



# **Vivid** **Vision** **2024**



# Context

The goal of this vivid vision is to paint a picture of the destination, not to tell you how to get there. It describes what our company will look like in three years, but not the strategies and tactics we'll implement along the way.

This vision marks the start of our journey, because building a strategy without a clear destination is prone to failure, and implementing tactics without an intentional strategy is no different.

This vision illustrates what we aspire to be in three years, but not everything described here will need to come to life for us to feel successful.

We don't *have* to be 400 team members, but we know that we'll probably be close to that number; we don't need to reach our ambitious revenue goals, but we want to feel that we've built a business that's undeniably exceptional.

**This vision is designed to create clarity, alignment, and excitement.** And we hope that you'll be moved and inspired as you read it.



# Snapshot

**It's December 31st, 2024,** and Agorapulse is on a growth trajectory that energizes all of its 400 team members around the world.

Unicorn status that seemed impossible three years ago is now within reach and we all feel part of a once-in-a-lifetime professional adventure.

Our growth mindset has never wavered. Despite the struggles, setbacks, and failures, we kept learning and getting better. We never gave up and never lost faith in our ability to win.

**Agorapulse creates clarity out of social media chaos** by streamlining the management of all social media accounts into one centralized framework.

**Social media is no longer an afterthought, a necessary evil, or a pain that business leaders want to outsource to cheap resources.**

**We've transformed it into a strategic component of the businesses we serve** and we help our users become key players within their organizations.

Agorapulse is the secret behind their professional success.



# Core Values

## Honesty & Candor

We are direct, candid, and honest in all we do, recognizing that without clarity and trust there is only chaos.

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## Collaboration Without Ego

We believe that together we go further, embracing comradery and selfless collaboration to go where no one else has gone before.

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## Kind, Helpful & Caring

We treat others the same way we'd like to be treated, with support and empathy at the heart of every interaction.

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## Reliable, Autonomous & Accountable

We take ownership for the success of our mission, knowing greatness can only be achieved when we count on each other.

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## Excellence Through Personal Growth & Learning

We believe evolution is the difference between failure and success, and are always working to constantly improve.

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## Passion & Ambition

We love what we do and are driven to do more, shunning comfort and routine for the thrill of a challenge and opportunity to push our own boundaries.



# Culture

We're like a first league sports team, not a family. **You don't choose your family, but you do choose your teammates.** We're in it for the game, the win, and the fun along the way.

We've built a **culture of empowerment** where every single person knows they play an important role.

As a French company with team members of all origins in more than 15 countries across the globe, we embrace the unique ideas and experiences each team member brings and we genuinely enjoy that diversity.

Differences don't matter as long as you come to work with humility, respect, and genuinely try to understand and connect with others.



We bring our best self to work every day, so our ego doesn't need to be fed by fake titles or artificial success.

**Care permeates all that we do.** We approach every project and collaboration with kindness and a supportive spirit. Our greater sense of community holds us to standards of dependability and loyalty so that we can all flourish together.

**Excellence is the only status quo that we know.** With passion, determination, and the self-awareness to seek out continuous improvement, we are perpetually evolving to maintain our own high standards in everything that we create.



Our team **communications are characterized by transparency and candor.**

Everything from metrics and financial reports to executive meeting notes and motivations for departures are made available to all team members.

When there is a problem, we recognize that pointing fingers and finding fault is completely useless. Instead we change our perspective, seek solutions, and learn to prevent the same mistakes.

When such breakdowns occur, team members have the ability and motivation to take action without instruction.



Our **culture of feedback** is stronger than ever. We are aware of our egos and emotions but don't let them hinder our ability to listen and grow.

We've learned to challenge each other to help push the boundaries of what's feasible, understanding that being truthful and candid with one another is the only way to build and sustain healthy relationships.

Our goal is that no one will ever leave this company as a result of a frustration that wasn't voiced.

