How to Succeed at Foxtail

How to Get a Raise or a Promotion

At Foxtail, we have four core values that we live and breathe by, as they make us who we are, they make us exceptional. Behind each of those values also lies the secrets to how to become a top asset to the company and get promoted, all while improving yourself.

The items listed below, if exemplified, will lead you to promotion opportunities, increased salaries, bonuses, and much more.

Accountability

- Be autonomous. No one wants to be micromanaged, or have to become a micro-manager. Be comfortable with learning things on your own, and getting things done without hand-holding.
- Set goals for yourself, personally and professionally. Goals help you become successful, goals force growth.
- Do hard things. Nothing great is accomplished easily. A consistent hard work ethic will always be in demand. If you are known to execute things, you will go very far not just at Foxtail, but in life.
- Be on time. Rarely do people notice the individuals who are consistently on time, but often are individuals recognized for being consistently late. Being on time shows that you respect other's time as much as your own.
- Hold yourself to the company processes. These processes, admittedly imperfect and often changing, are there to better help us all measure and be accountable for work we do. If you can be an example of correctly and consistently following company process and policies, you can probably be trusted to be an example in other things as well.
- Never Place Blame. We're not looking for excuses or a head to roll down the aisle. Instead, we want to find solutions when things go wrong. So try to find out "why" something happened then figure out how to grow and learn from it.

Collaboration

- Be upbeat. Be energetic and have enthusiasm. By being enthusiastic and positive you will enhance those in your space, and create a positive environment for effective collaboration.

- Be modest. Show your value through your work, and don't worry about showing your value to others. Trust us, we notice the people that are doing the right things for the right reasons.
- Be a team player. Speak up in meetings, train on things you excel at. Help those around you succeed, and give others your undivided attention.
- Avoid office gossip and politics. These create negativity, and don't push the needle forward. Instead, share ideas and recognize the good in others in your conversations.
- Learn how to lead. Become a leader to those in your circle. Always build and motivate others around you. Give people the tools and knowledge to be able to do your job better than you ever could. That is a leader.
- Communicate. Let your team know about any important work, thoughts, or events that are happening with your clients, or with your work in general. Also, be accountable to your team for your attendance. If you're going to be going home early or coming in late, make sure they know about it and can plan accordingly. The executives don't care as long as the work is done, but your team relies on you and needs to know where you are.

Quality
- Take pride in your work. Care about the quality of the work you produce, and always work to improve it. Before completing a project, think "How can I make this even better?"
- Keep Learning. Learn everything you can. Grow your skills, become smarter than the person above you. Knowledge will always push you further ahead.
- Know your clients. The easiest way to produce better work for your clients is to know the ins and outs of who they're targeting and what pain points their solving with their services.
- Be detail-oriented. Dot your "i's" and cross your "t's." double- and triple-check your work before sending it off, or even have a few others look over it first.
- Be ambitious - ambition spawns creative ideas and generates innovation. Stretch your expectations of yourself and your team, and seek to do work that won't just meet your goals, but will exceed them.
- Be passionate. If you're passionate about your job, you'll never work a day in your life. Passion will push you out of your comfort zone, and allow you to succeed.
- Understand that your work is your calling card. Most of our clients will never meet you in person. Your work is all they have to judge you by. Make sure it's something you're proud of.

Trust
- Be honest. Without integrity and authenticity, nothing great will be accomplished. Clients, Colleagues, Friends, and Family deserve your honesty.
- Be consistent. You may be good at what you do, but your teammates need to be able to trust that you'll be good every day, every project.

- Be teachable. Make it easy for your teammates to work with you by taking feedback and applying it to your work.
- Be confident. Confidence in your own ability, and in your team will produce a superior product. Confidence will gain trust in those around you.
- Be presentable. Success is not determined by what you wear, but looking put-together will help build rapport with clients and employees. Be professional in your appearance, as well as through any correspondence with clients, and in your online presence as a whole.
- Understand that honesty is the best policy. If you ever feel you need to be dishonest to do something, you're probably not doing the right thing. Stop, turn around, and do something else.

