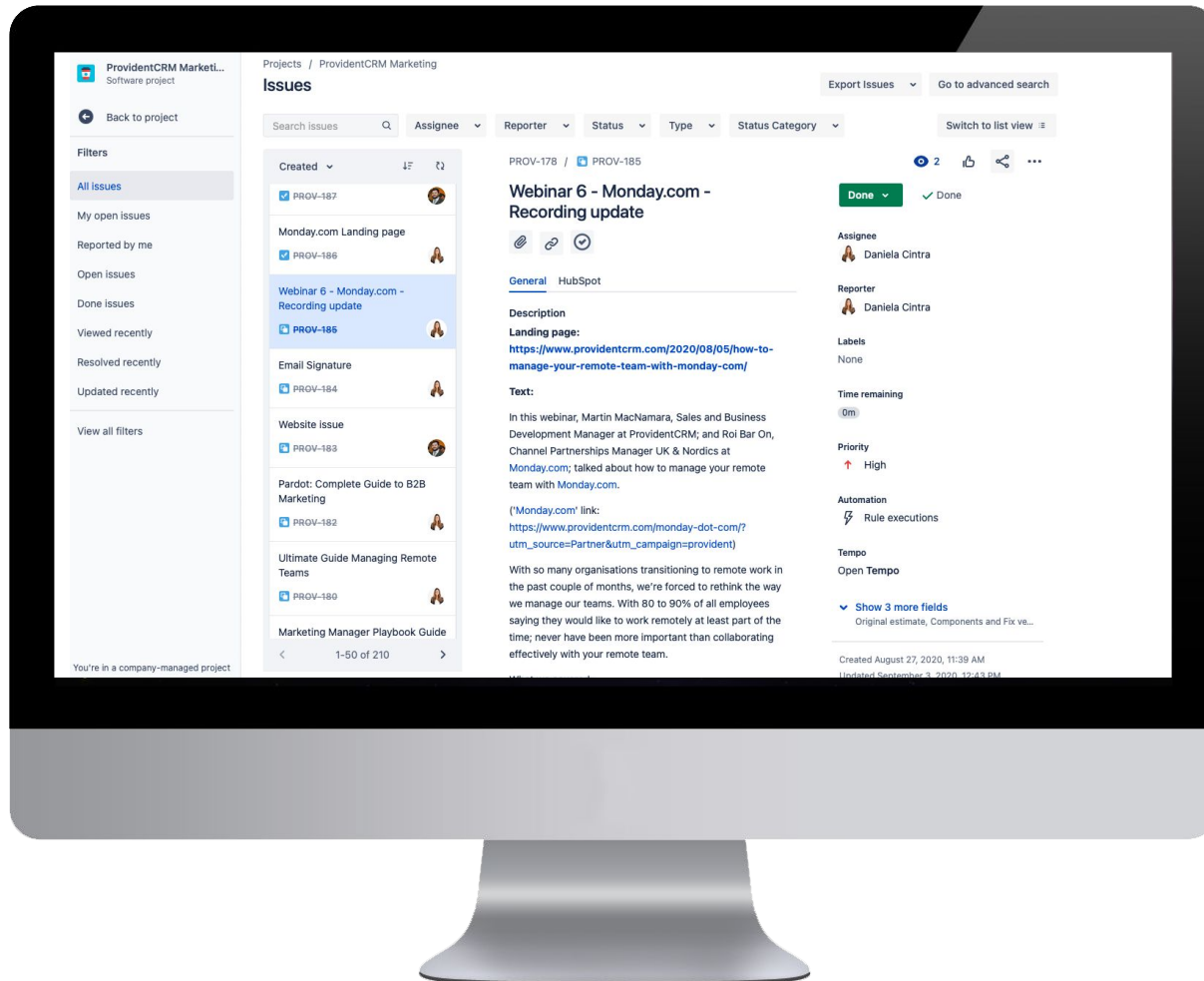
4 months



Challenges



BEFORE

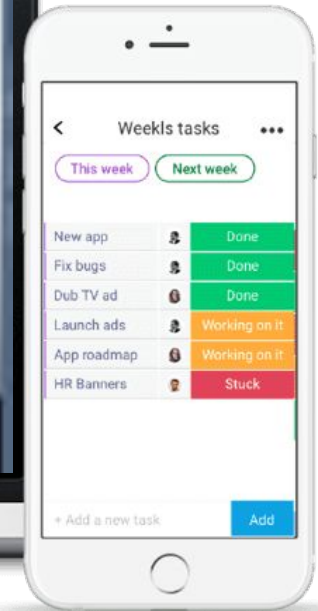


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Marketing Plan

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AFTER

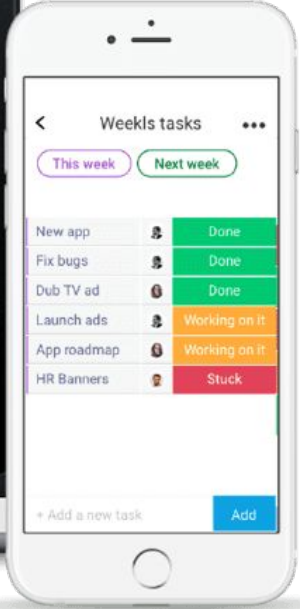


Webinar

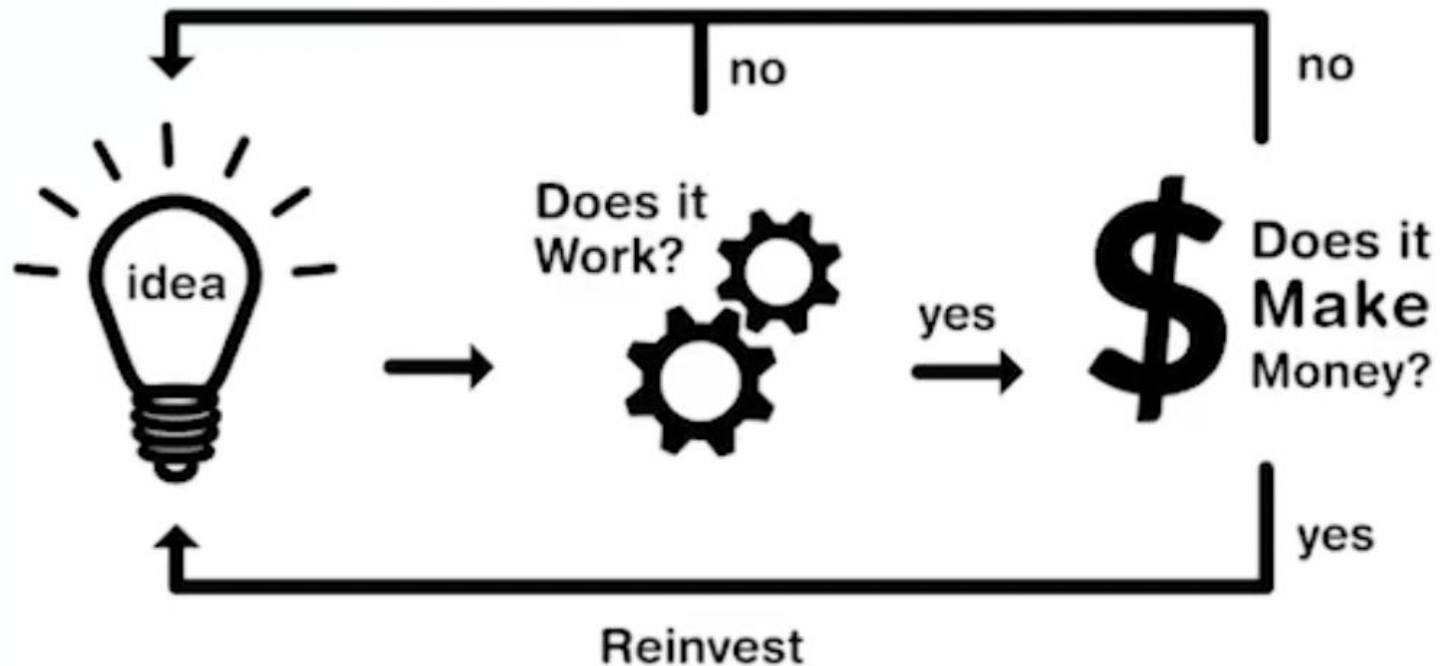


AFTER

Preparation - This Monday	Status	Owner	Status	Priority	Deadline	Deadline	Accountable to	Last Log	QA
1) Webinar 2 2021 - Working on the Speakers & Deck	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
2) Webinar 2 2021 - Define Webinar Title	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
3) Webinar 2 2021 - Define Webinar Content	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
4) Webinar 2 2021 - Write Webinar Description	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
5) Webinar 2 2021 - Create Social Media Post Graphic	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
6) Webinar 2 2021 - Create Landing Page Banner	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
7) Webinar 2 2021 - Preparation Web 1 Image	👤	👤	🟢	🟡	🟢	Apr 15	Apr 15		🟢
8) Webinar 2 2021 - Create Webinar Link	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
9) Webinar 2 2021 - Launchable Event	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
10) Webinar 2 2021 - Create Registration Form	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
11) Webinar 2 2021 - Create Thank You/Balloon Page	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
12) Webinar 2 2021 - Create Registration Landing Page	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
13) Webinar 2 2021 - Email Marketing - Registration Confirmation	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
14) Webinar 2 2021 - Registration Email Welcome	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
15) Webinar 2 2021 - Create Landing Email Page	👤	👤	🟢	🔴	🟢	Apr 15	Apr 15		🟢
16) LinkedIn Social Content	👤	👤	🟡	🔴	🟢	Apr 15	Apr 15		🟡
17) Webinar 2 2021 - Registration Reports	👤	👤	🟡	🔴	🟢	Apr 15	Apr 15		🟡
18) Webinar 2 2021 - Review Social Shareposts & Observance	👤	👤	🟡	🔴	🟢	Apr 15	Apr 15		🟡



Fail Fast, Fail Often



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Marketing Campaigns



Test Campaign

A/B Testing

2 weeks



Star Campaign

ROI

4 weeks

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Q1 Results

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282%
Growth
Lead Generation

36%
New Customers
from Marketing

35%
MQLs
Conversion

58%
Increase on
Marketing
Campaign
Launch

276%
Increase of
content
submissions

Marketing Board Demo

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Q&A

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Thank You!



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