

MARKETING PROJECT TIMELINE

Q3-Q4 STRATEGY

PROJECT: _____

LEAD: _____

START DATE: _____

DEADLINE: _____

| DONE | MILESTONE & DELIVERABLES | TARGET DATE | OWNER |
|------|---|-------------|---------------|
| | Phase 1: Research & Discovery Market analysis, competitor audit, and persona definition. | Oct 05 | Research Team |
| | Phase 2: Strategy & Messaging Value proposition, core pillars, and campaign slogans. | Oct 12 | Creative Dir. |
| | Phase 3: Asset Production Design of ad creative, landing pages, and email templates. | Oct 26 | Design Dept. |
| | Phase 4: Channel Setup Ad account configuration, tracking pixels, and automation workflows. | Nov 02 | Ops Team |
| | Phase 5: Campaign Launch Official release across social, search, and email channels. | Nov 05 | Marketing Mgr |
| | Phase 6: Optimization & Reporting Performance review, A/B testing adjustments, and ROI analysis. | Dec 15 | Data Analyst |