

Scaling Marketing Strategy Project Schedule

Project Duration:
1 month

Activities	Week 1	Week 2	Week 3	Week 4
Define objectives	Team			
Research & understand the market	PIC: Karissa M.			
Develop messaging & positioning		PIC: Mitch A.		
Create a campaign plan		PIC: Creatives		
Implement campaigns		PIC: Runners		
Evaluate results & course correct		Team	Team	
Refine strategy as needed			Team	
Track marketing progress			PIC: Shobana	PIC: Shobana
Rinse and repeat!				Team

Notes & Reminders: _____

