

# REINVENT YOUR BUSINESS

WITH 3STEPS4WARD

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*We help startups and entrepreneurs  
succeed with marketing.*

LAST UPDATED: MARCH 2021



# REINVENT YOUR BUSINESS.

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3STEPS4WARD is a full-service marketing consultancy group founded on the principles of business for **positive social causes**. We are a collective of marketing experts, creatives, strategists, and entrepreneurs seeking to help create a better world in our lifetimes and for generations to come.

We help mission-driven startups and entrepreneurs succeed through our expertise in marketing, strategy, brand ideation, and more.

# ORIGIN STORY

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Our company was founded by Douglas Younger, III in January 2020; however, the true origins of 3STEPS4WARD lie with Doug's father. Douglas Younger, II was a middle-class entrepreneur and financial advisor who raised a family in Cleveland, Ohio. He instilled in his son the values of achievement and **socially-responsible business**: the belief that true success comes from taking pride in your work, conducting yourself and your business in an ethical way, and using the fruits of your labor to help others.

This mindset has driven Doug his entire life: from recovering from a near-death childhood illness and competing in Men's Division tennis when he was just 12, to climbing the corporate ladder in international marketing and raising three young sons of his own. His father's legacy was also the inspiration for Doug to leave his corporate career behind and start his own marketing company. With 3STEPS4WARD, he is able to fully embrace the tenants of socially-responsible business for the benefit of local entrepreneurs and startups that have a positive impact on society.



**Douglas Younger Jr.**  
1952-2017



# OUR CEO



**Douglas Younger III, MBA**

Founder & CEO, 3STEPS4WARD  
Marketing Lecturer, CSUEB (Executive MBA Program)

“I believe in the people who believe in me.”

Doug brings 20 years of international marketing, commercialization, and technology experience to the 3STEPS4WARD family. In his previous corporate life, he was an executive at leading enterprises, startups, and nonprofits such as Siemens Healthcare, GE Healthcare, Baxter Healthcare, and Ekso Bionics.

Doug is an accomplished digital marketing professional and technologist. He earned an MBA in marketing and bioscience entrepreneurship from Case Western Reserve University Weatherhead School of Management in 2006. In addition to leading the team at 3STEPS4WARD, he currently teaches a course as part of the Executive MBA for Global Innovators program at CSU East Bay.

*Doug's lectures at CSU East Bay feature entrepreneurs and startup executives as guest speakers.*



Viveta Lobo, MD

Josip Markus, MBA

# OUR GROWING TEAM

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3STEPS4WARD is a family that's also a marketing company. Doug recruited top talent from throughout his life: friends he knew growing up in Cleveland; colleagues and mentees from past jobs; and young people he met who were brimming with potential. Our family is united by our belief in each other, in Doug, and in the mission of 3STEPS4WARD.

**30+**

Employees

(FTEs, PTEs, project-based  
contractors, interns)

