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1 MEETING with Troy/Zack/Julie re: Weekly Marketing Meeting

MEETING

[2023-08-02 Wed 09:57]

1.1 Podcast Process

NOTE

1.1.1 Podcast schedule

- Sept 7th First Release

1. Guest List

2. Not Scheduled / Potential

- Richard from Labor Union
- Tina Maria - Advocacy
- PCMA person
- Check in with Craig to line up labor focused pod

3. Aug 11th

- Troy working on a possible guest

4. Aug 16th

- 1-3pm Zack & Troy Intro + 1-2 additional pods

5. Aug 17th

- 10am Clint

1.1.2 Onboarding a guest

1. Questionnaire / form
2. Pre-pro call for podcast (zoom or speakeasy)
3. Add more structure with the podcast
 - wrap up with 3 take aways

1.1.3 After Pod

- Email guest to setup sharing
- Send thank you note

1.2 September In-house Meeting

NOTE

1.2.1 Other meetings to be aware of

1. 12th - MPI Meeting
2. 19th - PCMA meeting
 - Is in evening so we can do ours in the afternoon

1.2.2 Taco Tuesday 19th

1. Initial Todo
 - Tyler
 - Contact Taco Truck
 - Setup meeting with Julie & Sydney to build out project
 - Troy
 - Pass tyler contacts to invite

1.3 Eblast scheduled Sept 5th

1.3.1 Content to include

1. Troy introduction
 - Intro troy's joining
2. Taco Tuesday speaking event
 - Troy speaking event
3. Podcast announcement
 - Mention the upcoming podcast release

1.3.2 Items to support

- View Really Good Emails for insop
- Review troy's speaking notes

1.4 Social Media

1.4.1 Fix items

- Tyler
 - Fix the facebook link
 - Add linked in icon link
- Julie
 - Setup threads account

1.4.2 New Social Types

1. Freelancer spotlight - 2x a month
 - work with craig and/or pms to secure who it should be
 - try to snap photos on job site to use
2. Staff spotlight - only people who want to be shown
 - Any posted to instagram can be shared on linked in

3. New events

- Need to get new exciting events to share, showing what we're working on
- Hold old events to throw back thursdays

1.4.3 Look into AV awards for the company