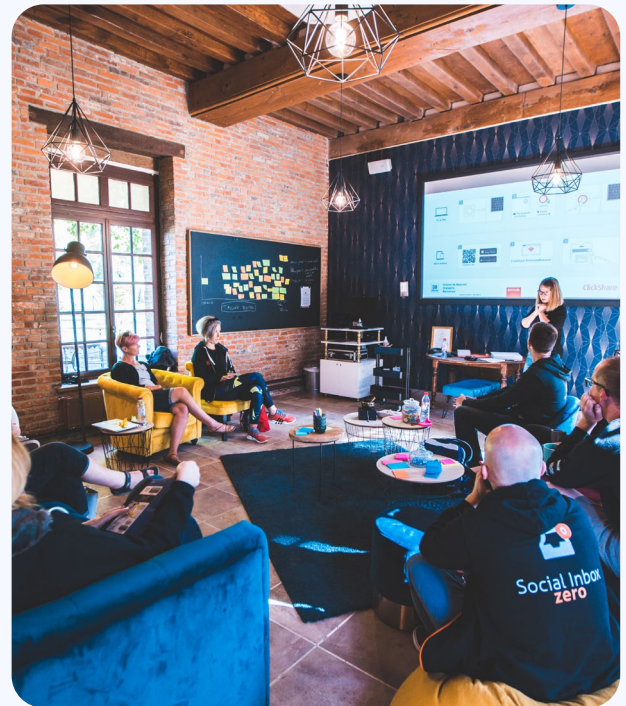
**We believe that you need to grow people within the business to grow the business,** and care that every team member's time with us is the most valuable time they can have.

We notice when someone takes ownership of their learning process (e.g., reading a new book, attending webinars and online events, creating training for colleagues) and will commit to helping them with their efforts—but it starts with them first and foremost.

And we invest in growing their skills and knowledge with personalized coaching, participation in professional development events and masterminds, exposure to peers within the industry, and internal and external training.

**Personal and professional growth begets business growth.**  
**And that business growth is evidence that what we do is increasingly impacting people's lives.**

This gives our work purpose and meaning and that's why we enjoy growth and embrace all the challenges it brings our way.



# Team

Agorapulse is made up of 400 different players and moving parts that are indispensable to our success.

The **Product Team** is responsible for customer discovery and brainstorming creative ways to deliver value to our end users. They focus on the “*what*” and the “*why*” of our production.

The **Engineering Team** ensures that the same value is working to its full potential and is successfully scalable from one user to thousands of users. They focus on the “*how*” of our production. Together, these two teams create more value than any other social media management product in the world.

Our **Customer Support** and **Customer Success Teams** are so knowledgeable that when clients interact with them they feel as if they've learned something new. They are motivated by a genuinely deep level of care and empathy for clients and are dedicated to their success.

The **Sales and Marketing Teams** find, attract, and convert mid-market clients through a world-class pipeline that keeps growing. This team includes international sales executives and marketers, country managers, and community builders devoted to our expanding presence in the USA and EU and growing a foothold in APAC and Spanish-speaking markets.

Our **Admin Team** supports all that we do.

The **Finance Department** ensures that everyone from stakeholders and investors to board members and employees have the right reports, understand projections, and stay on a healthy budget.

**Human Resources** empowers our management function to live and breathe our company values, keeping our culture alive, and also helps us attract and retain amazing talent.

Each team has at least one annual retreat to plan, team build, and brainstorm.

In addition, the entire company meets together annually at an incredible venue to build connections and momentum to sustain us for the upcoming year.



# Core Business Activities

We're a social media management tool **helping professionals manage the chaos of social media** and **showcase the value in their work**.

Our interface is free of complexity, creating an intuitive user experience with a low barrier for implementation. You don't need extensive training to figure it out, only a few minutes for complete mastery.



**We love to build software that people love to use.**

Our core social media management tool is perfectly positioned for SMB and mid-market companies, providing an exceptional quality to price ratio. It houses all of the primary necessities from scheduling content and responding to messages and comments to reporting through KPIs and graphs.

We help our clients measure and prove the tangible value of their efforts, and our reports make it clear the amount of work our users are putting in (measured by messages, comments, and posts created) as well as how responsive they are (measured by response time to messages and comments). Our attribution reports uniquely unveil the tangible business impact of their social media activities.



Add-on features are available for advanced needs within our core functions.

These offerings may include advanced reportings, online review management, employee advocacy, content ideation, curation and inspiration, and we continue to provide additional value by expanding this range.

