

Meeting notes

2025-09-10 Meeting Notes – Scroll Exporter Marketing

Date

10 Sep 2025


Participants

- Maggie
- Ericka Bastias (K15t)
- Gabriella Evans (K15t)


Goals

- Go through list of open tasks from last week's meeting
- Look at results for the Template Library campaign in Q2 2025
- Set priorities for the Template Library in Q3 2025
- Set new goals for the Template Library campaign in Q3 2025



Discussion topics

Time	Item	Presenter	Notes
10:00am	Open tasks	Maggie	<ul style="list-style-type: none"> Finalize post-campaign survey analysis for Template Library Q2 Upload missing Q2 campaign creative assets to shared drive Draft Q3 Template Library campaign messaging Collect stakeholder feedback on current template themes Identify top-performing templates for spotlight feature
10:15am	Check results from TL campaign Q2	Ericka Bastias (K15t)	<p>Key Highlights:</p> <ul style="list-style-type: none">  18% increase in Template Library usage from Q1 to Q2 Top 3 performing templates: "Team Stand-up," "Project Tracker," and "Marketing Launch Plan" Campaign email open rate: 37%, CTR: 9.5% (both above benchmarks) Social campaign impressions: 120,000 with 2.1% engagement rate Feedback survey: 85 responses, 76% positive sentiment toward template relevance and usability
10:45am	TL Q3 priorities	Gabriella Evans (K15t)	In Q3, the focus shifts toward improving personalization and discoverability of templates. The team agreed to prioritize launching dynamic filtering options, introducing industry-focused landing pages, and piloting a "Recently Used" template section based on user behavior. A/B testing will be conducted on headline variations to refine messaging for new users.


Action items


- Gabriella Evans (K15t) to lead A/B testing plan for new Template Library headlines (Due:  20 Aug 2025)




- Ericka Bastias (K15t) to begin drafting landing pages for three targeted industries (Due:  13 Aug 2025)
- Gabriella Evans (K15t) to coordinate with Product for implementing behavior-based "Recently Used" section (Due:  01 Sep 2025)

Decisions

 Proceed with adding dynamic filtering and behavior-based recommendations in Q3.

 Focus messaging on personalization and relevance to increase engagement.

 **Goal #1:** Increase Template Library engagement by 20% QoQ in Q3 2025

Goal #2: Launch at least 3 new industry-specific template collections by end of Q3

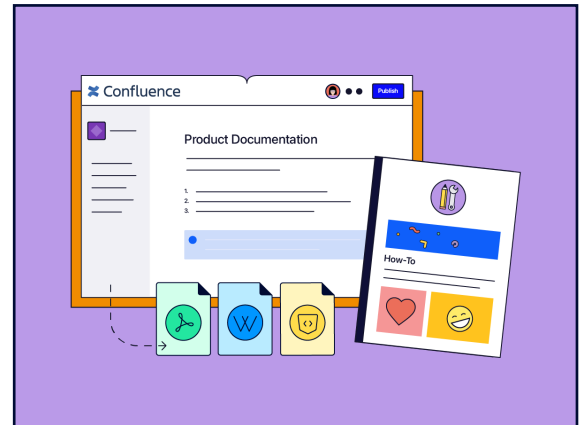
Related materials

- [Q2 2025 Campaign Performance Report](#)
- [Template Usage Analytics Dashboard](#)
- [Stakeholder Feedback Summary \(Q2\)](#)
- [Draft Q3 Template Campaign Strategy Outline](#)
- [Competitive Benchmarking: Template Solutions \(Q2\)](#)



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