GT Investment Project Execution Plan

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# 1. Introduction

This document outlines the structured execution plan for the GT Investment digital transformation project, which includes website creation and strategic marketing initiatives. The goal is to establish an authoritative online presence, streamline customer interaction, and generate qualified leads through automation and strategic marketing campaigns.

# 2. Phase One: Website Development

The first phase focuses on the design, development, and deployment of a modern, informative, and lead-generating website for GT Investment.

Key Steps:

- Request and collect the following from GT Investment:  
 - Full company profile  
 - Complete list of stock products and services (with descriptions and prices if available)  
 - Any visual or written brand guidelines (if applicable)

- Design and deliver a custom company logo based on GT Investment’s brand vision.

- Create a high-quality mockup of the proposed website (including Home, Products & Services, About, Contact, FAQ, and Lead Capture section).

- Present the mockup for client review and feedback.

- Revise (if needed) and obtain written approval of the final design.

- Upon approval, client pays 50% deposit to begin website build.

- Begin development, populate content, optimize for mobile and SEO, and set up hosting.

- Deploy the final website after completion and client approval.

- Collect remaining 50% payment upon project delivery.

# 3. Phase Two: Strategic Marketing Plan

Following website completion, a comprehensive marketing plan will be rolled out to attract and convert new investors, clients, and partners.

Marketing Plan Components:

- Develop buyer personas based on GT Investment's ideal client (e.g., investors, corporate clients, B2B partners).

- Set up and connect a CRM system to manage inbound leads and track sales opportunities.

- Design and automate email outreach sequences targeting potential investors and clients.

- Create and deploy a lead qualification funnel to segment and prioritize leads.

- Set up appointment scheduling for direct client consultations.

- Launch a targeted digital ad campaign (Google, Facebook, LinkedIn, etc.)

- Create high-value content (e.g., blog posts, whitepapers, investor updates).

- Implement an analytics dashboard to track lead sources, conversion rates, and engagement.

- Regularly review campaign performance and adjust strategy as needed.

# 4. Timeline & Milestones

Estimated Duration: 6–8 Weeks Total

Milestones:

- Week 1: Company info submission, logo creation, and content gathering, Website mockup and approval

- Week 2-3: Website development and first draft review

- Week 4: Final website delivery and launch

- Week 5-6: Rollout of marketing strategy and automation systems

# 5. Payment Terms

Payment is split into two stages:  
- 50% deposit upon approval of website mockup to commence development  
- 50% upon successful delivery of the website and before marketing begins

# 6. Client Responsibilities

- Provide full company profile and accurate service/product data

- Approve mockups and development milestones in a timely manner

- Provide prompt feedback and access to required platforms (e.g., email domains, hosting accounts)

- Ensure timely payment as per agreement

# 7. Approval & Sign-Off

By signing below, GT Investment agrees to the outlined project plan and is ready to proceed.

Client Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Representative: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Signature: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_