

HIGH-LEVEL AUTOMATION CAMPAIGN TIMELINE

Complete Sales Funnel to Launch New Warehouse Automation Products and Services.

Includes: Strategy, Messaging, Sales Funnel website pages. Blog content to attract traffic and email nurturing and promotion.

PROJECT TITLE	SST Warehouse Automation	COMPANY NAME	SST
PROJECT MANAGER	HighViz Marketing	DATE	Jun 5

PHASE	TASKS	PHASE 1		PHASE 2				PHASE 3				PHASE 4				PHASE 5		PHASE 6			
		MONTH		MONTH		MONTH		MONTH		MONTH		MONTH		MONTH		MONTH					
		1/15	#	#	#	2/12	2/19	#	#	#	#	#	#	#	#	#	#	#	#		#
1	Project Planning	<ul style="list-style-type: none"> ✓ Campaign Strategy Outline ✓ Project Phase Planning ✓ Campaign Proposal ✓ Campaign Approval ✓ Master Project Timeline ✓ Funding 	Project Planning																	PLANNING	
3	Sales Funnel	<ul style="list-style-type: none"> ✓ Message Workshop Meeting ✓ Messaging Framework ✓ Complete Messaging Playbook ✓ Website Wireframe ✓ Lead Generator Draft ✓ Client Approvals ✓ Create Lead Generator Email Series ✓ Create Landing Pages in HubSpot ✓ Create Sales Funnel Page in HubSpot ✓ Email HubSpot Production ✓ Email Workflow Management ✓ Lead Generator Artwork PDF ✓ QA & Testing ✓ Launch & Promotion 			Brand Messaging Playbook & Website Wireframe				Lead Generator											ASSET SET UP	
4	Editorial Plan	<ul style="list-style-type: none"> ✓ Blog Topic Planning ✓ Blog SEO Research & Strategy ✓ Blog Topics Finalized ✓ Blog Topics Approved ✓ Blog #1 - Title TBD ✓ Blog #2 - Title TBD ✓ Blog #3 - Title TBD ✓ Blog #4 - Title TBD ✓ Blog #5 - Title TBD ✓ Blog #6 - Title TBD ✓ Blog #7 - Title TBD ✓ Blog #8 - Title TBD ✓ Blog #9 - Title TBD ✓ Blog #10 - Title TBD ✓ Blog #11 - Title TBD ✓ Blog #12 - Title TBD ✓ Email Nurture Workflow Set Up ✓ Ongoing Blog Planning ✓ Ongoing Blog Creation ✓ Ongoing Editorial Plan Management ✓ Blog Performance Review ✓ Blog Analytics & Reporting 									Blog Planning, SEO Research and Topic Approvals										ONGOING RETAINER & PROMOTION
5	Sub Pages	<ul style="list-style-type: none"> ✓ AGV Sub-Page ✓ AS/RS Sub-Page ✓ Conveyor Sub-Page ✓ QA, Test, Launch Process 																	Sub-Page Creation QA, Test & Launch		

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PROJECT PHASE	TASKS & DELIVERABLES	MONTH		MONTH			MONTH			MONTH		MONTH		MONTH		MONTH	
		1/15	# # #	2/12	2/19	# # #	# # #	# # #	# # #	# # #	# # #	# # #	# # #	# # #	# # #	# # #	# # #
6	Hub Pages <ul style="list-style-type: none"> ✓ Add Published Blogs to Sales Funnel ✓ Retainer Blogs Continually Added 																
		Add Published Blogs to Sales Funnel Website Page to Create a Hub Page															
		Published Retainer Blogs Continually Added to Sales Funnel Hub Page and Workflow.															
7	Ongoing Promotion <ul style="list-style-type: none"> ✓ Ongoing Promotion via Retainer ✓ Ongoing Sales & Promotional Emails ✓ Performance Review & Reporting ✓ Pay Per Click Ads 																
		Sales Funnel & Blog Post Promotion					Ongoing Sales & Promotional Emails					Promotional Reporting & Analytics					
		PPC Ad Set Up, Monitoring & Optimization															