**67%**

BIPOC Executives

**51%**

Women

**43%**

POC

# OUR GROWING TEAM



**Douglas Younger, III, MBA**  
CEO, Founder



**Steven Harris, MBA**  
Chief Operations Officer



**Ross Johnson, MBA**  
Chief Financial Officer

## OPERATIONS



**Krissy Morgan, MPH**  
Director of Operations



**Aysha Yasin**  
Operations Associate



**Samantha Palmieri, BS**  
Contributor

## STRATEGY



**Gabriela Mujal, MHA**  
Director of Market Research



**Isaac Martis, MBA**  
Director of Strategy



**Pascal Sucker, MBA**  
Product Management

## MARKETING



**Shane Mosko, BA**  
Sales & Marketing Automation



**Elliot Fine, BS**  
Marketing & Account Management

## CREATIVE



**Hunter Bragg, BS**  
Director of Digital Marketing & Content



**Amanda Dazo, BS**  
Lead Graphic Designer



**Mona You, BA**  
Graphic Designer



**John Lendved, BA**  
Multimedia



**Haley Fu**  
Social Media Intern

## WRITING



**Rosemary Burk, MA**  
Lead Content Writer



**Aine Kmen, BA**  
Writer



**Krystle Stricklin, PhD**  
Writer

## TECHNOLOGY



**Cristiana Bragg, BS**  
Lead Web Developer



**Binaisha Dastoor, BS**  
Web Developer, UI/UX



**Doug Alexander, BA**  
Web Developer



**Enrique Pimentel**  
Web Intern

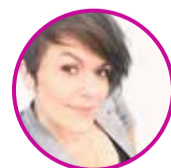


**Michael Adeshina**  
Web Intern

## ADVISORS



**Kollister Williams, BS**  
Systems Development



**Sylvia Williams, MBA**  
Systems and Processes Development

## FINANCE



**Angie Bhasin, MBA**  
Contributor

## PUBLIC RELATIONS



**Carrie Yamond, MA**  
Public Relations



# OUR VALUES

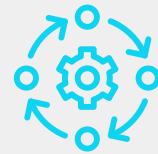


WHAT MAKES 3STEPS4WARD DIFFERENT FROM OTHER MARKETING COMPANIES?



## SOCIAL RESPONSIBILITY

3STEPS4WARD helps local communities, one entrepreneur or startup at a time. We are especially passionate about supporting minority-, women-, and LGBTQ-owned businesses. We are called to educate future generations of marketing professionals through classes, mentorship, internships, webinars, and more.



## INCLUSIVE TECHNOLOGY

We believe that technological innovation should benefit local communities. We make technology-forward marketing accessible to entrepreneurs and startups from all walks of life.

Learn more about the leading-edge technology we use on page 10.



## INTELLECTUAL CURIOSITY

Intellectual curiosity is baked into our DNA. New hires are onboarded with Doug's top 20 book lists, and debates on everything from sci-fi and video games to politics and literature are encouraged! Members of our family have degrees in disciplines such as business, public health, finance, art history, and healthcare administration. Regardless of our formal education, we all share a commitment to continuous learning.



## STRENGTH IN DIVERSITY

We are an "Avengers" team of professionals from diverse backgrounds, experiences, ages, and perspectives. We are not just marketers: we are military veterans, leaders, strategists, and creatives. We have worked in industries ranging from healthcare to higher education, finance to fundraising, the arts to AI, and beyond. Our diversity is our strength. 3STEPS4WARD is one family united by one mission.



## PRIDE & PERSISTENCE

"Just do it" isn't just Nike's slogan—it's one of Doug's many motivational catchphrases! We share his drive and take pride in producing excellent work for our clients. We've overcome adversity to get 3STEPS4WARD where it is today, and we're ready to face whatever challenges may come tomorrow.

# OUR APPROACH

HOW DOES 3STEPS4WARD ACHIEVE ITS MISSION?

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## 01 UNIQUE BUSINESS MODEL

We primarily work with pre-Series A startups and entrepreneur-owned small businesses that can't afford their own in-house marketing departments. We partner with local organizations and chambers of commerce in the cities where we live. This is how we give back to our communities.

## 02 LONG-TERM PARTNERSHIPS

When you work with 3STEPS4WARD, you gain a true business partner. We are invested in our clients' long-term success, especially startups in their infancy. We become an extension of your team: your own marketing department.

## 03 CORE TEAM APPROACH

Our family is large and growing; to offer our clients the most personal and customer-oriented service possible, we are divided into client-centered core teams. Each client is assigned a small group with one or more experts from each of 3STEPS4WARD's "factions": client leads, marketing strategists, program managers, designers, developers, and writers.



# COMPANY HIGHLIGHTS

Certifications,  
Memberships,  
& Partnerships:



