

# ERGO

## ERGO 2024 VISION

### DEFINITION

A standard operating procedure (SOP) is a step-by-step, repeatable process for any critical and routine task. It's a kind of documentation that prevents stress, mistakes, and miscommunication. SOPs ensure reliability, efficiency, and consistently hitting quality standards in regular work activities. The SOPs represent the what, when, where and how of every role in the organization as it aligns to its vision and goals.

### VISION:

ERGO envisions itself as the leading platform for renting spaces, equipment, and services, transforming the way people access and share resources. By the end of the next year, we aim to significantly increase our user base and participation rates, fostering a vibrant and active community that thrives on mutual benefit and shared success.

We are committed to creating an intuitive, reliable, and user-friendly app that empowers individuals and businesses to rent what they need when they need it, contributing to a more efficient and sustainable use of resources. We believe in the power of technology to simplify transactions, build connections, and unlock new possibilities.

Our strategic vision is to continuously innovate and improve our platform, ensuring it meets the evolving needs of our users. We will invest in marketing and user engagement strategies to attract new users and retain existing ones, with a focus on providing exceptional customer service and a seamless user experience.

In the long term, we aspire to expand our services to new markets and regions, establishing ERGO as a global leader in the sharing economy. We are dedicated to creating value for our users, stakeholders, and the broader community, contributing to a more connected and resource-efficient world."

Remember, a strategic vision is a guiding light for a company's future direction. It will be revisited and potentially revised as the company grows and the market landscape changes. It's also important to ensure that all stakeholders understand and align with the vision. This includes employees, investors, and customers. They all play a crucial role in the company's journey towards its vision.



## GOALS;

### 1. MARKETING

- a. **Brand Awareness:** Increase brand awareness by 50% over the next year through targeted marketing campaigns.
- b. **User Acquisition:** Acquire 100,000 new users over the next year through digital marketing strategies.
- c. **User Engagement:** Improve user engagement by 30% by implementing a content marketing strategy that educates users about the benefits and uses of ERGO.
- d. **Market Expansion:** Enter two new geographic markets by the end of the year through localized marketing campaigns.

### 2. IT INFRASTRUCTURE:

- a. Platform Stability: Achieve 99.9% uptime for the ERGO app to ensure a seamless user experience.
- b. Security: Implement robust security measures to protect user data and build trust with the user base.
- c. Scalability: Enhance the IT infrastructure to support a 50% increase in user traffic over the next year.
- d. Feature Development: Develop and launch three new features based on user feedback to improve the functionality and usability of the ERGO app.

### 3. SALES TEAM GOALS:

- a. New User Sales: Sign up 50,000 new users over the next year through direct sales efforts.
- b. Partnership Development: Establish partnerships with 20 new businesses to offer their spaces, equipment, or services on ERGO.
- c. Customer Retention: Achieve a customer retention rate of 90% by providing excellent customer service and follow-up.
- d. Revenue Growth: Increase sales revenue by 30% over the next year by upselling premium features and services.

# ERGO 2024 Standard Operating Procedures:

## APPLICATION

This document applies to Information technology specialists and contractors. Marketing teams and Contracting Specialist involved with Marketing contracts. Current and future sales associates employed or contracted by ERGO.

## VISION STATEMENT

ERGO's strategic goals for the next year encompass marketing, IT infrastructure, and sales. In marketing, we aim to increase brand awareness by 50% through targeted campaigns, acquire 100,000 new users via digital strategies, improve user engagement by 30% with a content marketing strategy, and expand into two new markets. For IT infrastructure, our goals are to achieve 99.9% app uptime, implement robust security measures, enhance infrastructure to support a 50% increase in user traffic, and develop three new features based on user feedback. The sales team aims to sign up 50,000 new users, establish partnerships with 20 new businesses, achieve a 90% customer retention rate, and increase sales revenue by 30% through upselling.

## RESPONSIBILITIES

### *CHIEF OPERATIONS OFFICER:*

Cross-Functional Coordination: As a key member of the executive team, the COO will ensure alignment and coordination across different departments to achieve these goals.

Performance Monitoring: The COO will establish key performance indicators (KPIs) and regularly review progress towards these goals, making necessary adjustments to strategies and plans.

### SALES MANAGER;

Under the oversight and control of the COO, the sales manager will guide the sales team to sign up 50,000 new users, establish partnerships with 20 new businesses, achieve a 90% customer retention rate, and increase sales revenue by 30% through upselling.

