

Meeting notes

## 2025-09-10 Meeting Notes – Scroll Exporter Marketing

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### 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"> <li>Finalize post-campaign survey analysis for Template Library Q2</li> <li>Upload missing Q2 campaign creative assets to shared drive</li> <li>Draft Q3 Template Library campaign messaging</li> <li>Collect stakeholder feedback on current template themes</li> <li>Identify top-performing templates for spotlight feature</li> </ul>                                                                                                                                                                                                  |
| 10:15am | Check results from TL campaign Q2 | Ericka Bastias (K15t)  | <b>Key Highlights:</b> <ul style="list-style-type: none"> <li> 18% increase in Template Library usage from Q1 to Q2</li> <li>Top 3 performing templates: "Team Stand-up," "Project Tracker," and "Marketing Launch Plan"</li> <li>Campaign email open rate: 37%, CTR: 9.5% (both above benchmarks)</li> <li>Social campaign impressions: 120,000 with 2.1% engagement rate</li> <li>Feedback survey: 85 responses, 76% positive sentiment toward template relevance and usability</li> </ul> |
| 10:45am | TL Q3 priorities                  | Gabriella Evans (K15t) | <p>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.</p>                                                                                                                                                                                              |

## 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 \(Q2\)](#)