Identify problems, **and propose solutions**. No one is interested in an idea. Ideas are free and easy to have. But solutions are hard to come by and are valuable. So think of solutions.
Build up those around you.
Create things.
Be passionate.
Execute.
Those things will propel you forward.

Individual Job Responsibilities

Client Communicators:

How to Be the Best Damn Client Communicator Ever:

- Understand your client's business inside and out (Who are their buyer personas, what do they do, what do they eat for breakfast?)
- Become a [trusted advisor](#) with your clients.
- Be proactive, and report small wins.
- Manage due-dates, and expectations.
- Don't assume the client understands everything we do.
- Send professional emails in a prompt manner.
- Retain your accounts and relationships to the best of your ability.
- Ensure your team understands client's needs and wants.
- Ensure Teamwork is updated to the best of your ability.
- When possible, upsell!
- Report to them as much as possible, over communicate.

- Give them strategies and tactics you think will help them succeed.
- Build deep relationships with clients, and provide competent solutions.
- Position Foxtail in a positive light, you are the face of Foxtail to your clients.
- Be fearless in your approach to problem solving
- Exhibit confidence in all client interactions.
- Understand your client's goals, understand the big picture, why did they hire us?
- Have a broad understanding of products and services, technical knowledge is valued by our clients.

Content Organizers:

How to Be The Best Damn Content Organizer Ever:

- Understand every nook and cranny of your client's business, their target audiences, and what their target audiences enjoy.
- Understand what makes people tick, and use that in your content strategy.
- Use data, and be data driven. Use analytic data through Google Analytics, Social Media Platforms, or Competitor research to see what content is engaging well, and repurpose!
- Ensure Teamwork is updated to the best of your ability.
- Edit all content on landing pages, email nurtures, eBooks, blogs, etc., to ensure that the right messaging is consistent through all of our content.
- Become extremely familiar with Writer's Access, and learn to be able to identify how to tell if someone is an excellent writer.
- Attention to detail is critical in this position, pay attention to the little things.
- Think outside of the box, and get stuff done. With content being a heavy focus of Foxtail, it is critical for you to be able to work cohesively with clients to be able to hit deadlines.
- Be as detailed as you can in your creative briefs sent to our writers, the more detail, the better. Send them links of content you like, as examples for them so they can hit the mark.
- Stay organized. You should know where all content is at all times. To be successful at this position, organization skills are critical.
- Get familiar with HTML & CSS for onsite content posting.
- Understand the sales funnel. Learn how to write content for each stage of the funnel, and be able to perform gap analysis to see which types of content the client is missing.
- Live and breathe quality. Understand your client's expectations with their content.
- Be creative and enthusiastic. Get the team and the client aligned with all client content.

System Developers:

How to Be the Best Damn System Developer Ever:

- Ensure Teamwork is updated to the best of your ability.
- Be data driven in every decision that you make for Foxtail.
- Know the sales cycle inside and out. Be able to clearly explain what an MQL or SQL is. Talk with the clients about how effective the leads we send them are.
- Understand how to nurture leads, especially in different industries.
- Study current demand gen processes, and tactics. Stay up to date in the industry.
- Become a master in Google Analytics & Google Adwords.
- Understand how to target specific audiences on all social media platforms.
- Learn how to setup workflows, and to do lead scoring.
- Use data to identify what audiences are converting best to our content.
- Be proactive. Always know how campaigns are performing, and tweak campaigns when necessary. Being proactive ensure campaigns are performing effectively, and budgets are managed appropriately.
- Create ads with relevance scores through the roof.
- Consistently look to increase conversions.
- Garner an eye for design. Be able to know when something doesn't look good.
- Be diligent in your research, and stay ahead of industry trends.