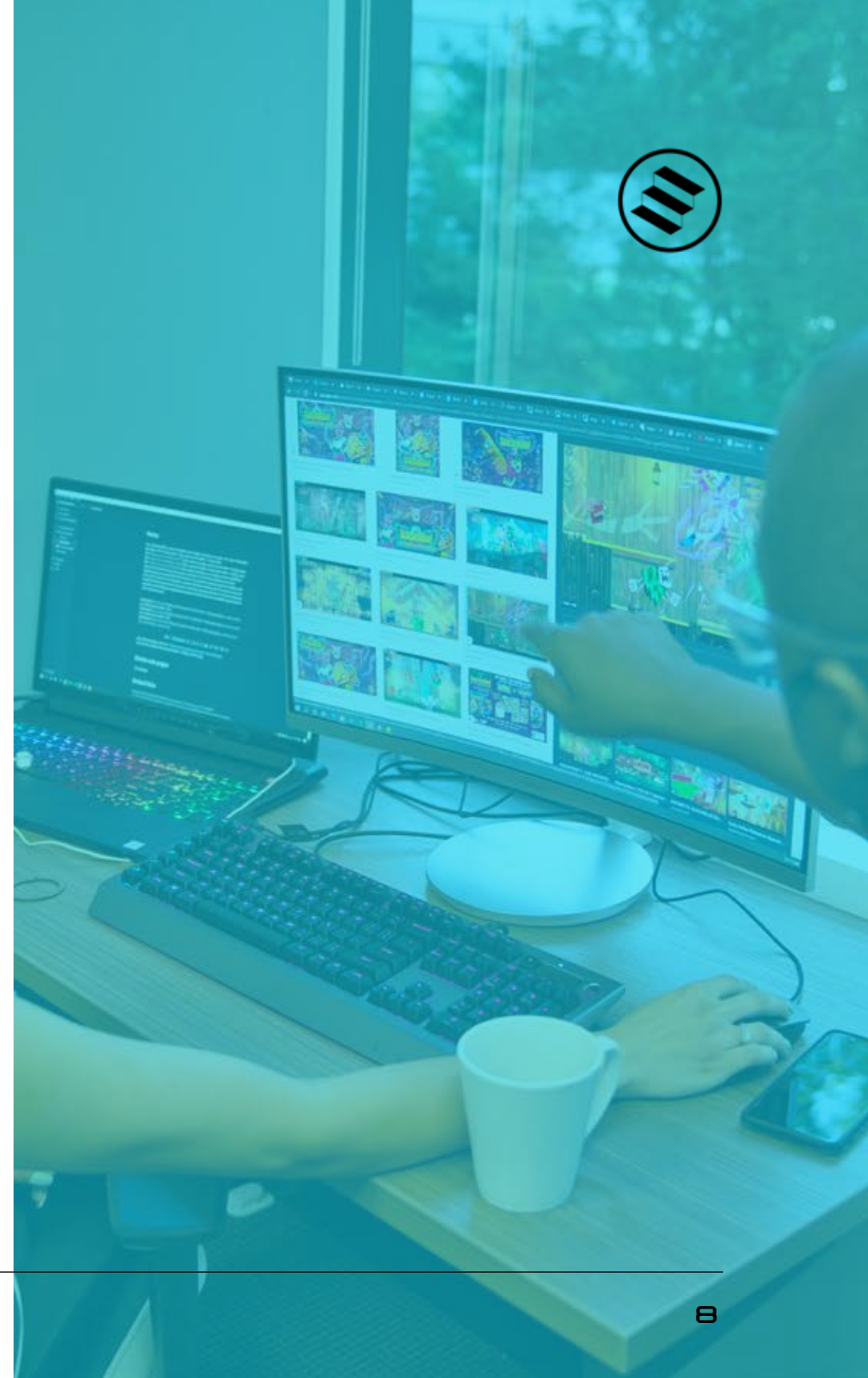
**INCORPORATED JANUARY 3, 2020**

**OFFICE LOCATIONS**

San Francisco Bay Area  
San Diego  
Chicago  
Cleveland  
Miami

**VIRTUAL OFFICE**

Google Meets/Chat  
Streaming Cameras  
Professional Microphones  
G-suite or Office 365