### CAMPAIGN MANAGER:

Under the oversight and control of the COO the campaign manager will oversee the marketing team's efforts to increase brand awareness and acquire new users. They will also ensure the implementation of a content marketing strategy to improve user engagement and spearhead efforts to expand into two new geographic markets. The campaign manager will exercise operational oversight and control over marketing specialist and ad contracts.

#### CONTENT MARKETING SPECIALIST:

Under the oversight and control of the campaign manager the content marketing specialist **will;**

1. Create fun and informative quizzes related to your brand or services. Share them on social media and encourage users to participate and share their results.
2. Share behind-the-scenes glimpses of your company culture, product development, or team members. People love to connect with the human side of brands.
3. User-Generated Content Contests: Run a contest where users submit photos, videos, or stories related to your brand. Feature the best entries on your website or social media.
4. Host online webinars or workshops that provide value to potential users. Topics could include product demos, services trends, or problem-solving sessions.
5. Create comprehensive guides or e-books that address common pain points your product solves. Promote these through targeted ads and email campaigns.
6. Share success stories of existing users. Highlight how your product transformed their lives or businesses. Authentic testimonials resonate well with potential users.
7. Develop a series of short videos explaining different aspects of your product or services. Keep them engaging and easy to understand.
8. Create visually appealing infographics that educate users about ERGO's benefits. Use interactive elements like clickable sections or animations.
9. Set up a community forum where users can ask questions, share tips, and interact with each other. Host live Q&A sessions on social media.
10. Write blog posts specifically tailored to the culture, language, and interests of the new markets. Address local challenges and showcase how ERGO can solve them.
11. Create landing pages in the local language, highlighting the unique value proposition of ERGO for each market.
12. Partner with influencers or thought leaders from the new markets. Have them create content or host events related to ERGO.

#### DIGITAL MARKETING SPECIALIST:

Under the oversight and control of the campaign manager the digital marketing specialist **will;**

1. Conduct market research to understand the target audience, their preferences, and where they spend their time online..
2. React to media inquiries: engage with journalists and media outlets to kickstart your PR efforts<sup>1</sup>.
3. Start a referral program to encourage existing users to refer new ones.
4. Regularly publish informative blog posts to attract organic traffic and showcase your expertise.
5. Offer limited-time promotions or exclusive deals to entice new users.
6. Personalize content: tailor content to user interests and needs. Use personalized push notifications, emails, and SEO strategies.
7. Measure metrics: track page views, time spent on site, bounce rate, and social media interactions. Tools like Full Session can provide insights into user behavior<sup>4</sup>.
8. Engage with audience: respond to comments, likes, and shares. Regularly publish relevant content to keep users engaged.
9. Conduct market research: understand local nuances, preferences, and behaviors. Define demographics, languages, and dialects.
10. Adapt content: translate and culturally adapt content. Consider local holidays, symbols, and traditions.
11. Localize marketing channels: choose platforms popular in the new markets. Adjust advertising campaigns accordingly.
12. Test and analyze pilot localized campaigns, analyze results, and optimize based on data.

Under the oversight and control of the campaign manager and in coordination with other specialist the digital marketing specialist **must;**

1. Leverage social media: use platforms where your audience is most active. Share engaging content, run targeted ads, and interact with followers
2. Implement a search-focused content marketing strategy, create valuable content that aligns with what your audience searches for. Optimize it for relevant keywords to improve organic visibility
3. Run targeted ads on cloud-related platforms or industry-specific websites in the new markets. Emphasize ERGO's cloud advantages for local businesses.

#### *SEARCH ENGINE OPTIMIZATION SPECIALIST:*

Under the oversight and control of the campaign manager the search engine optimization specialist **will;**

1. Create valuable content that aligns with what your audience searches for. Optimize it for relevant keywords to improve organic visibility

2. Personalize Content: Tailor content to user interests and needs. Use personalized push notifications, emails, and SEO strategies.
3. Measure Metrics: Track page views, time spent on site, bounce rate, and social media interactions. Tools like Full Session can provide insights into user behavior<sup>4</sup>.
4. Under the oversight and control of the campaign manager and in coordination with other specialist the search engine optimization specialist must;
5. Engage with journalists and media outlets to kickstart your PR efforts.
6. Use platforms where your audience is most active. Share engaging content, run targeted ads, and interact with followers.