SEOers:

How to Be the Best Damn SEO Ever:

- Ensure Teamwork is updated to the best of your ability.
- Be diligent in your research, and stay ahead of industry trends. Be agile.
- Understand the difference between white-hat and black-hat SEO tactics.
- Be hungry. SEO moves fast, if you aren't ahead of the game, you'll fall behind fast. Enjoy learning, that is the way to succeed in this position.
- Communication to clients, team, and management on strategy/project development, timelines, and results. Give them your expertise, readily.
- Love Data. Understand Google Algorithm changes, and the future of SEO.
- Become a Google Analytics wizard, and all things Search.
- Understand the different tactics and strategies of local search, national search, and different search browsers.
- Be able to implement and administer search engine programs (XML sitemaps, shopping feeds, webmaster tools)
- Understand HTML/CSS & be able to implement onsite changes in a wide variety of platforms.
- Be able to autonomously manage an ongoing SEO campaign, and manage deadlines and timelines.
- Understand technical, on-page, and off-page SEO strategies. (Site structure, indexability, keywords, HTML best practices, linkbuilding, etc.,)

- Become masters of conversion best practices.
- SEO is part science/part art. Mastering both of these, will make you the best SEO ever. Be willing to try new things.
- Become masters at all SEO tools including - buzzsumo, GWT, Moz, aHrefs, Raventools, Screaming Frog, and more.
- Set realistic goals with clients, inform them of how SEO takes time, and why it matters. Don't make promises you can't keep.

PPCers:

How to Be the Best Damn PPCer Ever:

- Ensure Teamwork is updated to the best of your ability.
- Be diligent in your research, and stay ahead of industry trends. Be agile.
- Get good at math. Be able to budget, create formulas, and use excel like a wizard.
- Truly successful paid search specialists live, eat, and breathe search. They talk to their husbands and wives in terms of ROI, CPC, CTR and other TLAs (OK, three letter acronyms)
- Be comfortable talking with clients and explaining your results.
- Become a wizard in Google Adwords & Analytics.
- Be curious. Be willing to try new things.
- Learn everything you can. Iterate and test. Find what works and what doesn't.
- Help us build new PPC processes.
- Understand how and why to target different demographics.
- A/B Test like crazy.
- Learn all of [these things](#).

Designers:

How to Be the Best Damn Designer Ever:

- Ensure Teamwork is updated to the best of your ability.
- Be diligent in your research, and stay ahead of industry trends. Always be on the lookout for inspiration.
- Be aware of your client's target audiences when creating designs. Who are they reaching? What is the goal of this design?
- Aspire to understand basic coding principles HTML & CSS.
- Always be learning. One photoshop trick may save you three hours of time. Strive to learn at all times to improve your ability.
- Be able to take criticism. Clients can be picky, be open to change. Take criticism with humility, know when to yield, and when to defend your ground.
- Push yourself outside of your comfort zone. Be passionate about being the best designer that you can possibly be.
- Collaboration is key. You should be communicating with clients directly to ensure design elements are top notch.

- Be aware of cultural sensitivities in your work.
- Always be creative. Always look at the client's current branding initiatives. Create designs that wow their target audience.
- Develop excellent writing skills. Be able to edit content when necessary.

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Web Developers:

How to Be the Best Damn Web Developer Ever:
- Ensure Teamwork is updated to the best of your ability.
- Be diligent in your research, and stay ahead of industry trends. Always be on the lookout for inspiration.
- Be detail oriented. Always be cautious of doing anything that could potentially harm a client's website. Every tweak should be double checked for quality before pushing live.
- Think high level. Why are you making changes to a website? What is the goal? Use a strategic mind before making changes to ensure all changes make sense.
- Be passionate about your work. Care about how your work directly impacts our clients goals, and visions.
- Be autonomous, and learn how to problem solve. Dev work is a skilled trade, learn how to learn by yourself.
- Set realistic goals and deadlines with yourself and your clients. Never promise a completion date that isn't realistic.
- Communicate directly with clients on projects that require collaboration. Don't assume you know what the client is hoping for. This will save you work in the long run.
- Understand SEO best practices, UI & site speed best practices, and conversion rate optimization best practices.
- Be able to take criticism. Clients can be picky, be open to change. Take criticism with humility, know when to yield, and when to defend your ground.
- Develop excellent writing skills. Be able to edit content when necessary.
- Understand the needs of a user. Research Maslow's famous hierarchy of needs.

