

Relaunching the offer and building the growth engine

DropCap connects independent authors with international publishers. I built the data foundation, helped leadership reshape the offer into a membership and now run growth for the launch.

Targets met or beaten

launch sales goals, first four months

New acquisition flow

evaluation, sales call, membership

Traffic + awareness up

since the membership launch

SITUATION

DropCap is a foreign rights licensing platform for independent authors. I joined as VP of Marketing and set up the data foundation and first campaigns. What that data showed about author demand helped leadership decide to move to the membership model now on dropcap.com.

MY ROLE

As fractional Head of Growth & Partnerships I lead and run growth and marketing for the new offer: messaging, brand, campaigns, the acquisition flow and publisher partnerships.

RESULTS

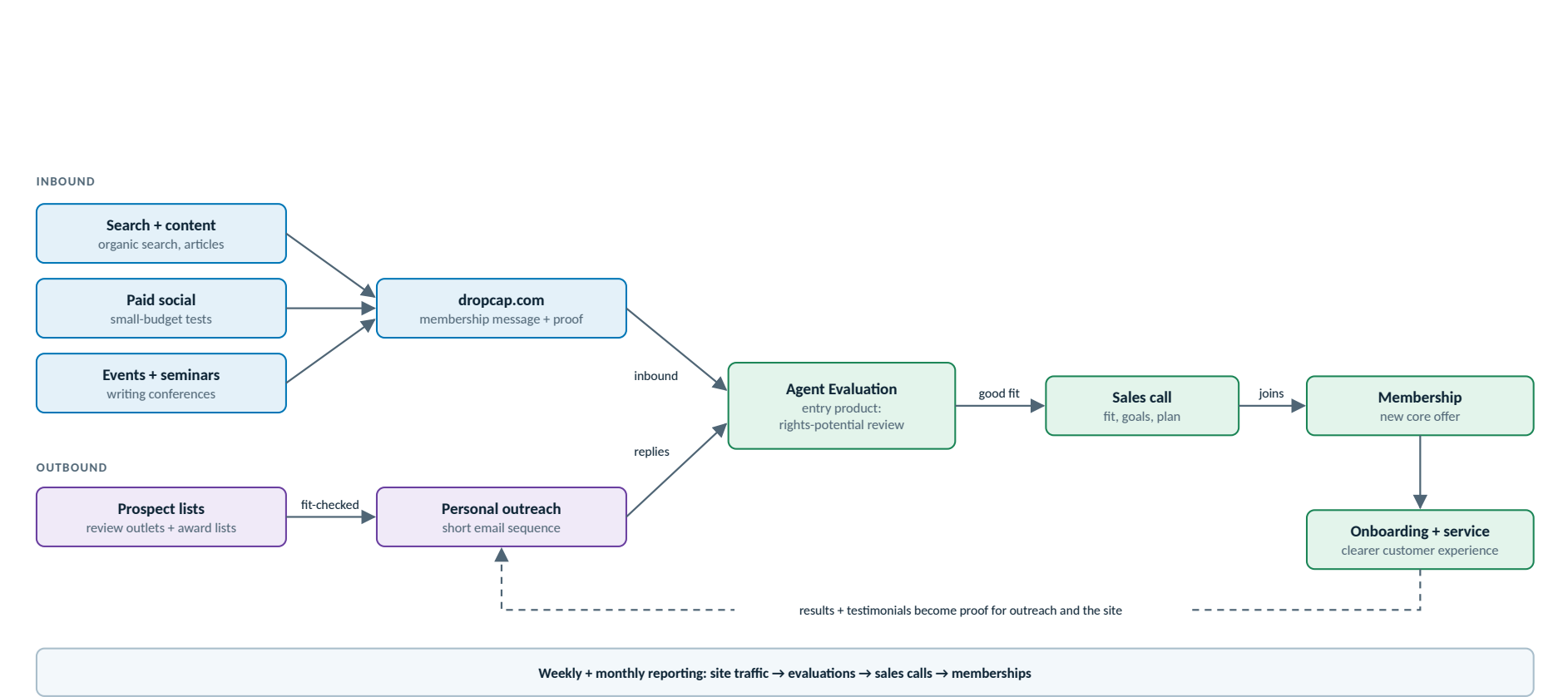
Membership sales met or exceeded targets across the first four months of projections. Site traffic and awareness increased.

WHAT I CHANGED

- 1 Built the measurement first**
Set up tracking and reporting so every campaign gave a clear read on what authors responded to.
- 2 Brought the evidence to leadership**
Shared what the funnel showed and recommended changes to the offer.
- 3 Rewrote message and brand for the membership**
New positioning, site copy and campaign creative for the launch.
- 4 Designed a new acquisition flow**
Prospecting and outreach lead to an Agent Evaluation, then a sales call, then membership.
- 5 Improved the customer experience**
A clearer path and better experience after an author joins.

Relaunch playbook

The acquisition flow for the membership launch. Inbound and outbound sources meet at the Agent Evaluation, which leads to a sales call and membership. Results feed back as proof.



☐ One-to-many demand ☐ Targeted and ABM ☐ Sales and revenue ☐ Planning and measurement

Simplified view of the live flow. Volumes and conversion rates are kept private.

Launch scorecard, first four months

MEASURE	HOW IT IS TRACKED	STATUS AGAINST PLAN
Membership sales	Payments and membership records	At or above target
Site traffic	Web analytics and search data	Up since launch
Awareness	Search, social and event reach	Up since launch
Evaluations started	Evaluation records	Reviewed weekly
Sales calls held	CRM pipeline	Reviewed weekly
Outreach reply rate	Outreach sequences by source	Reviewed weekly

THE THREE PARTS OF THE PLAYBOOK

First, read the signal: instrument the funnel and report what authors respond to. Second, build the flow: give every prospect one clear first step, the Agent Evaluation, and a conversation before the membership. Third, keep score: one weekly and one monthly report that follows traffic through evaluations and calls to memberships, so the team can see whether the top of the funnel is working.