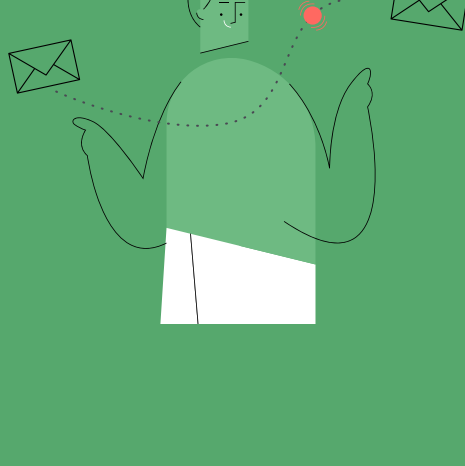


the MOps Bulletin

NEWSLETTER
FEBRUARY 2024



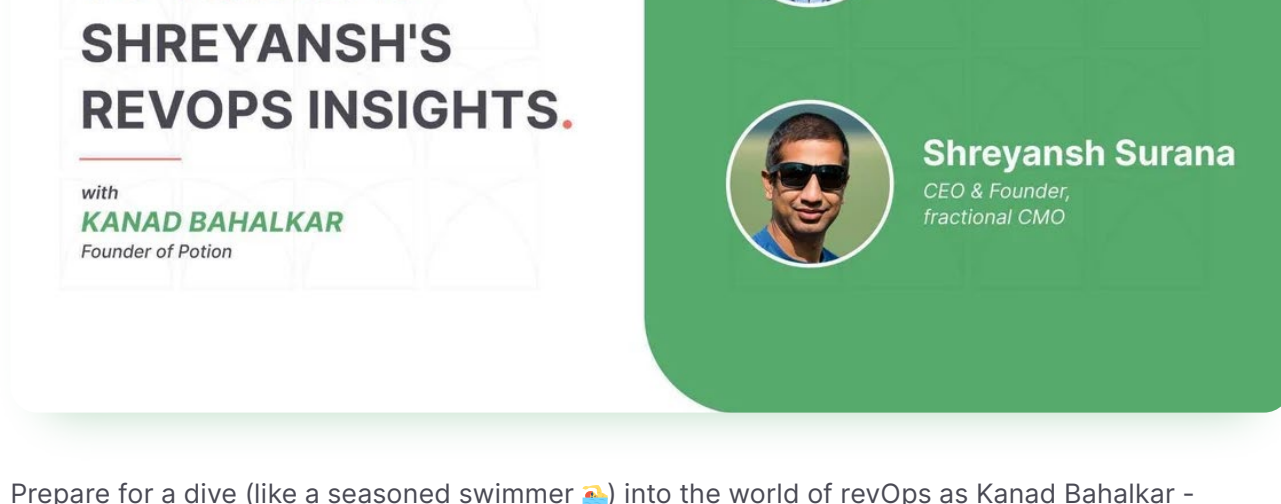
2024: Podcasts and videos dominate revenue

Fact check: In 2024 alone, organic podcast listenership is projected to reach a staggering 150 million monthly listeners, while video content consumption is expected to surpass 80% of all internet traffic. 🤯

It's a seismic shift in how we consume content and drive revenue!

So grab your script and 🎙️ – it's time to turn your authentic content into revenue-generating gold!

