04 MEETORA · THE PLAN FOR YEAR ONE

REMI Growth Plan

AT A GLANCE

5 audiences | 56 activities | 4 quarters | 3 levels of investment

THREE LEVELS OF INVESTMENT

LOW — £57k

Year 1 **1.23x** 3 years **3.06x**

The existing product & team: fix the message and the AI-search gap across all five audiences.

MEDIUM · RECOMMENDED — £174k

Year 1 **1.19x** 3 years **2.98x**

Everything in Low, plus paid acquisition, case studies and the first sales-assisted motion for multi-site accounts. Shown below.

HIGH — £365k

Year 1 **1.06x** 3 years **2.65x**

Everything in Medium, plus a fractional CMO, an annual research report and a scaled outbound / ABM motion.

WHO · MEDIUM PLAN COST	Q1 · FIX AND SET UP	Q2 · GET FOUND	Q3 · SCALE WHAT WORKS	Q4 · REVIEW AND EXTEND
ALL AUDIENCES **Shared foundations** **£48k** + at High: fractional CMO, research report, structured-data build	Rewrite the homepage & pricing AI-search question map	Brand & narrative library Security & assurance pack	Reviews, case studies & dashboard Sales pipeline set up	Planning calendar
AUDIENCE 1 **Solo consultants & coaches** **£22k** + at High: paid search, PR survey	Solo-professional landing page	SEO content cluster Review programme	Trial nurture sequence Paid social	Coaching & tutoring sponsorships
AUDIENCE 2 **Small service businesses** **£28k** + at High: paid search, POS co-marketing, trade shows	Salon & clinic landing page	SEO content cluster Vertical directory listings	Paid social No-show case studies	Vertical onboarding sequences
AUDIENCE 3 **Sales & customer success teams** **£29k** + at High: paid search, benchmark report	Sales-team landing page Marketplace listings	SEO content cluster	Paid search & social	Named integration-partner story RevOps community sponsorship
AUDIENCE 4 **HR & recruiting teams** **£22k** + at High: paid search, ATS co-marketing	Recruiter landing page	SEO content cluster HR review-site prompts	Paid search & social	Time-to-hire case study HR community sponsorship
AUDIENCE 5 **Multi-location & franchise operators** **£25k** + at High: outbound / ABM scale, franchise partnerships	Multi-site landing page Security & assurance pack	SEO content cluster	Outbound / ABM motion Franchise conference	Named multi-site customer story

Running | Season or event | Waits for a trigger

THE FIRST 90 DAYS

1. Rewrite the message; fix the AI-search question map →
2. Ship the audience landing pages and review programme →
3. Turn on paid & lifecycle email; open the multi-site pipeline

EVIDENCE GAPS TO CLOSE FIRST

- No-show-reduction case study (2)
- Named integration-partner story (3)
- Hours-saved-per-hire stat (4)
- Security one-pager & named logo (5)

Source: Meetora Annual Growth Plan (fictitious sample), Medium level. Costs are yearly and exclude salaries and existing paid-search media. Returns use placeholder data.