MEETING NOTES

**Fictional Non Existent LLC**

# Marketing Campaign Planning - Q2 Launch

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| **Date:** | January 29, 2025 |
| **Time:** | 3:00 PM - 4:30 PM EST |
| **Location:** | Conference Room B |
| **Facilitator:** | Olivia Bennett, Marketing Director |
| **Note Taker:** | Jason Liu, Content Marketing Manager |
| **Attendees:** | Olivia Bennett, Jason Liu, Maya Thompson (Demand Gen Manager), Derek Walsh (Digital Marketing Specialist), Alicia Moreno (Brand Designer), Rachel Foster (VP Sales - guest) |
| **Absent:** | None |

**Meeting Purpose:** Plan and align on Q2 product launch campaign strategy, creative direction, timeline, and deliverables.

## Campaign Overview

**Olivia** opened the meeting by reviewing the campaign objectives for the Q2 product launch (Project Phoenix).

**Campaign Goals:**

* Generate 500 qualified leads in first 30 days post-launch
* Achieve 5,000 website visits to product landing page
* Secure 10 media mentions in industry publications
* Drive 200 demo requests within first month
* Build awareness with target audience (IT Directors and CTOs at mid-market companies)

**Budget Allocation:**

* Total campaign budget: $85,000
* Digital advertising: $35,000
* Content creation: $25,000
* Events and webinars: $15,000
* PR and influencer outreach: $10,000

## Creative Direction & Messaging

**Alicia** presented initial creative concepts and the team discussed messaging approach.

**Key Messaging Themes:**

* **Primary:** "Transform Your Operations in Half the Time"
* **Secondary:** "The Next Generation of Enterprise Solutions"
* **Supporting:** Focus on ease of implementation, cost savings, and scalability

**Design Approach:**

Alicia showed three design directions - the team preferred Option 2 (modern, bold colors with clean typography). The design emphasizes speed and efficiency through visual metaphors.

**Discussion Points:**

* **Rachel** suggested highlighting customer pain points more prominently. Sales team hears repeatedly about implementation complexity and long timelines - this should be front and center.
* **Maya** recommended A/B testing two headline variations to optimize conversion rates.
* **Derek** noted we should ensure all creative assets are optimized for mobile since 62% of our site traffic is mobile.

**Decision:** Proceed with Option 2 design direction. Alicia to incorporate feedback and present revised concepts by Feb 5. Team agreed to test two headline variations in paid ads.

## Multi-Channel Strategy

**Maya and Derek** outlined the integrated channel approach for maximum reach and engagement.

### Digital Advertising

**Derek** will lead digital campaigns across multiple platforms:

* Google Ads (Search & Display) - $18,000 budget
* LinkedIn Sponsored Content - $12,000 budget (primary channel for B2B targeting)
* Retargeting campaigns - $5,000 budget
* Launch window: April 1-30 with option to extend based on performance

### Content Marketing

**Jason** outlined the content plan to support the launch:

* Launch blog post (2,000 words) - Jason writing
* Product comparison guide - partner with sales for competitive intel
* Case study featuring beta customer (CloudNine Systems) - interview scheduled
* Explainer video (90 seconds) - working with external agency
* Email nurture series (5 emails) - draft by Feb 15
* Social media content calendar (30 posts) - mix of educational and promotional

**Note:** Rachel emphasized the case study is critical - sales needs real-world proof points for conversations. Jason confirmed interview is scheduled for Feb 7 and will fast-track production.

### Events & Webinars

**Maya** proposed event strategy:

* Launch webinar: April 10 (product demo + Q&A with CTO)
* Industry conference booth: TechSummit 2025 (April 22-24)
* Virtual roundtable with customers: Late April (invite beta customers to share experiences)

Team discussed whether to host multiple webinars vs. one large event. Decided on single launch webinar with strong promotion, then smaller follow-up sessions based on demand.

### PR & Media Outreach

**Olivia** will lead PR efforts:

* Press release distributed via PR Newswire - April 1
* Pitch to 20 target publications (TechCrunch, VentureBeat, industry trades)
* Briefings with 5 key analysts and influencers
* Guest article placements (2-3 bylined articles from leadership)

## Campaign Timeline & Milestones

| **Date/Week** | **Milestone / Deliverable** | **Owner** |
| --- | --- | --- |
| Feb 5 | Revised creative concepts ready | Alicia |
| Feb 15 | All content drafts completed | Jason |
| Feb 20 | Case study finalized | Jason |
| Mar 1 | Product landing page live | Derek |
| Mar 10 | Explainer video delivered by agency | Alicia |
| Mar 15 | Ad campaigns set up and tested | Derek |
| Mar 20 | Press release and media kit finalized | Olivia |
| Mar 25 | Sales enablement materials ready | Jason & Rachel |
| **April 1** | **🚀 CAMPAIGN LAUNCH DAY** | **All Team** |
| April 10 | Launch webinar | Maya |

## Measurement & Success Metrics

**Maya** outlined how we'll track campaign performance and report on results.

**Weekly Metrics (reported every Monday):**

* Landing page traffic and conversion rate
* Lead volume and quality scores
* Demo requests
* Ad performance (CTR, CPC, conversions)
* Social engagement metrics

**Monthly Deep Dive (first Monday of each month):**

* Full funnel analysis
* Content performance by piece
* Channel ROI analysis
* Pipeline contribution

Derek will set up Google Analytics dashboard and Maya will create weekly reporting template by Feb 8.

## Risks & Contingency Planning

The team identified potential risks and backup plans:

**Risk:** Product launch date slips from April 1

**Mitigation:** Campaign is designed with 2-week flexibility. Can shift launch to April 15 without major impact. All dated materials will use week references rather than specific dates.

**Risk:** Case study customer backs out

**Mitigation:** Have two backup beta customers identified. Can pivot to generic success metrics and testimonials if needed.

**Risk:** Ad performance underperforms in first week

**Mitigation:** Have additional creative variations ready to test. Can reallocate budget to best-performing channels. Reserved 15% of budget for optimization.

## Team Feedback & Questions

**Rachel (Sales):** Can we get the sales team involved earlier in content review? We want to ensure messaging resonates with actual customer conversations.

**Response:** Olivia agreed - will include Rachel in Feb 5 creative review and sales team will review all content before finalization.

**Derek:** Should we be running dark posts on social to test messaging before launch?

**Response:** Great idea - approved to allocate $2K from digital budget for pre-launch testing in March.

**Jason:** Do we need to coordinate with customer success on any support materials for new customers?

**Response:** Yes - Olivia will connect with Maria (CS Director) to ensure onboarding materials are ready.

## Action Items

| **Action Item** | **Owner** | **Due Date** |
| --- | --- | --- |
| Present revised creative concepts incorporating team feedback | Alicia Moreno | Feb 5 |
| Complete case study interview with CloudNine Systems | Jason Liu | Feb 7 |
| Set up Google Analytics dashboard and tracking | Derek Walsh | Feb 8 |
| Create weekly reporting template for campaign metrics | Maya Thompson | Feb 8 |
| Coordinate with Customer Success on onboarding materials | Olivia Bennett | Feb 10 |
| Draft all content pieces (blog, emails, social posts) | Jason Liu | Feb 15 |
| Include sales team in creative review session | Olivia Bennett | Feb 5 |
| Launch dark post testing on social media | Derek Walsh | Mar 1 |

**Next Meeting:**

Campaign Progress Check-In - February 15, 2025 at 3:00 PM EST

**Meeting adjourned:**

4:30 PM EST

**Notes prepared by:**

Jason Liu, Content Marketing Manager