

# the MOps Bulletin

NEWSLETTER

OCTOBER 2023



## Aah, October – feels like the Thursday of the year, right?

You're almost there, just like the anticipation of reaching your 2023 revenue goals!

Dive into our curated bundle of MOps & RevOps-themed best practices and client success stories along with exciting updates to maximize that revenue quota for the year.

## Improve Your Lead Nurturing Tactics With Pardot

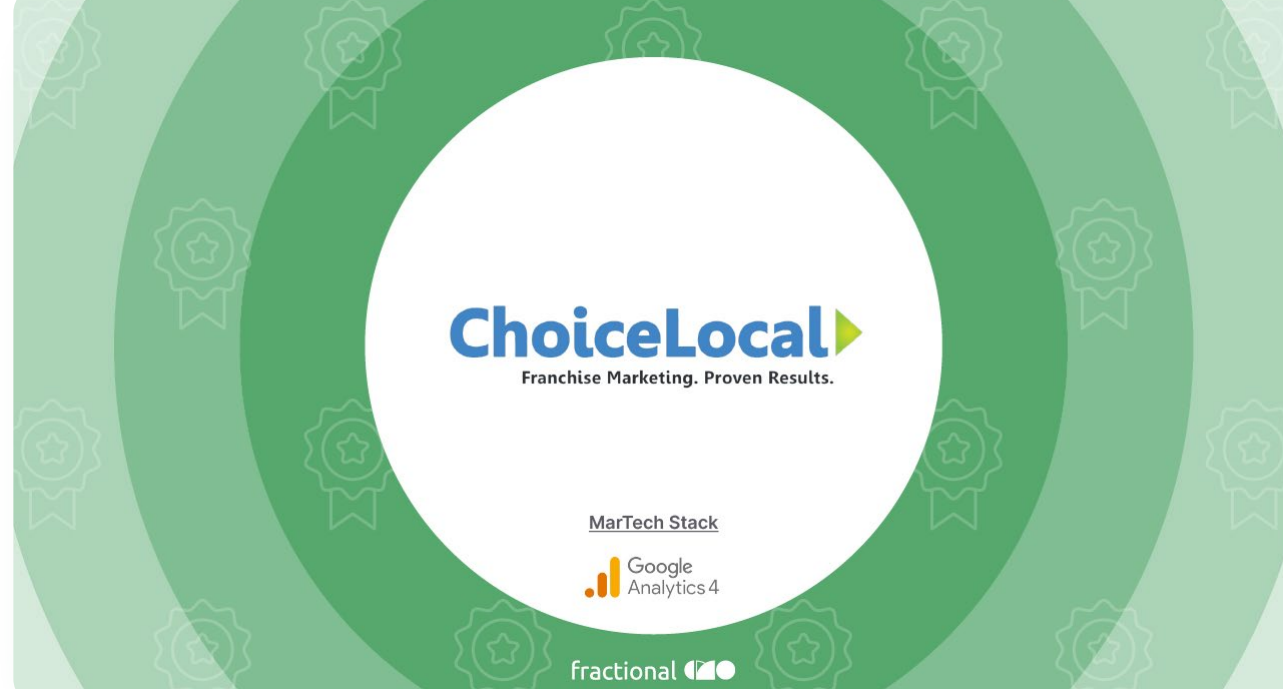


The cost of implementing an effective lead nurturing strategy you ask? Minimal. The impact of it on your incoming sales-qualified leads? ENORMOUS.

Lead nurturing is a journey that knows no end. In our latest blog, we've distilled our top practices and strategies to make this perpetual process feel like a breeze.

