**VecnaCares Digital Marketing Project Plan**

**Status Report**

2/8/2022

**Project Overview**

Create a digital marketing plan for VecnCares, a non-profit that offers Information Technology solutions in the healthcare space. Moreover, identify five possible markets for VecnaCares to target.

**Project Team**

PM weeks 3-4: Jason Strong

Team Members: Yonghong Gu, Cristina Rodriguez, Ananya Yadav, Yaqiong Yang, Rui Zhao

**Status Summary**

Project is progressing adequately. No serious issues regarding scope, budget, or schedule. The WBS and target audience research set a good foundation for the project moving forward. Benchmarks should have been incorporated but we will move them to next week. Need to bring more questions for the sponsor and continue to research the market.

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| **Budget: On track** | **Schedule: On Track** | **Scope: On track** |

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| **Start Date:** Jan 17th, 2022 | **Finish Date:** expected March 29th, 2022 |

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| **Key Accomplishments** |
| In weeks 3-4 – progress on finding our target audiences and creating a scope of the project  Completed 7-9 of our project plan, which includes Scope Statement, Requirements Document, Work Breakdown Structure |

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| Project Problems/Risks |
| Benchmarks- Research other similar companies and see how they did their successful marketing plans  Scope clarification- What is outside the scope? We are not creating a platform and must look for channels  Deliverables- Need to be more refined. Can be accomplished by speaking with the sponsor |
| Risk Mitigation Plan |
| Communication with sponsor –Come up with questions to ask the sponsor when they are in class  Other Marketing Strategies- Looking at other successful company plans gives a better idea about what to do or not do |

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| Next Steps |
| Continue with Deliverable #4 - **Tailored Project Plan v2**   * Create Stakeholder Register * Write Milestone list * Develop a summary of the schedule * Develop a cost statement with estimates * Create a communication plan * Create an ethics statement   Addition to Project Plan (scope):   * Research other market plans, channels to use   Change of Project Manager to YongHong |

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|  | On Track |
|  | Caution |
|  | Off Track |
|  | On Hold |