revOps future roadmap: Fresh insights in this podcast



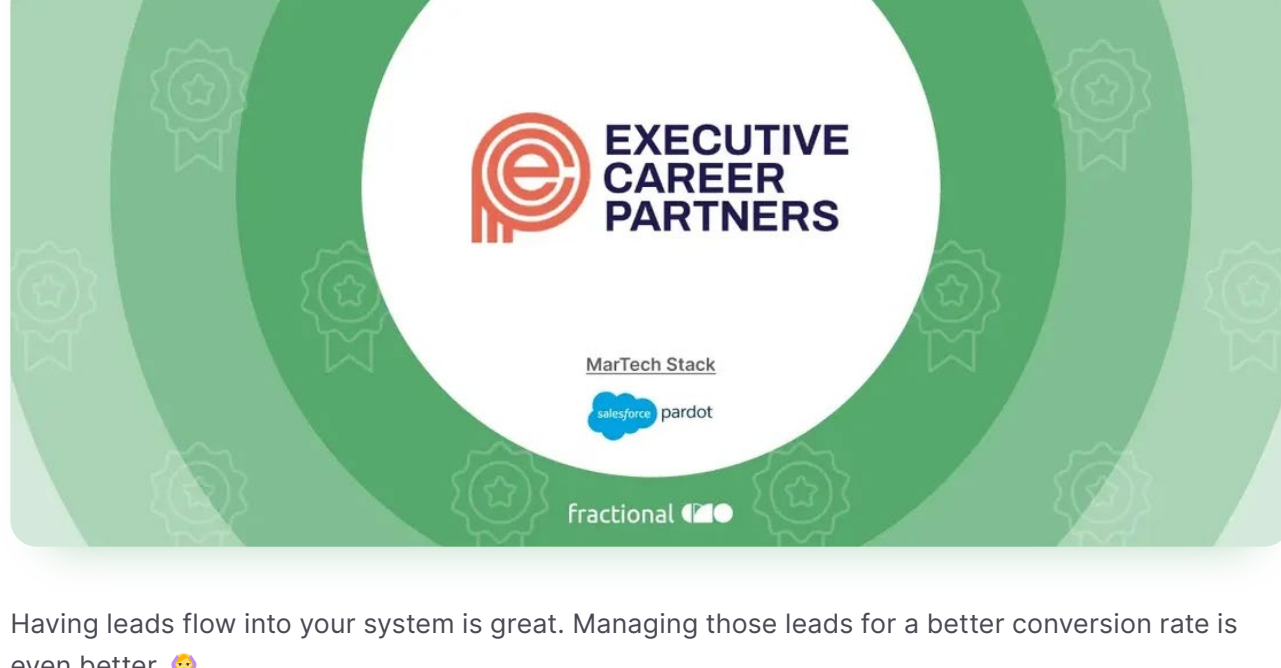
Prepare for a dive (like a seasoned swimmer 🏊) into the world of revOps as Kanad Bahalkar - Founder of Potion and Shreyansh Surana - a revOps leader, team up for this podcast episode!

Shreyansh brings his expertise with the latest revOps tech trends, must-have tools, KPIs, top metrics, and AI buzz, while Kanad's on a mission to make video prospecting a breeze with [Potion](#).

Tune into this blog with the podcast details, and fill up your pockets with some golden nuggets! 🍌

[READ MORE](#)

Executive Career Partners managed their leads efficiently by leveraging Salesforce and Pardot. 🔥



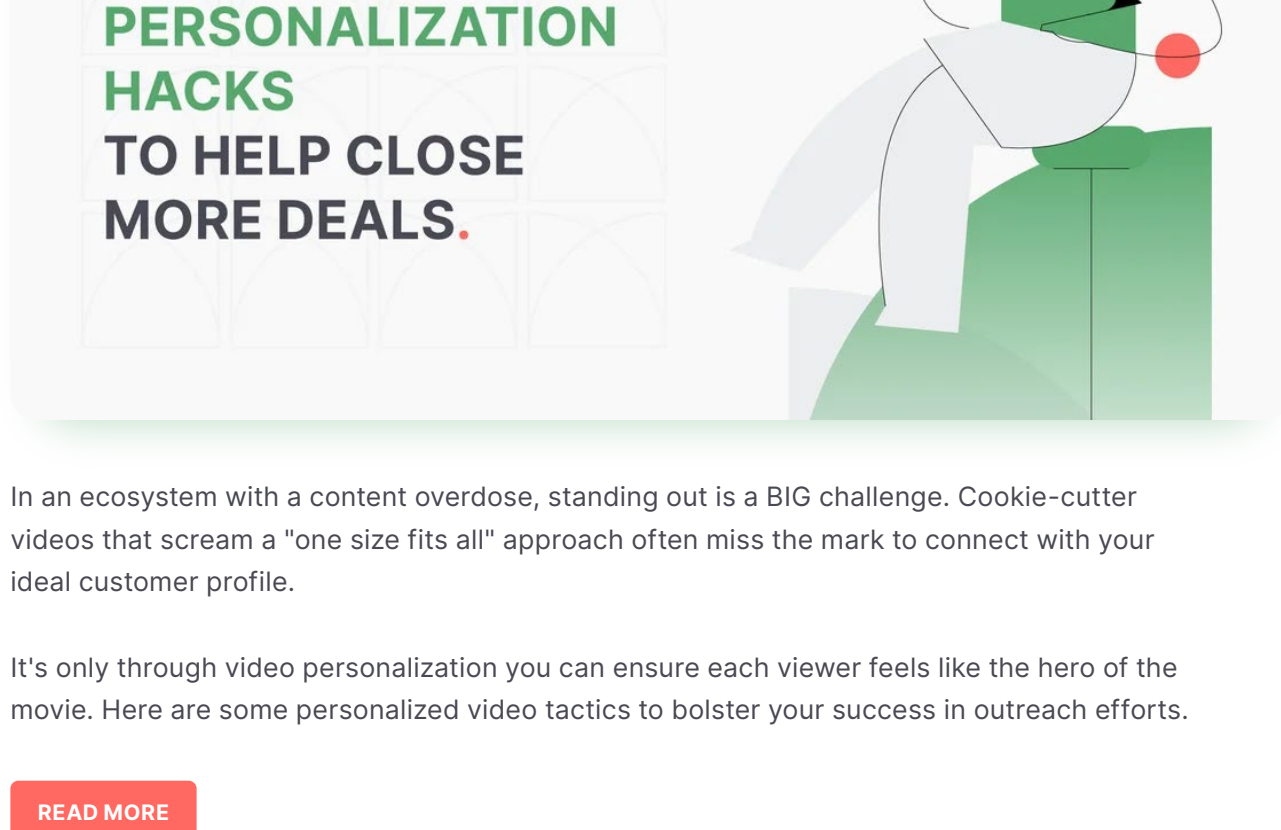
Having leads flow into your system is great. Managing those leads for a better conversion rate is even better. 🧐

