1. Project Overview

Objective: To promote a new webtoon series inspired by "Lore Olympus Chapter 60-67: Persephone Confesses to Artemis," targeting both existing fans of the webtoon and attracting new readers.

Target Audience:

- Current "Lore Olympus" readers

- Greek mythology enthusiasts

- Webtoon and comic book fans

- Young adults (18-34) interested in romance and fantasy genres

Expected Outcomes:

- Increased reader engagement

- Expansion of reader base

- Enhanced social media presence

- Boosted webtoon subscriptions

2. Timeline and Milestones

Planning Phase (2 weeks):

- Project kickoff: Oct 16, 2024

- Initial brainstorming and strategy meeting: Oct 18, 2024

- Finalize campaign plan: Oct 27, 2024

Content Creation Phase (4 weeks):

- Script and storyboard for promotional video: Oct 29 - Nov 2, 2024

- Graphic design for social media posts: Nov 3 - Nov 9, 2024

- Production of promotional video: Nov 10 - Nov 23, 2024

Launch Phase (2 weeks):

- Soft launch with teaser content: Nov 25, 2024

- Full campaign launch: Dec 2, 2024

- Social media post schedule: Dec 2 - Dec 15, 2024

Post-Launch Analysis (2 weeks):

- Gather and analyze engagement data: Dec 16 - Dec 22, 2024

- Team debrief and report: Dec 23, 2024

3. Task List and Dependencies

Planning Phase:

- Kickoff meeting (Task 1)

- Brainstorming session (Task 2) [Dependent on Task 1]

- Finalize campaign plan (Task 3) [Dependent on Task 2]

Content Creation Phase:

- Script and storyboard (Task 4) [Dependent on Task 3]

- Graphic design (Task 5) [Dependent on Task 4]

- Video production (Task 6) [Dependent on Task 5]

Launch Phase:

- Teaser content (Task 7) [Dependent on Task 6]

- Full campaign launch (Task 8) [Dependent on Task 7]

- Social media posts (Task 9) [Dependent on Task 8]

Post-Launch Analysis:

- Data gathering (Task 10) [Dependent on Task 9]

- Team debrief (Task 11) [Dependent on Task 10]

4. Resource Allocation

Planning Phase:

- Project Manager

- Marketing Strategist

Content Creation Phase:

- Scriptwriter

- Storyboard Artist

- Graphic Designers

- Video Production Team

Launch Phase:

- Social Media Manager

- Content Writers

- Graphic Designers

- Video Editors

Post-Launch Analysis:

- Data Analysts

- Project Manager

Budget:

- Ad spend for social media platforms: ₹200,000

- Production costs for video: ₹150,000

- Miscellaneous expenses: ₹50,000

Risk Assessment

Potential Risks and Mitigation Strategies:

1. **Delays in Content Production:**

   - **Risk:** Unexpected delays in creating promotional content (e.g., graphic design, video production).

   - **Mitigation:** Implement a buffer period in the timeline for unforeseen delays. Regularly check in with the content creation team to monitor progress and address any issues early.

2. **Inconsistent Quality:**

   - **Risk:** Variations in the quality of promotional materials.

   - **Mitigation:** Establish clear quality standards and conduct regular reviews. Provide constructive feedback and allow time for revisions.

3. **Budget Overruns:**

   - **Risk:** Exceeding the allocated budget for the campaign.

   - **Mitigation:** Monitor expenses closely and maintain a contingency fund. Prioritize essential tasks and cut non-essential costs if necessary.

4. **Low Engagement:**

   - **Risk:** The campaign does not resonate with the target audience.

   - **Mitigation:** Conduct market research and A/B testing to refine the campaign. Adjust strategies based on audience feedback and engagement metrics.

5. **Technical Issues:**

   - **Risk:** Technical problems with the website or social media platforms.

   - **Mitigation:** Have a technical support team on standby. Perform regular maintenance checks and ensure all platforms are updated.

Communication Plan

Coordination and Progress Tracking:

1. **Team Coordination:**

Coordination and Progress Tracking:

1. **Team Coordination:**

   - **Marketing Team:** Responsible for campaign strategy, content creation, and social media management.

   - **Design Team:** Handles graphic design and video production.

   - **Content Writers:** Create engaging copy for social media posts and promotional materials.

   - **Data Analysts:** Monitor campaign performance and provide insights.

2. **Communication Tools:**

   - **Slack:** For daily communication and quick updates.

   - **Trello/Asana:** For task management and progress tracking.

   - **Regular Meetings:** Weekly team meetings to discuss progress, address issues, and plan next steps.

3. **Progress Tracking:**

   - **Trello/Asana:** Use boards and task lists to assign tasks, set deadlines, and track completion.

   - **Regular Updates:** Team members provide updates on their tasks during weekly meetings and through Slack.

   - **Performance Metrics:** Data analysts provide regular reports on campaign performance and engagement metrics.

By having a clear risk assessment and communication plan, you can ensure a smooth and successful marketing campaign for the new webtoon series.