**PROJECT SCHEDULE:**

**OVERVIEW:**

After a 10-week planning phase, the Go Fit marketing campaign rolls out over a period of 6 months. The rationale of this schedule is that it ensures all the preparation work is completed in advance and the campaign launched tactically at a time set to ensure its success.

**PREPARATION PHASE (10 WEEKS):**

The initial phase is the basic Outline Setting of the Campaign Key activities include:

1. **Data Analytics Implementation:** Implementing technologies for predictive analytics to gain insight into market trends and consumer segments.
2. **Strategy Development:** Planning and strategy development also plays a vital role as it contributes to outlining of the marketing plan, objectives and sometimes target audience & creating an action-plan for executing campaign.
3. **Material Development:** Developing content for marketing assets that are optimized for multiple channels such as social media, IoT and online ads.
4. **Updates to the Process:** In collaboration with the Customer Service group, we are evolving and writing formal documentation of the support processes for the expanded product portfolio.
5. **Regulatory Review:** Ensuring compliance with current and upcoming neutral legislation

It is vital that departments — such as Marketing, IT, Finance, and Customer Service — work together to stay aligned on the bigger picture during this phase.

**EXECUTION PHASE (6 MONTHS):**

The second phase involves implementing the marketing campaign across digital platforms to achieve the following:

1. **Customer Engagement:** Predictive analytics for immediate active and future customer categories.
2. **Campaign Rollout:** Deploying advertisements and marketing collaterals through digital channels to boost consumer interaction & brand visibility.
3. **Monitoring and Optimization:** Continuously evaluating the effectiveness of campaigns and adjusting them to maximize their impact and ROI.
4. **Customer Support Integration:** Handling the increase in demand and enhancing customer experience by ensuring smooth-running of customer care operations.

**CONSTRAINTS AND PRIORITIES:**

This is further limited by the 10-week setup period and requirement for execution within a 6-month window. Meeting these deadlines necessitates foresight, coordination across functions, and a careful tracking of progress.

**DIAGRAM:**

A chart with a pie chart and a diagram

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**CONCLUSION:**

The project schedule is organized as a solution-based counterweight to operational planning. With a structured timeline and inter-departmental cooperation, Go Fit hopes to accomplish its strategic initiatives and fortify its position in the competitive market