[READ MORE](#)

## Here's How ChoiceLocal Maintained Unified Reporting & Data Precision Even Amidst GA4 Migration

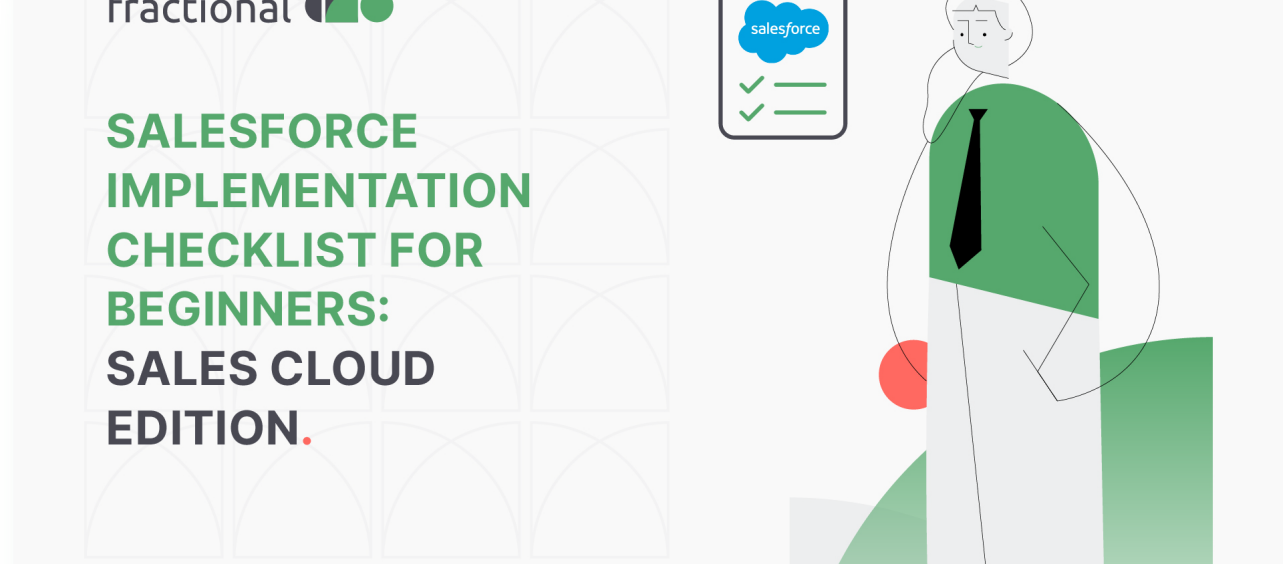


When ChoiceLocal learned GA3 was going to be discontinued, it prompted a crucial need to migrate years' worth of data into a freshly set up GA4 system enabled with proper tracking. So we rode in on our digital white horse to tackle 3 important aspects during this transition for them:

- A properly set-up GA4 system.
- Historical data storage backup.
- Sustainability challenge to better manage digital analytics for their numerous franchise clientele.

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## Implement & Adopt Salesforce Sales Cloud Like A Boss Beginner With This Checklist



Being a Salesforce rookie shouldn't be intimidating, and here's why:

Everyone starts somewhere ☐ This read can be your first step toward becoming a pro and starting your Salesforce implementation on the right foot.

Learn the steps that guide a healthy Salesforce sales cloud adoption, the prerequisites to check off before diving into the deep end, and best practices for each step to ensure your Salesforce runs smoothly.

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## Have A Look At How We Assisted With Lingoda's Hubspot-driven Global Expansion



