

30 60 90 DAY PLAN



FIRST 30 DAYS

30

- Review Brand Integration of all Content
- Build Content Creation Process – ***Wash, Rinse, Repeat***
- Focused Creation of High Priority Sales and Marketing Collateral
- Work with Sales Team to Create Messaging
- Build Relationships with North American and International Stakeholders
- Build Marketing Team of Specialists: Staff, Freelancers, Vendors
- Begin Key Stakeholder Visits

AT 60 DAYS

60

- Build Relationships with Industry Experts and Influencers
- Build Online Reputation Management Plan
- Build Content Library Including Video, Blogs, Website, Technical, Sales...
- Create Marketing Tools for Both Internal and External Sales
- Create End User Focused Content – Online and Print
- Additional Focus for Social Media Content
- Continue Stakeholders Visits

AT 90 DAYS

90

- Expand Content Library and Social Media Creation
- Grow Relationships with Industry Experts and Influencers
- Increase Focus on Sales and Marketing Tools
- Maintain Online Reputation Management Efforts
- Build End User Interviews and Testimonials
- Continue Stakeholders Visits
- Document and Present Initial ROMI Results