Marina Cholakova

The Team Performance Stack:
Leading Your People with the Same Confidence You Bring to Your Campaigns



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BULGARIA

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Leading Your People with the Same Confidence You Bring to Your Campaigns

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About me: Marina Cholakova

- **SEO & Performance Marketing Team Lead** with 15+ years of experience.
- **10+ years of C-level reporting** & working directly with business owners worldwide.
- Currently **Head of Search & Performance Marketing at Local Fame** leading teams remotely.
- Bachelor in Applied Linguistics: EN & FR, Master in Corporate Marketing
- Avid beginner surfer and aspiring long skateboarder

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01

Common KPIs & Team Personas

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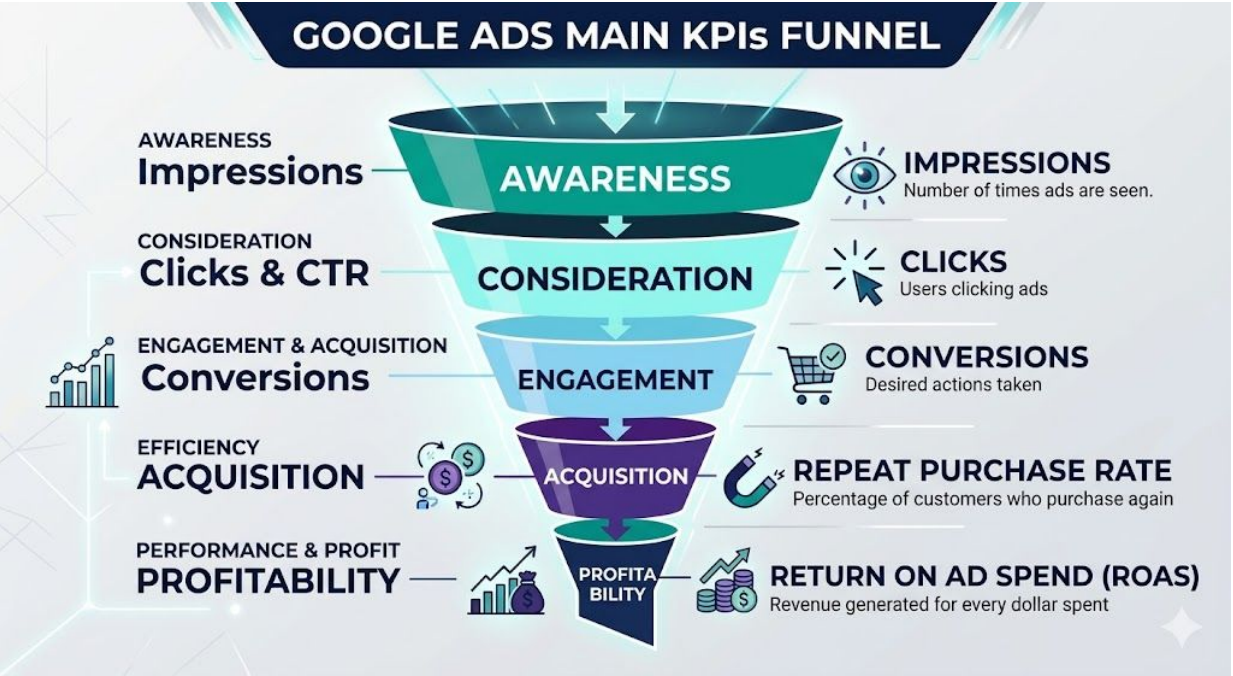
Ad Campaigns KPIs

