
PROJECT CHECKLIST (MARKETING)

Site Name:	
Project Manager:	

Phase 1: Concept

Provide input on naming application

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Phase 2: Planning

- Marketing form received from project manager (PM)
- Watch for marketing opportunities near rollout date
- Focus Group/Surveys
 - Work w/ Creative Services (CS) & PM to determine type of testing needed (focus group, survey, etc.)
 - Identify & contact participants
 - Coordinate time & location
 - Facilitate response
 - Give responses to CS & PM
 - Send thank you's to participants

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Phase 3: Development

- Marketing Plan Created
 - Partner input on marketing plan
 - Partner marketing contact identified, if additional person than PM's contact
 - PM input on marketing plan
- Marketing plan revised
 - Give final marketing plan to PM & partner
- Proof & edit application copy

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Phase 4: Testing

- Set-up launch promotions
 - News conference
 - Identify presenters
 - Outline agenda
 - Draft news release
 - Quote from partner
 - Partner approval
 - Management approval
 - Research opportunities for live demos
 - Coordinate presenter & location
- Write or review application survey

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Phase 5: Rollout

- Distribute news release statewide (generally 1 month after app. is live)
- Distribute news release to trade organizations/publications
- Request distribute release nationally
- Distribute direct mailing to target audience
- Advertising
 - Radio
 - Newspaper
- Additional promotional strategies
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