

The end result is a detailed 12-month marketing plan broken down by week with all the necessary tasks listed to ensure your success.

Tasks		Month 1				Month 2			
		W1	W2	W3	W4	W1	W2	W3	W4
Competitive Analysis	Conduct Competitive Analysis	Competitive Analysis							
	Present findings/recommendations					Report			
	Monitor: Daily/Weekly monitoring					Ongoing	Ongoing	Ongoing	Ongoing
	Monthly reporting								Report
Brand	Conduct Brand Workshop	Brand Workshop							
	Ongoing Brand management in marketing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
Sales Meetings	Ongoing sales meeting				Meeting				Meeting
Website	Strategy development and planning: sitemap and wireframe	Website							
	Design: page layout concepts, review and approvals			Website					
	Build website content/creation and assembly	Website							
	Build website: coding	Website							
	Testing, review and launch							Launch	
	Monthly reporting/maintenance								
SEO	Strategy development, keyword research	Keyword Strategy							
	Ongoing tagging, page optimization	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing	Ongoing
	Monthly reporting				Report				Report
Video	Script development, revisions and approvals	Video				Video			
	Preproduction: pre-production meeting, confirm location, lighting, equipment, staffing, timing	Video				Video			
	Production: Travel to/from site, shooting, b-roll capture		Video				Video		
	Post-Production: Editing, music, graphics, subtitles, revisions and approvals		Video				Video		
Content Development	Develop one-pagers, present for approval, edits			One Pagers					
Digital Engagement	Organic social media strategy development	Social Strategy							
	Paid strategy development, presentation and approval	Social Strategy							
	Digital media buy: coordinate with digital media owners, present final plan for approval prior to booking				Digital Strategy				
	Design/Build: HubSpot landing page development						Build		
	Design/Build: Ad specifications, copy and visual development, revisions, client approval, testing						Build		
	Launch								
	Monitor: testing, daily monitoring and optimization recommendations							Ongoing	Ongoing
	Monthly reporting								
Direct Mail Strategy	Request for proposal, review and approval	Direct Mail							
	Targeting and approval				Targeting				
	Creative development and approval				Creative				
	Delivery						Launch		
Permission Based Marketing	Design/build: newsletter, revisions, client approval		Build				Build		
	Send newsletter					Send			
	Report: Newsletter metrics								Report