This add-on strategy has built the foundation for our increased average revenue per account and supported us in achieving net negative revenue churn across all our user base.

We've tapped into our collective intelligence and wisdom through fun, exciting internal brainstorming, and customer discovery sessions to create disruptive products and go to market strategies.



# Headquarters

Every team is remote-friendly, but we know the value of face-to-face interaction.

Our spacious 1,500 square meter HQ serves as an exciting space for both work and play. Located in central Paris, our headquarters are bright and airy with plenty of room for collaboration.

If we ever find ourselves lacking inspiration, a breath of fresh air and a stroll through our history-rich neighborhood provide profound clarity and vision. Abundant with meeting spaces, the office serves as a **hub of creativity and knowledge-sharing** as we brainstorm our way into future expansion.

The design creates an inviting environment for both day-to-day quiet and focused work, including office space for our international employees in need of a “work-home” while visiting, as well as room for engaged team conversations and lively gatherings and events.

Communal benches decked out with ergonomic chairs and rows of screens line the space, always available for individual projects or entire team sessions.



# Sales & Marketing

Our sales and marketing efforts are constantly growing and we've fully transitioned from inbound-only to a healthy mix of inbound and outbound leads, achieving a very high predictability for our revenue pipeline.

Our mid-market **Enterprise Plan** clients contribute to the majority of our business, followed closely by our **Premium Plan** clients, and we are continuously attracting more mid-market clients as we move up-market to create scalable growth.

Thanks to **our product-led acquisition strategy** (free plan & free trial), **highly engaged community**, and effective marketing efforts, we are always a tool mid-market businesses consider as they evaluate their next social media management solution. Our high ratings and reviews help us make the final short list.

Our **Social Media Manager School** trains people to become certified social media managers and serves as a lead magnet for Agorapulse, and our **social media managers community** is the largest and most active community of social media and community management professionals in the world.



Its services are a strategic pillar in dominating our market and serve our product discovery strategy. Engagement is through the roof thanks to the job directory, peer groups, localized masterminds, coaching sessions, and both physical and digital events it provides.

Our community includes 100k active social media and community managers **around the world**, with an additional 100k having been exposed to our content or community services at least once. Our interview series podcast is the **#1 podcast in the social media management and marketing space**.

There are so many actionable tips and unique intel being shared that we have achieved 100k downloads per episode.



# Media & Awards

If you haven't heard of Agorapulse, you're probably not in the online marketing space.

We continuously earn awards for both our internal and external work, from being recognized as one of the **Best Places to Work** to acknowledgement for building a world-class community for social media and community managers around the world.

We frequently earn industry awards for our best-in-class customer service, with 24/7 availability and an ultra-reactive response time of under 30 minutes.



**Our favorite awards are the feedback of our clients,** telling us that we've built something amazing and they're wanting to pay for it. From social acclaim and podcasts to traditional media, the chatter about our company is epic with sentiments like,

*"Thanks to Agorapulse, social media marketing now **has a seat at the table as it's proved its value to the C-suite.**"*



# Team Sentiments

We love helping social media professionals see the value in the work they do and empowering them with the ability to showcase that value to those they work with.

We create clarity out of chaos for a lot of these people, and the more clients we serve, the more we know that the work we do matters.

Change is constant in our world, but social media isn't going anywhere. The social connection and interaction that it facilitates are at the core of being human, and it cannot live within its own silo.

**Change is inevitable. We're ready for it. We invite it. And we embrace it.**

With change come more barriers to entry making it harder to compete in our space, and more opportunities to protect the value that we've already built.

As a team, we realize that we are part of something that is a once-in-a-lifetime professional opportunity. All of us are driven to decide our own fate and write our own destiny, living in an active pursuit of happiness, and in doing so have brought a lot of people together for the ride.

**Together we're on a journey that is rare and unique, and without each other, the journey wouldn't exist.**

**We are filled with a deep sense of pride and accomplishment in being part of the exciting ongoing Agorapulse story.**

We created this vision to be a living document, one that brings life to ideas, thoughts, and wishes. If this vision excites you, join us and help us bring it to life.

