

บริษัท อินเทลลิเจนท์ คอนชัลติ้ง แอนด์ บิสซิเนส ดีเวลลอปเมนท์ จำกัด Intelligent Consulting and Business Development Co.,Ltd.

	Timeline Planning																																																		
Date: 13/11/2018												7																																							
Attn: TIF & Food Pack												7																																							
From: ICBD												1																																							
Subject: TIF & Food Pack _ Working Timeline												1																																							
	Nov-18										Dec-18									Jan-19												Feb-19																			
No Issue	13 1	15 16 1	7 18 19	20 21	22 23 2	4 25 2	6 27 28	29 30	1 2	3 4 5	5 6 7	8 9	10 11 13	2 13 14	15 1	5 17 1	18 19	20 21	22 23	24 25	26 27	28 29	30 31	1 2	3 4	5 6	7 8	9 10	11 12	13 14 1	15 16	17 18	19 20	21 22	23 24	25 26	27 2	8 29 30 31	1 2	3 4	5 6 7	8 9 1	0 11 12	13 14	15 16	17 1	8 19 2	0 21	22 23	24 25	5 26
Microsite (3 Landing Page)				\neg							\top															$\neg \neg$					\neg																\top				+
1 Customer approve website quotation		+++	+			+						+													-		-		\neg	\neg		-	-				1 1			-	-	-	\pm				+	+	-		+
2 Sitemap/Wireframe Planning			+			+						+													-		-		\neg	\neg		-	=				1 1			-	-	-	\pm				+	+	-		+
3 Design Microsite						+						+													-		-		\neg	\neg		-	=				1 1			-	-	-	\pm				+	+	-		+
4 Customer approve 1st layout design						11	11				11					11			TT		t				\neg	\top	\neg	ш			11	\neg	\neg							\top	\top		\top				+				+
5 Revised 1st layout design		+++	\Box								11					11			TT		t				\neg	\top	\neg	ш			11	\neg	\neg							\top	\top		\top				11				+
6 Develop Website		+++	+																						-		-		\neg	\neg		-	=				1 1			-	-	-	\pm				+	+	-		+
7 Customer approve		+++	\Box	11	\top											11			TT		t				\neg	\top	\neg	ш			11	\neg	\neg							\top	\top		\top				11				+
8 Revise (If any)			+			+						+													-		-		\neg	\neg		-	-				1 1			-	-	-	\pm				+	+	-		+
9 Tracking System																															11																				\Box
Facebook Content		-		\neg	\neg						\top					\top														\neg	\neg		\neg												-		+				+
Customer approve website quotation											11					11															11						11										11				+
1 Facebook Content Plan (Pillar and Scheduling)											11					11															11						11										11				+
2 Customer approve											11					11															11						11										11				+
3 FB Content & Artwork Production											11					11															11						11										11				+
4 Customer approve											11					11															11						11										11				+
5 FB Content Post																																															11				+
Facebook Tie-in		-		\neg	\neg					\Box	\top		\Box	\top		\top						-		\Box	\neg	$\neg \neg$	\neg	\Box	\neg	\neg		\neg	\neg				+		TTT	\neg	-	$\neg \neg$					+				+
1 Material Preparing (Artwork+Caption)		+++	+			+																			-		-		\neg	\neg		-	=							-	-	-	\pm				11	+	-		+
2 Customer approve		+++	+			+						+													-		-		\neg	\neg		-	=				1 1			-	-	-	\pm				+	+	-		+
3 Page #01 : Smart SME			+			+						+													-		-		\neg	\neg		-	=				1 1				-	-	\pm				+	+	-		+
4 Page #02 : SME Thailand Online		+++	+			+						+													-		-		\neg	\neg		-	=				1 1					-	\pm				+	+	-		+
5 Page #03 : นิตยสารดังตัว		+++	\Box	11	\top	11	11				11					11			TT		t				\neg	\top	\neg	ш			11	\neg	\neg							\top							+				+
Online Advertising			\Box								\top					T										$\neg \vdash$					\neg	\neg					\top			\top											\top
1 Media Strategic Plan		+++	\Box	11	\top	11	11				11					11			TT		t				\neg	\top	\neg	ш			11	\neg	\neg							\top	+		\top				+				+
2 Customer approve			\Box	11	\top	11	11				11								TT		t				\neg	\top	\neg	ш			11	\neg	\neg							\top	\top		\top				+				+
3 Media Set up		+++	\Box	11	\top	11	11				11										t				\neg	\top	\neg	ш			11	\neg	\neg							\top	\top		\top				11				+
4 Phase 1 - Promote Event (Awareness)		+++	\Box	11	\top	11	11				11					11					t				\neg	\top	\neg	ш			11	\neg	\neg							\top	\top		\top				11				+
Facebook Click to website						+	++				11			11		11	\pm																				+			++							11	+			+
Facebook Boost Post						+	++																														+			++							11	+			+
5 Phase 2 - Remarketing						+	++											_																													11	+			+
Facebook Click to website						+	++				11			11		11	\pm							\Box		11					-1-1	-															11	+			+
Facebook Boost Post						+	++				11			11		11	\pm							\Box		11					-1-1	-															11	+			+
Google Display Network (GDN)			+	-		+	+	+	-	+++		+	+	+	+	+	-	_	-	+	_			\vdash	-	\rightarrow	-	-	-		-	\rightarrow	-	-	-	_	-		-	\rightarrow	-					-	+	_	-	+	+