



## CEO's Corner



Ajay Prasad

I want to focus on two things in this month's communication with all associates.

1. The emergence of AI technologies that affect our business.
2. My goals for all businesses for 2023. I need the plan to achieve and track monthly to calibrate how close we are to achieving the goal and pivot our sales & marketing approach if we find ourselves behind the goal.

### The emergence of a New Breed of AI Platforms:

AI IS REDEFINING the work for us. Every routine task that is a big part of our day-to-day work, like writing content, checking if a website is optimized, and even writing code, can now be done by AI-based platforms. Chat GPT is the most visible platform, but several other applications are available, and new ones are coming out. These applications could be a major destabilizing factor for our businesses and jobs unless we stay on top of it and use it to our benefit. My philosophy is to become a better surfer than fight the tide, so we should focus on utilizing the latest tools and technologies to our and our clients' benefit.

All of us should look at the capabilities of the platforms available today and figure out how to use them to our advantage, and keep a close eye on the emerging technologies that could impact our businesses and improve their performance. I want to start a quick discussion on the latest tools we tried and their results in our weekly meetings.

Everyone should bring ideas for improving our business process irrespective of their seniority. Thus, I want the company's leadership to use the "no idea is a dumb idea" philosophy to get the most output from our associates. More ideas, the better for the company and your career.

### Goals for internal projects

Starting in 2023, I want to start setting goals, developing a plan to achieve, executing the plan, tracking results, and pivoting based on the results. Below are the goals for our internal businesses:

- GMRW - 30% net increase in the number of healthcare clients.
- RepuGen - 30% minimum net increase in the user base
- Stratosphere - 50 net new local clients and a 30% minimum increase in revenue
- TCI - 30% increase in net sales
- GMRT - 30% increase in sales
- ScoreDoc - 50,000 profiles from consumers

Break down the target by month and track whether we are better or worse than our target every month. The top of all monthly reports should start with goals and status. For example, if GMRW has 40 healthcare clients, the 30% net increase means one additional client each month. The Jan GMRW performance report should start with Jan Plan - 41 Jan Actual --? Please make sure that every monthly marketing performance report begins with this info. I am happy to answer any questions during my weekly meeting.

## Know Your Colleagues



### Avinash Kumar

Hello Everyone!! I was born in Patna. My homeland is Jehanabad. I have done my schooling at Shamrock School, Patna. I have completed my BCA & MCA from the IGNOU, Patna. I worked as an IT- Admin in FSPL (ERP-based company) at St. Karen's School (All Branches) and St. Xavier's High School. Now, I am working in First Bit Technologies as Quality Analyst. I am acquiring and enhancing my skills here. I love living in a Positive environment and exploring facts. Apart from my professional life, I am an ambivert, foodie, enthusiastic, and fitness freak.

### Shubham Raj

I was born and raised in Patna, where I completed my schooling. I have completed my B.Tech in Electronics & Telecommunication from Pune University. In 2018, I started my career as an Assistant engineer at Indus Tower PVT Ltd. In March 2022, I joined FirstBit Digital Technologies and, I learned a lot under the guidance of my colleagues and my manager (Amit Ranjan) & successfully completed 10 months. Outside of work, I enjoy making food videos, traveling, video editing, and reading books.



## THE HR SPEAKS

### Welcome, New Hires!

Please join me in welcoming & extend Congratulations to Deepak Kumar, Rahul, Anand Raj, and Somiya Kumar on joining the Marketing Team and C. Sai Kiran on the Ansafone Team.



Deepak Kumar



Rahul



Anand Raj



Somiya Kumar



C. Sai Kiran

## Work Anniversaries Celebrated

SAURABH SHEKHAR  
VIPUL KUMAR  
ASHISH KUMAR  
KODIMYALA SAINATH BABU  
ANANYA SINGH

## Happy Birthday 🎂

February 2023

AVINASH KUMAR ( MARKETING)  
SONAM RAJ  
MOHAMMED TAUSEEF  
NAVNIT KUMAR RAI

## New Projects Signed Up

Long Term Care Insurance Advisors

Number 1 Insurance

Poindexter Insurance

[Michigan Neurology Associates & PC](#)

## Important Digital Marketing Links

- [Google Calls in Help from Larry Page and Sergey Brin for AI fight Against ChatGPT](#)
- [Microsoft Bing With ChatGPT Reportedly Launching In March](#)
- [Canva Introduces Magic Writer AI in Canva Docs](#)
- [NetElixir Releases AI-Powered Digital Marketing Platform to Predictably Win High-Value Customers](#)