Date: 04/05/2025

Time: 10:30 AM - 11:30 AM

Attendees:

• Sarah Lee (CMO)

• John Doe (CEO)

• Tom Miller (CFO)

• Laura Turner (Product Manager)

• Jessica Thompson (Digital Marketing Lead)

Transcript:

[00:00:00] Sarah Lee (CMO):

"Good morning, everyone. Thanks for joining. Today we need to focus on finalizing the marketing strategy for our Q2 campaign. Jessica, can you update us on the digital marketing assets we’ve created so far?"

[00:01:20] Jessica Thompson (Digital Marketing Lead):

"Sure! We’ve finalized the landing pages for the product, and the ad creatives are ready. We’re also working on a new video ad series that will be launched on YouTube and Instagram. The target audience is already segmented, and we’re just finalizing the budget allocation for each platform."

[00:02:40] John Doe (CEO):

"Great work, Jessica. I’m particularly interested in the video ad series. Can we make sure that the messaging in the video really highlights our product’s differentiators? We want it to stand out in a crowded market."

[00:03:00] Jessica Thompson (Digital Marketing Lead):

"Absolutely. We’ve made sure to focus on the pain points the product solves, especially the unique features that none of our competitors have. The video will feature customer testimonials, and we’re planning for a strong CTA to drive conversions."

[00:04:20] Sarah Lee (CMO):

"That sounds perfect. Tom, how are we looking on the budget for this campaign? Do we have enough room to run ads on all the major platforms for optimal exposure?"

[00:04:45] Tom Miller (CFO):

"Yes, we have allocated a budget of $100,000 for the Q2 campaign. That includes YouTube, Instagram, and Facebook ads. I’m confident that this will give us the reach we need without exceeding our marketing budget for the quarter."

[00:05:30] Laura Turner (Product Manager):

"Great. One thing I’d like to bring up is ensuring that the landing pages are aligned with the marketing campaign. We need to make sure the product messaging is consistent across all touchpoints, including the digital assets and landing pages."

[00:06:00] Sarah Lee (CMO):

"Thanks, Laura. Yes, that’s crucial. I’ll make sure our team double-checks the consistency and flow of the messaging. We can also implement A/B testing on the landing pages to optimize conversion rates as soon as the campaign goes live."

[00:07:10] John Doe (CEO):

"Sounds like we’re on track. Let’s make sure to start prepping for a post-launch analysis as well. Once the campaign is live, we need to track all the relevant metrics closely."

[00:08:00] Jessica Thompson (Digital Marketing Lead):

"We’ll be setting up dashboards for real-time tracking of performance metrics, including CTR and conversion rates. I’ll be working closely with the analytics team to ensure we capture all the necessary data."

[00:09:20] John Doe (CEO):

"Perfect. Let’s reconvene after two weeks to see the initial results. If there are any issues, we can adjust quickly. Thanks, everyone, for the updates."