# COMPANY HIGHLIGHTS

## INTERNATIONAL CLIENTS

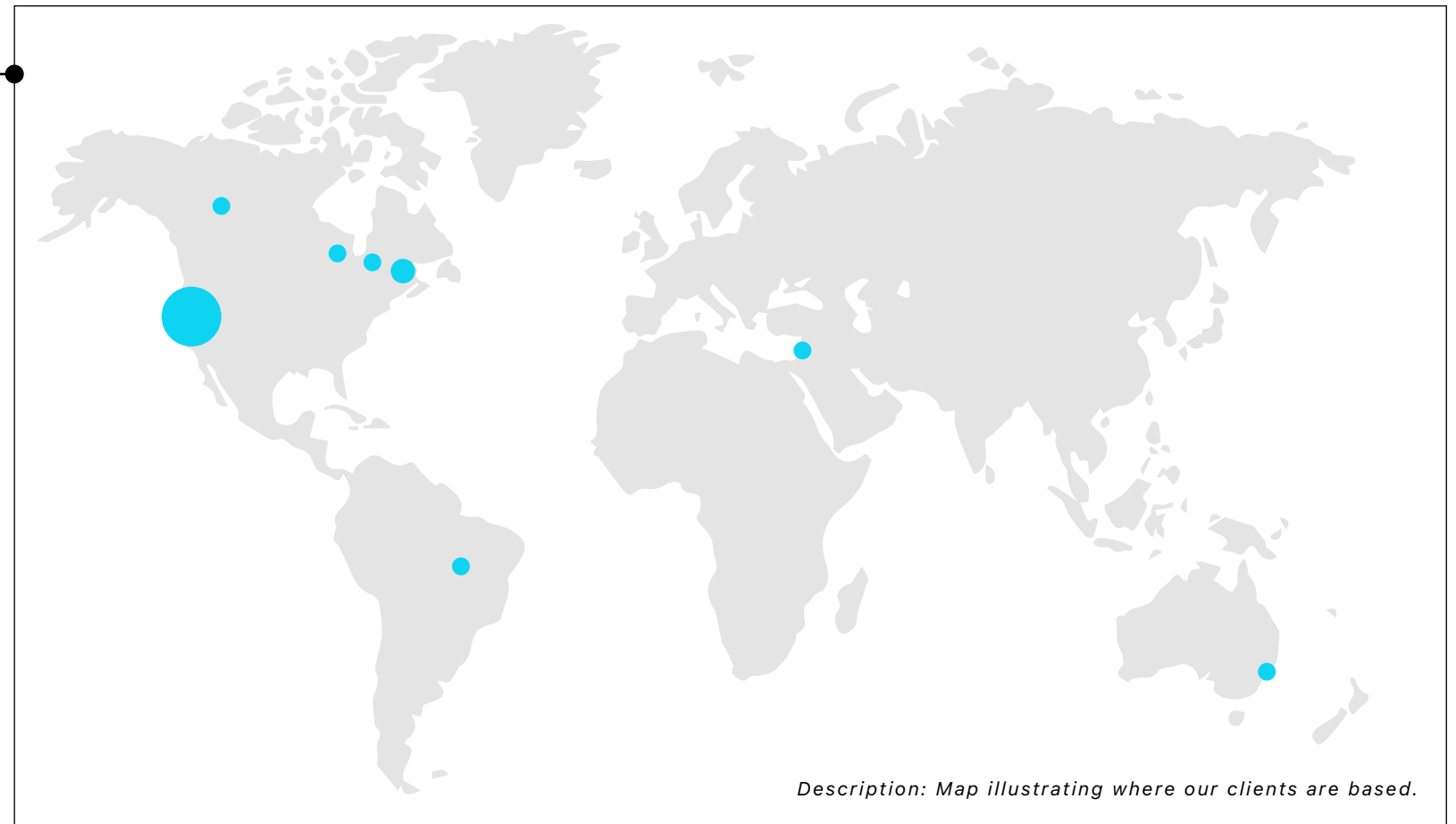
Australia  
Brazil

Canada  
Israel

## INDUSTRIES WE'VE WORKED WITH

Cardiology  
Orthopedics  
Ultrasound  
Dialysis  
Exoskeletons

Ventilators  
Medical Education  
Real Estate  
Venture Capital  
Women's Health



Description: Map illustrating where our clients are based.

# OUR SERVICES



## STRATEGY

Evaluate areas of opportunity and develop a tailored strategy to meet your business goals—whether it's bringing a new product to market, reinvigorating your brand, or reaching new audiences.



## MARKET RESEARCH

Conduct market research and segment analyses to better understand your customers' behaviors and preferences.



## LEAD GENERATION

Increase new lead generation by 1,000+ contacts a month and execute targeted messaging to convert prospects to leads to customers.



## MESSAGING

Craft compelling messages and stories that align with your customers' beliefs, behaviors, and emotions—and inspire them to act.



## SOCIAL MEDIA

Strategy, profile optimization, organic posts, and ads to take charge of your business narrative across social media.



## GEOFENCING

Combine geographical data with personalized ad content to ensure that the right people see your message at the right time.



## WEB DEVELOPMENT

Enriched copy and content for a dynamic and engaging web experience.



## BRANDING & GRAPHIC DESIGN

Brand books and other creative assets to tell your story through beautiful, compelling visuals.



## PUBLIC RELATIONS

Develop and maintain your brand with external partners and develop mutually beneficial partnerships.