Executive Career Partners was facing challenges with managing lead engagement. So we stepped in to assist them with:

- a proper prospect management strategy inside Pardot
- comprehensive lead scoring rules to get quality leads and faster closures.

[READ MORE](#)

Video personalization = Increased conversions 💰👤



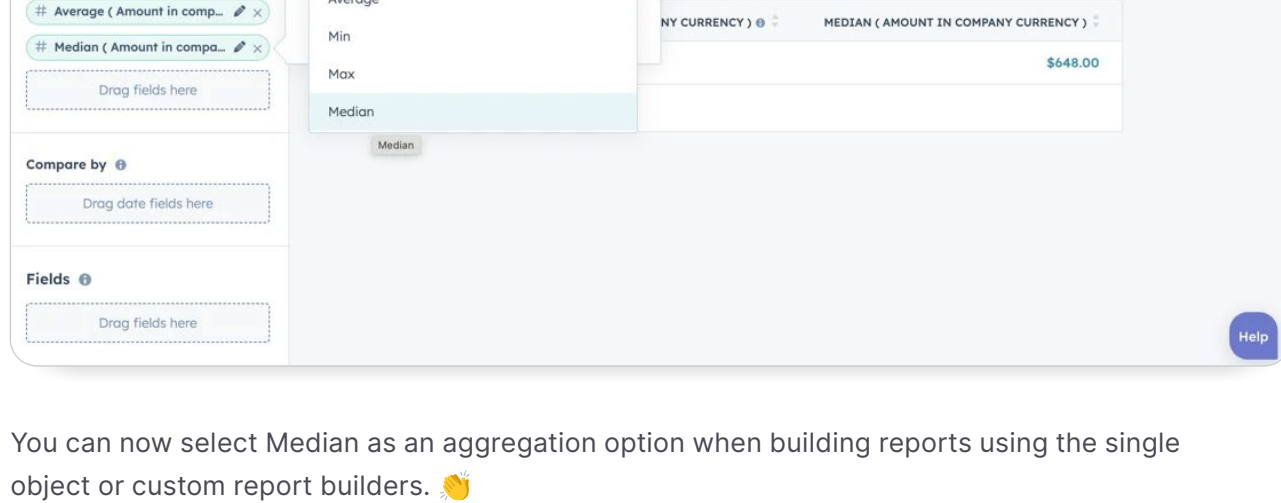
In an ecosystem with a content overdose, standing out is a BIG challenge. Cookie-cutter videos that scream a "one size fits all" approach often miss the mark to connect with your ideal customer profile.

It's only through video personalization you can ensure each viewer feels like the hero of the movie. Here are some personalized video tactics to bolster your success in outreach efforts.

[READ MORE](#)