#### INFORMATION TECHNOLOGY OFFICER

In coordination cooperation with the Chief Operations Officer the Information Technology Officer will work closely with the it team to achieve 99.9% uptime for the ergo app, implement robust security measures, shall enhance the it infrastructure to support increased user traffic, and must develop and launch new features based on user feedback. The Information Technology officer will have a well-defined plan in place to handle security incidents in local and new markets.

#### CLOUD ENGINEER:

under the oversight and control of the Information Technology Officer the Cloud Engineer **shall;**

1. Select cloud service providers with strong security practices. Ensure they comply with industry standards.
2. Clearly communicate to users how their data will be collected, used, and protected. Maintain a comprehensive privacy policy on your website.
3. Obtain explicit consent from users before collecting any personal data. Implement cookie consent banners and ensure compliance with regulations like GDPR or CCPA.
4. Isolate different components of your infrastructure to prevent lateral movement in case of a breach
5. Conduct periodic security audits to identify vulnerabilities and address them promptly.

under the oversight and control of the Information Technology Officer the Cloud Engineer **will;**

1. Design, implement, and manage cloud computing solutions, such as public, private, and hybrid cloud environments.
2. Create step-by-step video tutorials on how new users can set up their accounts, access features, and utilize cloud-based services within ERGO.
3. Deploy cloud infrastructure

4. Migrate on-premises systems to the cloud
1. Continuously monitor and optimize ERGO's cloud resources for scalability and cost-effectiveness. Share success stories of how cloud improvements directly benefit users. Ensure cloud security and compliance
2. Host webinars on cloud-related topics, emphasizing how ERGO leverages cloud technology. Invite industry experts and influencers to participate.

under the oversight and control of the Information Technology Officer the Cloud Engineer **must**;

3. Establish an online community forum where users can share tips, ask questions, and discuss cloud-related topics. Cloud engineers can actively participate and provide insights.
4. Create visually appealing case studies or blog posts highlighting how ERGO's cloud infrastructure enables seamless user experiences. Explain how scalability, reliability, and security are achieved through cloud services.
5. Develop an interactive web page or app feature that takes users on a virtual tour of ERGO's cloud architecture. Explain key components, data flow, and benefits.
6. Train cloud support teams to assist users in the new markets. Ensure they understand the cultural context and can address cloud-related queries effectively.

#### *DATABASE ADMINISTRATOR (DBA):*

Database administrators are responsible for the design, implementation, and maintenance of databases that store and organize an organization's data. They install and configure database management systems, optimize database performance, backup and restore data, and enforce data security policies.

under the oversight and control of the Information Technology Officer the DBA **will**;

1. Continuously update and expand the user database. Capture user data through sign-ups, app usage, and interactions. Ensure data accuracy and completeness.
2. Leverage lookalike audience targeting on platforms like Facebook and Google Ads. Use existing user profiles to find similar potential users.
3. Set up automated triggers based on user behavior (e.g., abandoned carts, frequent visits). Send personalized emails or notifications to re-engage users.
4. Regularly clean and optimize the database. Remove inactive or irrelevant users to improve engagement metrics.
5. Gather data on market trends, cultural nuances, and user preferences in the new markets. Understand how ERGO's brand can align with local values.

under the oversight and control of the Information Technology Officer the DBA **must**;



1. Collaborate with the marketing team to collect data on brand awareness metrics (e.g., social media mentions, website traffic, search volume). Use this data to identify trends and areas for improvement.
2. Create segments within the database based on user interactions with ERGO's brand. Tailor marketing messages to each segment, emphasizing brand values, unique selling points, and success stories.
3. Experiment with different marketing campaigns and track their impact on brand awareness. Optimize based on the most effective strategies.
6. Work closely with data analysts to profile existing users. Understand their demographics, behavior, and preferences. Use this information to target similar audiences in digital marketing campaigns.
7. Collaborate with content creators to personalize marketing content. Use database insights to tailor messages that resonate with users' interests and pain points.
8. Collaborate with content teams to create region-specific marketing materials. Translate content, adapt visuals, and customize messaging.