## PHOTOGRAPHY & VIDEOGRAPHY

Impactful visual storytelling that inspires and informs your audience.



## EVENTS

Bring your brand to public or private audiences with creative online events.



## EXECUTIVE CONSULTATIONS

Whether you are at the start of your entrepreneurship journey, looking to bring a new product to the market, or trying to reinvent your business, the expertise of a seasoned marketing veteran like Doug can provide the insight and inspiration you need to make your vision a reality.

**NEW!**

# OUR TECHNOLOGY

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# TESTIMONIALS



We truly feel like 3STEPS4WARD is a part of the Cohesic team. We are a growing organization from a startup to a global company and 3STEPS4WARD took the time to understand our business and advise on the best marketing and sales approach for our needs, scoped to our resources and stage of company.

**They have a fantastic group of professionals and, since bringing on 3STEPS4WARD, our marketing has been transformed and we are seeing great KPI-driven results.**

As a scale-up company, it is comforting to have the equivalent of an entire full-service marketing department guiding our activities.



**Jordan Engbers, PhD**  
CEO of Cohesic



**Working with 3STEPS4WARD never felt “transactional” as it felt like the entire team acted as advocates for our company and mission.**

As a startup CEO, when I contemplate the characteristics of employees that I would eventually like to hire for my sales and marketing teams, I think of the 3STEPS4WARD team members that I have been working with.



**Neil Ray, MD**  
CEO of Raydiant Oximetry



Douglas Younger and the folks at 3STEPS4WARD have been nothing short of sensational in our experience working with them. Our project was small (a website upgrade and plans for increased social media presence) and despite that, the folks at 3STEPSWARD have provided attentive expertise and outstanding service.

**The staff are knowledgeable, personable, and patient — that I had minimal tech literacy was not an issue.**

I would absolutely recommend 3STEPS4WARD to any business or company who hopes to expand their digital reach, or their social media presence.



**Jordan Spector, MD**  
Residency Program Director at  
Boston Medical Center

# OUR CLIENTS\*

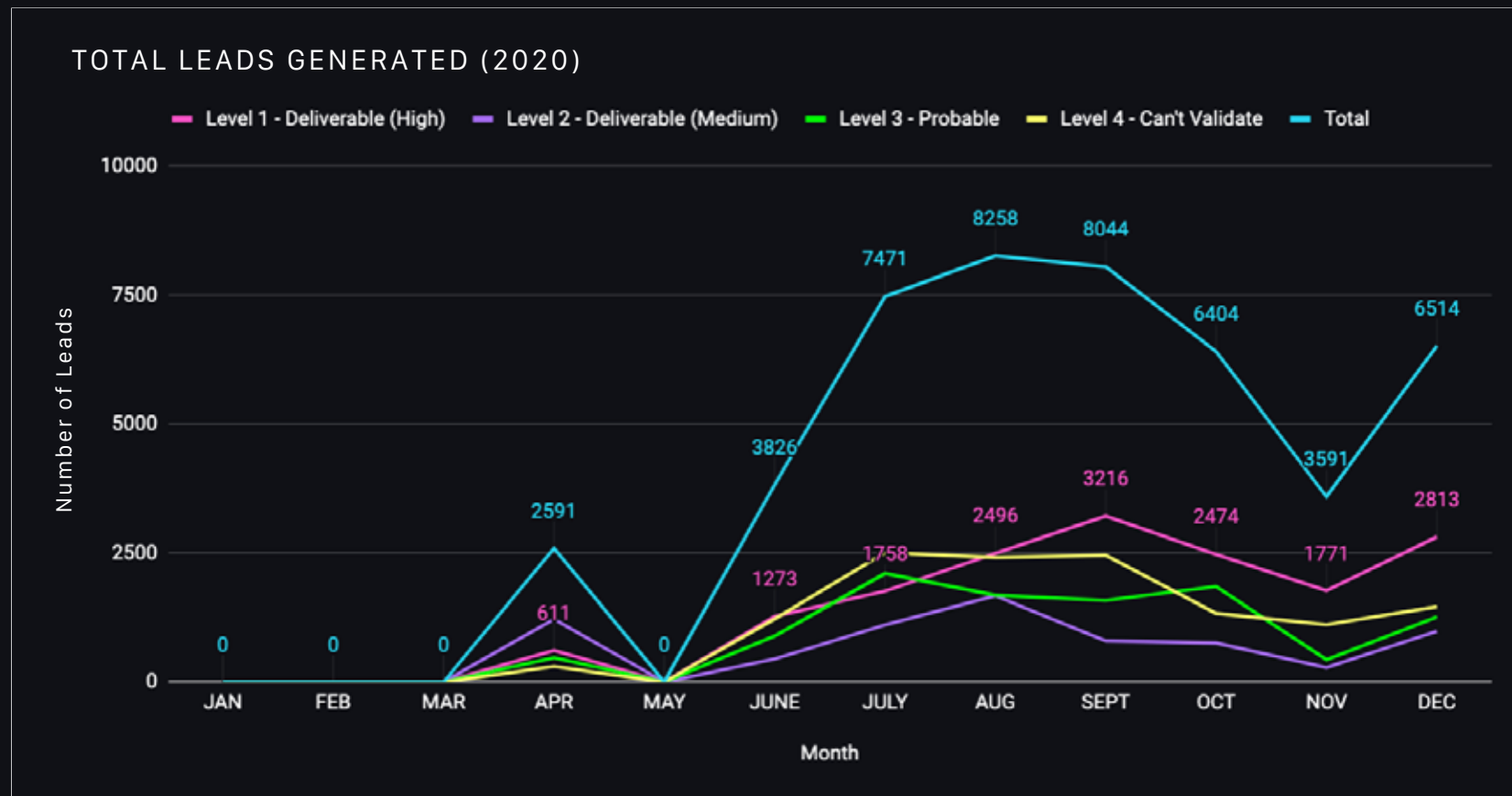
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\* 20 CLIENTS AND COUNTING