HubSpot product updates: News flash

Median aggregation now works with both single object and custom report builders



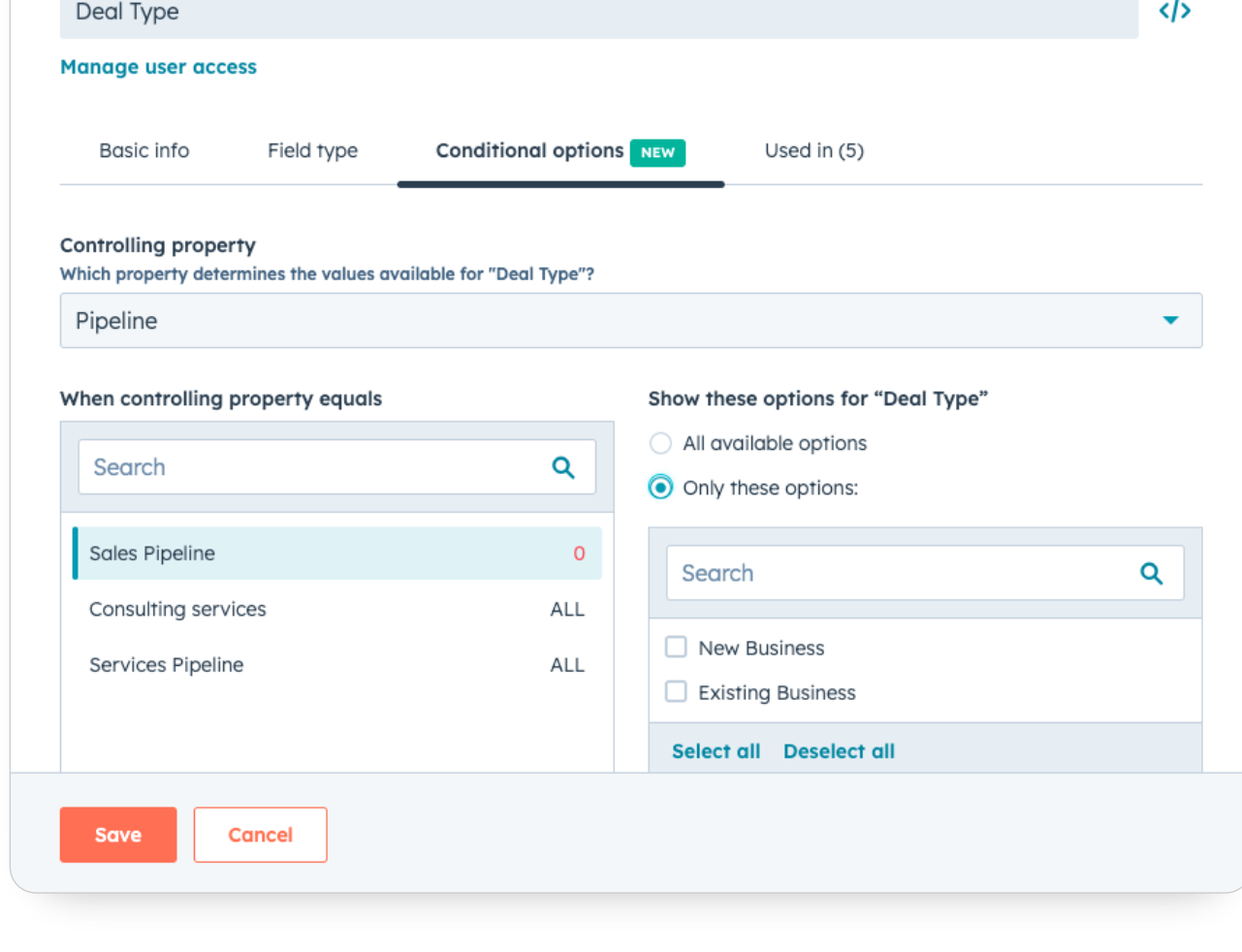
You can now select Median as an aggregation option when building reports using the single object or custom report builders. 🍌

This addition provides a more exhaustive view of your data, alongside existing options like Sum, Average, Min, and Max.

The feature is available across these plans: CMS Enterprise, CMS Pro, Marketing Enterprise, Marketing Pro, Ops Enterprise, Ops Pro, Sales Enterprise, Sales Pro, Service Enterprise, Service Pro.

[READ MORE](#)

Conditional property choices for properties defined by HubSpot



You can now set conditional property choices for certain HubSpot-defined properties.

This feature allows you to customize property choices based on the value of another property, enhancing data entry and data quality. Initially available for custom enumeration properties only, it now extends to select default properties.

Available for all Professional + subscriptions.

[READ MORE](#)

Learn - RevOps | MarOps | CampaignOps | Sales & Marketing Skills! 🎓🔥🌟

Welcome to RevXpert Academy!

Find videos tailor-made for revenue ops, demand gen leaders, MOps learners, and fractional CMOs. Missing out would be like forgetting your phone charger on a road trip. 🤡

Enroll to dive in.

[SIGN UP](#)

Our customers are vibing with us. 🥰👏

(Reviews that are known to melt hearts 💖)

“

“Thankful”

If you're looking for quality support from a great crew who can increase production power for your team — all while you stay focused on strategy and big-picture goals — look no further. Fractional CMO helped us increase our production power during a critical time for the success of our organization. Their steady support and ease with feedback during a hectic time on our marketing calendar were just what we needed.

Becca S.

Copywriter, The Texas Tribune

Visualize you're at a restaurant, and have discovered the most lip-smackingly addictive snack. You can't keep it just to yourself, right? You gotta share. 🤤

Think of this newsletter as that savory snack, except it's packed with humor, key revOps tips, and the occasional pop-culture references.

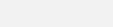
Share this newsletter with your folks, and let's create ripples of fun, learning, and good vibes.

Until then,
Yours truly!

Did someone forward this email to you?
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