*IT SECURITY ANALYST:*

Under the oversight and control of the Information Technology Officer the IT Security Analyst **shall**;

1. Research and understand the data protection laws and regulations in the new markets. Ensure compliance with GDPR, CCPA, or other relevant standards.
2. Train local teams on incident response procedures

Under the oversight and control of the Information Technology Officer the IT Security Analyst **will**;

1. Restrict access to marketing databases. Only authorized personnel should handle sensitive customer information.
2. Implement CAPTCHA or other anti-bot measures during user registration to prevent fraudulent accounts.
3. If ERGO uses apis for user registration or authentication, ensure they are properly secured with authentication tokens and rate limiting.
4. Set up anomaly detection to identify suspicious user activity (e.g., sudden spikes in registrations).
5. Regularly update CMS platforms and plugins to patch security vulnerabilities. Use strong authentication for CMS access.
6. Ensure that content marketing materials (blogs, videos, etc.) Are free from malicious code (e.g., cross-site scripting). Scan for vulnerabilities.

Under the oversight and control of the Information Technology Officer the IT Security Analyst **must**;

1. Collaborate with the marketing team to ensure that all customer data collected for targeted campaigns is securely stored and transmitted. Implement encryption for data in transit and at rest.
2. Educate marketing staff about security best practices. Ensure they understand the importance of protecting customer data.

#### IT OPERATIONS MANAGER:

IT operations managers oversee the day-to-day operations of an organization's IT infrastructure and support teams. They develop and implement IT policies and procedures, manage IT resources and budgets, coordinate IT projects and initiatives, and ensure that IT systems meet business requirements and objectives.

#### *IT SUPPORT SPECIALIST:*

Under the oversight and control of the IT OPERATIONS MANAGER the IT Security Analyst **will;**

1. Ensure that the onboarding process is seamless for new users. Provide clear instructions, troubleshoot any issues, and guide them through setup.
2. Set up efficient user support channels (chat, email, or phone). Respond promptly to inquiries and resolve any technical hurdles.
3. Reach out to users who haven't engaged recently. Offer personalized assistance, ask for feedback, and provide tips on using ERGO effectively.
4. Gather user feedback on their experiences. Use this information to improve the product and enhance brand perception.
5. Conduct surveys to understand pain points and areas for improvement. Use this data to enhance user engagement strategies.
6. Continuously update the knowledge base with troubleshooting guides, FAQs, and best practices. Make it easily accessible to users.
7. Collaborate with localization teams to ensure that ERGO's software and documentation are available in the local languages of the new markets.
8. Anticipate region-specific technical challenges. Prepare troubleshooting guides tailored to the new markets.
9. Host webinars or virtual training sessions for existing and potential users. Teach them how to make the most of ERGO's services.

Under the oversight and control of the IT OPERATIONS MANAGER the IT Security Analyst **must;**

1. Collaborate with the marketing team to create engaging technical content. Write blog posts, FAQs, or video tutorials about ERGO's unique features and benefits.
2. Encourage existing users to refer new users. Offer incentives or discounts for successful referrals.

3. Understand cultural nuances and adapt communication accordingly. Provide user support that aligns with local customs and preferences.

*DEVOPS ENGINEER:*

Under the oversight and control of the IT OPERATIONS MANAGER the DEVOPS engineer **shall;**

1. Collaborate with legal and compliance teams to understand data protection laws and ensure adherence in each region.

Under the oversight and control of the IT OPERATIONS MANAGER the DEVOPS engineer **will;**

1. Implement monitoring tools to track website performance, uptime, and user interactions. Set up alerts for any anomalies or downtime.
2. Ensure that ERGO's infrastructure can handle increased traffic during marketing campaigns. Autoscale servers and optimize load balancers.
3. Design robust and fault-tolerant systems to handle user registrations, logins, and data processing. Use redundancy and failover mechanisms.
4. optimize content delivery networks (CDNs). Reduce latency for users accessing ERGO's content.
5. Set up infrastructure to support A/B testing for different content variations. Monitor user engagement metrics for each variant.
6. Customize deployment scripts for each new market. Consider regional cloud providers and data centers.

Under the oversight and control of the IT OPERATIONS MANAGER the DEVOPS engineer **must;**

1. Set up CI/CD pipelines to streamline marketing campaign deployments. Automate the rollout of new landing pages, banners, and promotional content.
2. Collaborate with DBA to simulate heavy user loads during testing. Optimize database queries and API endpoints for scalability.
3. Create a feedback loop between DevOps and content teams. Rapidly deploy changes based on user feedback to improve engagement.
4. Set up databases with geo-replication to ensure data availability and low latency in new markets.