# LEAD GENERATION



## 2020 Highlights

Nearly 47,000 leads generated

35% were Level 1 leads (deliverable)

16% were Level 2 (deliverable)



# SOCIAL MEDIA PERFORMANCE



## FACEBOOK

**1.2K**  
PAGE CONTENT  
CLICKS

**815**  
ENGAGEMENTS

**514**  
PAGE LIKES

## INSTAGRAM

**995**  
ENGAGEMENTS

**283**  
FOLLOWERS

**532**  
POST VIDEO  
VIEWS

## TWITTER

**381**  
ENGAGEMENTS

**180**  
FOLLOWERS

## LINKEDIN

**656**  
PROFILE CLICKS

**470**  
ENGAGEMENTS

**346**  
FOLLOWERS

TIME PERIOD:  
MAY-DEC 2020

# SOCIAL MEDIA ADVERTISING

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Average CPR: **\$3.33**

Average CTR: **3.23%**

Total Clicks: **5,431**

Average Spend  
per Campaign: **\$114.98**

**30+**  
CAMPAIGNS

**595K+**  
IMPRESSIONS  
(2020-Q1 2021)

TIME PERIOD:  
MAY-DEC 2020

# WEB PERFORMANCE



	Avg Session Duration (min)	Avg Number of Pages Visited per Session	Avg Bounce Rate
<b>Direct</b> Visits with no referring website	<b>01:12</b>	<b>1.5</b>	<b>77.63%</b>
<b>Organic Search</b> Traffic from search engine results	<b>02:07</b>	<b>1.76</b>	<b>62%</b>
<b>Referral</b> Traffic brought from other sites	<b>02:21</b>	<b>1.5</b>	<b>53%</b>
<b>Social Media</b> Visits through social media posts/profiles	<b>00:54</b>	<b>1.39</b>	<b>74%</b>
<b>Paid Search</b> Visits brought from paid advertisements	<b>00:10</b>	<b>0.96</b>	<b>82%</b>

TIME PERIOD:  
MAY-DEC 2020

# EMAIL CAMPAIGN PERFORMANCE



29

Total Campaigns Completed

>27,000

Emails Sent

93%

Delivery Rate

19%

Average Open Rate\*

8%

Average Click-through Rate\*

\*The following are the average benchmarks for US senders:

Avg open rate: 17%

Avg click-through rate: 2.5%

TIME PERIOD:  
JAN-DEC 2020

# READY TO REINVENT YOUR BUSINESS?



**Take your first step with us.**



SHANEMOSKO@3STEPS4WARD.COM



+1 (305) 878-5323

*"If you do not change direction,  
you may end up where you are heading."*

**Lao Tzu**

WWW.3STEPS4WARD.COM