Interns:

How to Be the Best Damn Intern Ever:
- Ensure Teamwork is updated to the best of your ability
- Be curious. Learn everything you can, and identify your strengths.
- Get stuff done. Learn how to problem solve, and resolve to do things quickly, and effectively.
- Be coachable. Soak in information from your team-mates, clients, directors, and be willing to take advice from others.
- Be detail oriented in your projects. Use appropriate grammar, and punctuation.

- Be observant and look for holes. What processes appear broken? How can we improve? We love feedback from everyone, that we might not be able to see ourselves.
- Never feel inferior. We believe in your talent, or you wouldn't be here. You must believe in yourself, and be confident in your work.
- Find out what you're good at. Ask questions. And get stuff done. This is the way in which you will progress forward.

Thought Jedis:

How to Be the Best Damn Thought Jedi Ever:

- Become an expert in a subject. *Anything.* Project management, Excel formulas, Pinterest advertising, expertise will set you apart.
- Teach others what you've learned.
- Always be willing to help. Have a positive attitude. Be willing to want to see others succeed.
- Always be honing your craft. Strive to be the best.
- Inspire others to develop themselves. Learn how to lead teams and resolve conflict.
- Put others before yourself.
- Hold yourself accountable. Admit your mistakes, and be humble. Always exemplify your best quality of work.
- Be aware of your personal brand and online presence. Maintain a professional appearance, and be aware of how you are presenting the Company.
- Learn to motivate other people, and learn how to lead.

Directors:

How to Be the Best Damn Director Ever:

- Know what is going on with the clients in your books of business. Ask the right questions. How is the relationship actually going?
- Know your teams client's industries, and if we can't get something to work in that industry, do the research and find a solution.
- Be pro-active with the teams, and their clients. Don't allow them to tell you things are great if they aren't.
- Teach others everything you know. Be a constant source of information, and always be learning yourself.
- Develop soft skills and leadership skills and know how to enthuse others into action. Develop strong personal relationship skills.
- Learn to identify who has "the spark" and work to develop those people. Build others up so that if you were no longer at the Company, they could do your job.

- Identify & resolve conflicts. Either with clients, team members, or other conflict-scenarios. Identify conflicts and squash them.
- Always be looking to identify ways to make the Company better. Watch processes and efficiencies, look for new product opportunities, holes, and craft solutions.
- Accept that with great privilege comes great responsibility, and smile through the tough days.
- Give constructive feedback, and take constructive feedback. Apologize when you screw up, and allow others to save face.
- Give praise often, and genuinely. Be honest with your interactions with team-members.
- Be assertive. Know when to yield, and when to defend your ground. The team is looking to you to learn these concepts themselves.
- Genuinely care about your clients, and your teams clients, and everyone you interact with at Foxtail.

Potential Career Paths

As startups progress, oftentimes, you don't know you need a position, until you *KNOW* you need a position.

That being said, there are endless possibilities of positions, and if you have an idea that's not listed below, fight for it! While nothing can be guaranteed, as we grow, some of the positions below will likely need to be created.

VP Roles:

Are you next?

Director Roles:

Director of Design
Director of Account Management
Director of Web Dev
Director of PPC or Paid Social
Director of Sales
Director of Strategy

Marketing Roles:

UI/UE Architect
Video Designer
Marketing Researcher
Social Media Guru

Other Roles:

Project Management
Human Relations
Assistants