

Sample Campaign Schedule

Phase	Milestones		Deliverables	Duration
Project Setup	Sign contract			1 - 2 days
	Pay first invoice			
	Create Google Apps Alias Account	You'll need	your IT team to create an Alias Account	
	Kick-off call with Account Manager			
	Set Campaign Milestone Deadlines			
	Introduction to your Basecamp project	You can expect	a Carburetor Basecamp Project setup for you	
List Building	Determine Ideal Company Targeting Criteria	You'll need	Profiles of your best existing customers	5 - 7 days
	Determine Target Contact Criteria			
	Build initial targeted email list	You can expect	a Sample Targeted email list based on criteria	
	Approve or Review initial targeted list			
Email Message Calibration	Brainstorm message keywords which speak to the problem your product/service solves.	You'll need	some guidance from your Marketing Team to help in our messaging strategy sessions	4 - 5 days
	Brainstorm signature content strategy	You'll need	3-4 pieces of external content which describe the problem your product/service solves, and why the prospect should solve it with you.	
	Brainstorm possible common objections and the most appropriate follow-up responses	You'll need	Advice from your Sales team about common objections and conversation paths in the prospecting phase	
	Approve or Review initial email templates	You can expect	2-4 sets of email templates designed to reach the target market	
Pre-Launch	Pre-Launch discussion to review what you can expect to see as the conversations unfold.	You can expect	to see some early conversations in your inbox as you're BCC'd into the threads	1 day
Campaign Ramp	End of week 1 discussion	You can expect	to review the quality of the conversations that we're handing you	
	End of month analytics report	You can expect	a month-to-date report of performance analytics	
	End of month performance review	You can expect	to discuss iterations for improving	4 - 6 weeks
Campaign Goal	Generate 10 handoffs/month consistently by the end of month 3.			