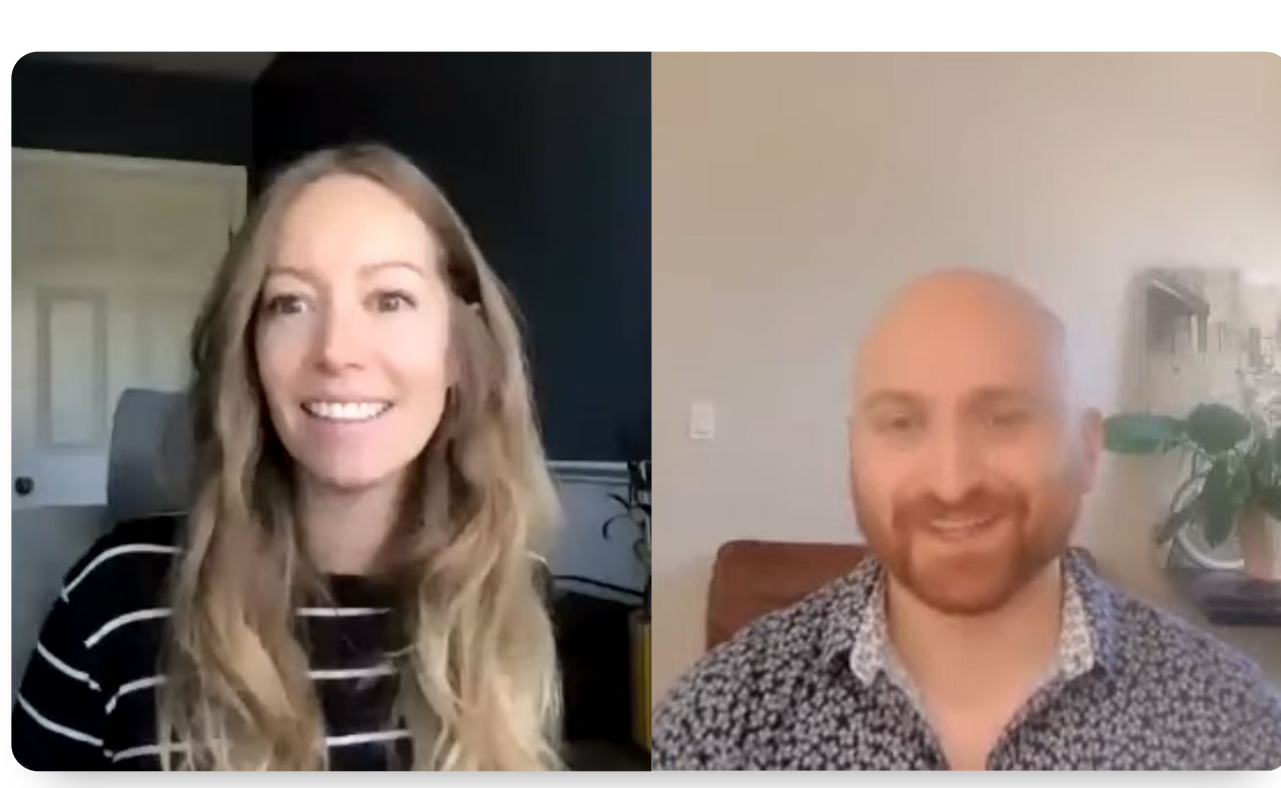
Nelson Mandela said, "If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart".

That's what Lingoda's mission of inclusive language education thrives on as well. So we helped enable their vision of expanding their global presence using **Hubspot to set up a bilingual toggle button**, serving both German and English-speaking learners, alike.

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## A Quick Recap of Our Recent Milestones

### Lead Gen Automation Webinar



In our first joint webinar with HustleFund, we spoke about funnels, and personas, dissected aspects of automating the funnel with purposeful hypothesis testing, and dove into a rather tactful Q&A session that will leave you only craving more.

Oh, and if you're curious, feel free to stalk our super cool partner, they've got a thing for backing early-stage founders who are all about the hustle. Look them up [here](#).

We know you love a good teaser, but here's the whole show.

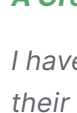
[WATCH HERE](#)

As October wraps up and we dust off our spooky costumes, remember to celebrate the dearly departed – like those outdated revenue ops tactics. Make room for the future, which just so happens to include our awesome RevOps & MOps-ventures!

Until then,  
Yours truly!

## Oh, Also, Check Out What Our Clients Said About Us!!

(Disclaimer: These client reviews are known to cause sudden bursts of happiness)



### A Great & Very Knowledgeable Team - Easy to work with!

I have had the pleasure of working with Shreyansh and his team and can confidently vouch for their extensive knowledge and expertise in the field of online marketing. They stand out for their proficiency in utilizing popular online marketing platforms, such as RollWorks, Zoominfo, and HubSpot. What sets them apart is not only their industry knowledge but also their exceptional collaborative approach. They are incredibly easy to work with, fostering open communication and a seamless working relationship. Their team demonstrates an impressive understanding of various digital marketing strategies and techniques, making them a valuable marketing partner for us.



Sam Arman  
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