Client Meeting Minutes: Tech Innovations Ltd.

# Meeting Details

Date: 2024-04-25

Time: 10:00 AM - 11:30 AM

Location: Digital Marketing Agency Conference Room

Attendees: Alex Johnson (Tech Innovations Ltd.), Marketing Team (Digital Marketing Agency)

# Objectives of the Meeting

1. Review the performance of the 'Tech Trendsetters' campaign.  
2. Discuss feedback from Tech Innovations Ltd. on campaign outcomes.  
3. Explore opportunities for upcoming marketing initiatives.  
4. Align on strategies and budget for the next quarter.

# Summary of Discussion

- The 'Tech Trendsetters' campaign results were presented, highlighting the achievement of all key objectives, including increased website traffic, social media engagement, and lead generation.  
- Alex Johnson expressed satisfaction with the campaign's performance and the positive impact on Tech Innovations Ltd.'s brand visibility.  
- Discussions were held on potential areas for improvement, particularly in expanding the reach to new demographics and optimizing the cost-efficiency of PPC campaigns.  
- Several new marketing initiatives were proposed, including a targeted campaign for the upcoming product launch and an increased focus on video content for social media.

# Action Items

1. Marketing Team to draft a proposal for the upcoming product launch campaign, including budget and timeline, by 2024-05-05.  
2. Conduct a market analysis to identify new demographics for future campaigns.  
3. Alex Johnson to provide additional product information and marketing materials for the new campaign.  
4. Evaluate current PPC campaigns and explore options for increased ROI.

# Next Meeting

Scheduled for 2024-05-20 at 10:00 AM - Location to be confirmed.