



FOUNDER'S CORNER



Hi all,

Sorry, I could not find time to return to lessons from books I have read, so this V-Rock article is different but hopefully useful. I thought about this topic because I heard many questions about what India does, why they do it, and how they track whether it works. Please don't take this a vote of no confidence but a cry from the US team to understand what 70+ people do in India and how we can do things more efficiently. I have shared my thoughts with the team regularly, so I figured I do it in writing for everyone.

My tenure in the American corporate world taught me that every action should start with a result in mind, and the planning has to be intentional to meet the outcome or the goal. Here are my 2-cents from my recollection of the corporate functioning:

1. Always start with the end goal for the task. For example, any SEO task should have an intentional result, or any development project should clearly define the results.
2. Define the process that you plan to use to reach the goal. For example, a content writing task should start with a well-defined topic, style sheet, flow, and the objective behind the content creation. A web development task should have the final product defined, have a flowchart with a list of steps required, and an estimated time for each stage and the final product delivery.
3. Break down the project into bite-size tasks to monitor the results. I am giving you a RepuGen example for marketing and one for development.

- The current RepuGen marketing activities include the following, and each activity requires a customized game plan, efforts, and expected results:
 - SEO
 - PPC
 - Direct Mail
 - Drip campaigns, etc.
- RepuGen is developing its proprietary AI-based review analysis. The project required
 - Understanding of the final product.
 - Technology required.
 - Breakdown the project into well-defined steps and finish one step at a time – for example:
 - First, verify the sentiment accuracy.
 - Then, verify the accuracy entities for the accurate reviews with the correct sentiments.
 - Verify the attribution of the comments of reviews with the correct sentiment & entities for the accurate attribution.
 - Generate a report of reviews that passed the accuracy test from the above steps in the format most relevant to the RepuGen clients.
 - Once the final report is approved, go back to each step to improve the algorithm for getting maximum reviews through the funnel described above.

You will notice that we are not looking for the percentage of reviews that went through the steps because we need to ensure that the final product meets the RepuGen clients' requirements. ONLY then start working on improving the algorithm to analyze more reviews accurately. I hope you can see how everything is broken down logically with the end product in mind.

- Track results – how accurate were the hours projected, what were the results of each activity, and how did it compare with the goal?
- Report results & do postmortem – Report the findings with your bosses and peers for feedback on the reasons for failure/success and suggestions for further improvements.
- Implement the greed-upon suggestions and track the results using the steps above.

I have never done or experienced any project where a postmortem did not suggest room for improvement. Let us start conducting our professional and personal lives with a defined goal and intentional plan to achieve the goal, evaluate our effectiveness, and tweak or reset to increase the efficacy for personal success and happiness and increased productivity for the business.

KNOW YOUR COLLEAGUES



VIKASH SINGH

Hello there! Greetings, I am Vikash Singh, hailing from Uttar Pradesh, born and brought up in Kolkata. However, for the last 25 years, Patna has been my home. I am a graduate of A.N. College. With 3.5 years of diverse work experience, my journey led me to discover a passion for digital marketing. Exploring its fundamentals ignited my interest, eventually leading me to an exciting opportunity with FirstBit Digital Technologies. The ethos and vision of this company resonate deeply with my aspirations, making me enthusiastic about contributing to its growth and success. Looking ahead, I am incredibly excited about the prospects of continuing my journey with FirstBit Digital Technologies.



SHIVAM KUMAR

Hi, I'm Shivam Kumar, an Online Marketing Executive at FirstBit Digital. I completed my schooling at Kendriya Vidyalaya and graduated with B. Sc. in Chemistry from Magadh University (later turns out, chemicals weren't my jam). After graduation, I went to Delhi for further studies (but only had fun actually) and there I discovered my interest in Digital Marketing. From then, I started developing new skills and transforming pixels into profits for businesses. That's not all, in my spare time, I love trying new recipes (I'm a pretty good cook). I think a well-cooked dish is like a perfectly executed marketing campaign as both require the right ingredients, creativity, and passion.

HR SPEAKS

It is with immense pride and joy that we announce the well-deserved promotion of Ritu Kumari to the esteemed role of Senior Content Executive. Ritu has consistently demonstrated exceptional dedication, creativity, and leadership within our team.

Please join us in extending our heartfelt congratulations to Ritu on this momentous achievement. We look forward to witnessing her continued contributions and accomplishments in the future. Congratulations once again, Ritu! Here's to your continued success and the exciting journey that lies ahead.



Welcome, New Hires!

Please join me in welcoming & extending Congratulations to Abhinav Lall Gond, Sumit Kumar & Aagastya on joining the Marketing Team.



Aagastya
Marketing Team



Abhinav Lall Gond
Marketing Team



Sumit Kumar
Marketing Team

August Survey Responses!

Last month, in August 2023, we conducted a survey titled "How Ajay's Lessons Have Impacted Your Professional Life," and the responses we received were truly remarkable. Here are the responses for your reading.

- I have implemented lessons in my daily work life? I have excellent work in the office, and I learn new technology and implement it on the website.
- As Ajay sir has always influenced us with the success stories of achievers like Elon Musk, Steve Jobs, and Mark Zuckerberg, he consistently encourages us to follow new technologies like ChatGPT and to utilize AI tools in our work. Apart from work, he also emphasizes the importance of maintaining a balance between work and family, and our organization practices this very well. Under Ajay sir's guidance, I have understood how marketing and technology go hand in hand. Lastly, his hard work and great entrepreneurship have made me realize that good decision-making ability is the key to business success.
- Enthusiastic approach and leading from the front are the lessons that I have learnt from Ajay sir & I try to implement it in my professional & personal life.
- I've got to say, Ajay has been an amazing mentor, and among all the valuable lessons he's taught me, the one that really stands out is about having an ownership mindset. It's been a game-changer for me, bringing accountability, initiative, and a strong sense of personal investment into every aspect of my work, from the little everyday tasks to the big-picture responsibilities. I've learned to take ownership of my actions, strive to learn from my mistakes, and find solutions to challenges. This lesson is so important because it's allowed me to think beyond short-term gains and truly commit to the long-term success of the organization. Embracing this mindset fosters collaboration, trust, and a positive work environment, driving me and the organization toward achieving our goals together.
- Ajay teaches us time management and productivity can help us individually optimize our work schedules, prioritize tasks, and achieve better work-life balance.

Work Anniversaries Celebrated

SONU SHARMA
MD SIKANDAR AHMED
RAHUL ANAND
VISHAL KUMAR
RAMESH KUMAR
ABHISHEK NARAYAN
AKANKSHA KUMARI

Happy Birthday!

ABHISHEK KUMAR
ACHLANAND JHA
SHASHI RANJAN
SANCHITA KUMARI
PRAVIN KUMAR SINGH

New Projects Signed Up

Liver surgery India
Modern Family Medicine
Medical Hair Transplant and Aesthetics
Michael Relvas Insurance
A S Lifeline Cancer Care