

MARKETING CAMPAIGN MANAGEMENT

Project Title: Q4 Product Launch

Date Range: Oct 01 - Dec 31
Status: Planning Phase

STRATEGY & TASKS	LEAD	W1	W2	W3	W4	W5	W6	W7	W8
Market Research & Personas	Sarah J.								
Content Strategy & Briefs	Mike K.								
Creative Asset Production	Design Team								
Ad Copywriting & Legal	Elena R.								
Social Media Blast	Chris P.								
CAMPAIGN GO-LIVE	Admin								
Performance Analysis	Data Dept								
A/B Testing & Retargeting	Sarah J.								

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