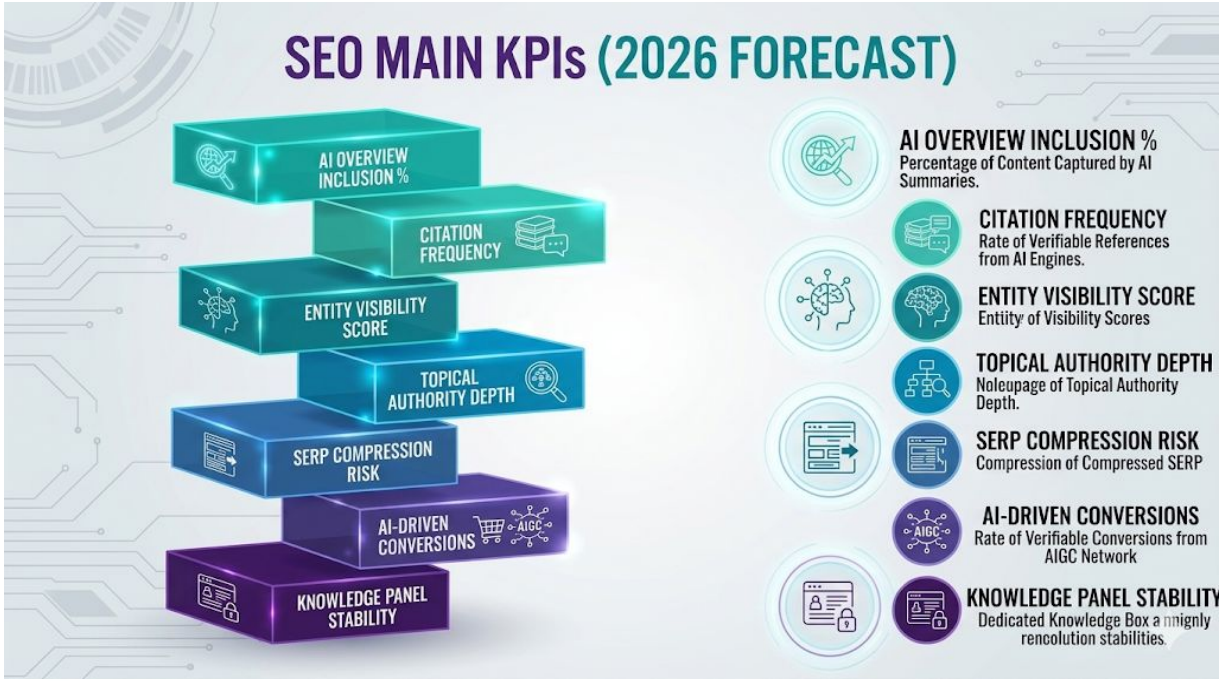


Ads KPIs:
Direct Influence & Quick Wins

Paid search can generate visibility within hours.

Delivering results once you pay & pauses when you stop.

SEO Campaign KPIs



SEO KPIs:
Long Term Value - No Quick Wins

SEO results are compounded and require consistency.

Results come in the first 3-6 months.

Visibility that turns into long-term growth.

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Ads campaign - 1 month after launch

Measurable initial results:

Results are good, planning to scale the budget.
New landing page experiment in the pipeline.
Results are 20% on top of estimated.





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SEO Campaign after month 1

Strategy in Progress:

Technical Audit implemented
Page Speed & Indexing
Competitor research done
SEO content roadmap in progress





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Freelancer after month 1

10 Hours on Project 1 completed
1 Research on Project 2 completed

Saved time by using pre-set templates
Automated the research process
Happy communication goes smoothly
Requested a meeting on new project details





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Freelancers & Motivation



SMART Goals & Clear Scopes

Clear, measurable objectives and **well-defined project scopes**

are crucial when working with freelancers especially when they are paid by the hour and want to be as efficient as possible.



Autonomy & Flexibility

Freelancers value their working flexibility and are usually performing best when meetings are fixed and tasks assigned are distributed as early as possible.
Make sure deadlines are aligned with their work loads.



02

KPIs & Motivation



Instant Gratification

Recent Past Period Metrics:
Daily / Weekly KPIs
Clicks
Leads generated
Campaigns launched
CTR
Short Term Financial KPIs

Motivates by:
immediate recognition & monthly bonuses

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Delayed Gratification

Long term outcomes:
Quarterly / Annual KPIs
Organic growth
AI visibility
Non-financial KPIs:
Strategic improvements
Process & Pipeline Automation
Long term financial KPIs

Motivates by:
career growth, large bonuses, vision

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Why teams need both kinds of KPIs:

Because not every channel produces value on the same timeline.

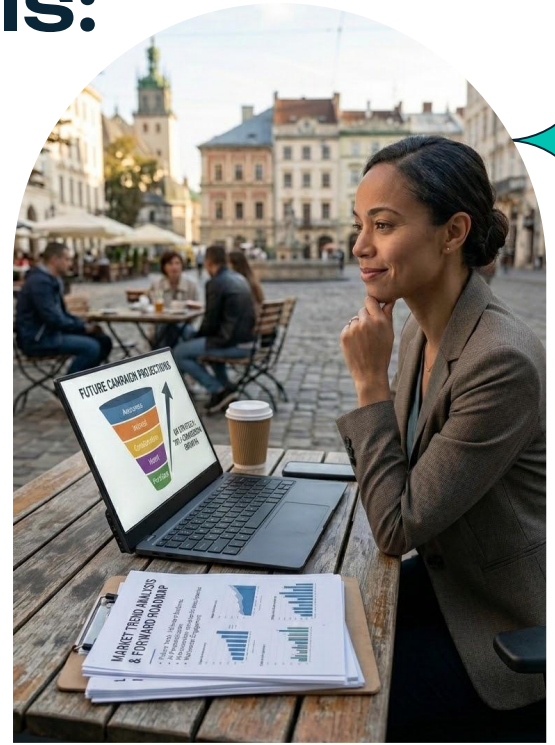
As managers we need to design a mix and

a deeper view of how capable the team is of sustaining results and adapting to change.

Why Non-Financial KPIs:

They are the drivers of performance:

learning, engagement, experimentation, and process quality.



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Why Non-Financial KPIs:

They reveal risks like burnout and churn early.

Early warning signs of disengagement.

Example Non-Financial KPIs

Time invested in skills development per person

Turning learning into practice

Knowledge sharing

Number of Experiments documented

Idea-to-implementation rate

Automation hours saved

Tool adoption

Customer satisfaction (CSAT)



03

The Team Performance Stack (TPS)

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From Campaign KPIs to People KPIs

Campaign KPI

Time to conversion
(time from click to purchase)

People KPI - non-financial

→ **Time to decision**
(time from experiment result to a decision, or time to market for new ideas)

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From Campaign KPIs to People KPIs

Campaign KPI

CTR
(Click-through rate)

People KPI -non-financial

→ **Course-to-Change Rate**
out of all trainings/conferences/courses taken, how many resulted in a documented experiment, process improvement, or asset created

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From Campaign KPIs to People KPIs

Campaign KPI

ROI
(Return of Investment)

People KPI

→ **Automation & Process ROI**
Hours saved via automation, templates, or process improvements

The Team Performance Stack

Layer	Description	Weight
Layer 1: Business Outcomes	Financial / performance KPIs / Feedback — Did we move the numbers?	40%
Layer 2: Proactivity & Experimentation	Smart tests and initiatives — Did we generate and run smart tests?	30%
Layer 3: Systems & Process	Process improvements — Did we make the process better & easier?	20%
Layer 4: Client & Team Health	Client Relationship and team — Did we grow stronger?	10%

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The Team Performance Stack

Layer 2: Proactivity & Experimentation (30%)			
Sub-area	**SEO Examples**	**Ads Examples**	**Points Guide**
Experiment velocity	New content hubs, topical maps, internal linking changes, CWV/indexing/structured-data experiments shipped per quarter	New campaign structures, creative/audience tests, bidding experiments, Campaign tests, new channel pilots (Meta, LinkedIn, etc.)	+1 per experiment shipped (max +4/quarter)
Proactive initiatives (unprompted)	Quarterly self-initiated website health audits; proactive UX/design recommendations to improve UX, SEO & AI crawlability	Upsells (new channels), proactive performance pushes	+3 new channel upsell, +2 new channel launched, +2 major proactive audit, +1 written recommendation
Recovery & risk4management	Major technical turnaround/recovery (e.g., deindexation fixes, permalink issues, proactive blog updates to restore traffic)	Crisis management on accounts (e.g., diagnosing tracking or lead-quality issues, reallocating budget quickly)	+2 major recovery documented, +1 proactive risk flag raised and resolved

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04

The Team Performance Stack in Action

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+100%

Productivity increase for 2 Quarters
(6 months)



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+100%

New Business & Clients Onboarded

Thanks to process improvements & automation



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+♾️🙂%

Team Satisfaction

Bonus systems & Transparent Financial & Non-Financial KPIs



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A strong manager is not just someone who gets results.

A strong manager builds the system that makes good results repeatable.

The real goal is not only better results,

but a team that grows, thrives, and stays well together!



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Thanks

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Let's chat on Linkedin.



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