Client Meeting Minutes: Tech Innovations Ltd.

# Meeting Details

Date: 2024-05-20

Time: 2:00 PM - 3:30 PM

Location: Virtual Meeting via Zoom

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

# Objectives of the Meeting

1. Discuss the initial proposals for the upcoming product launch campaign.  
2. Review the latest market analysis findings and identify target demographics.  
3. Finalize the content strategy for Q3, focusing on video and influencer marketing.  
4. Outline the budget adjustments based on last quarter’s spending and ROI.

# Summary of Discussion

- The Digital Strategy Team presented the proposal for the product launch campaign, focusing on innovative features of the new product and leveraging influencers.  
- Market analysis revealed new opportunities in targeting tech enthusiasts in emerging markets.  
- Alex Johnson agreed on the importance of diversifying the content strategy to include more video content and partnerships with tech influencers.  
- Budget discussions emphasized optimizing ad spend across channels to maximize overall campaign ROI.

# Action Items

1. Finalize the product launch campaign plan, incorporating feedback from today's meeting, by 2024-05-30.  
2. Digital Strategy Team to partner with the Content Team to develop a detailed video content production plan.  
3. Start outreach to potential influencers for collaboration on the product launch campaign.  
4. Adjust the overall marketing budget to allocate additional funds to the product launch campaign and influencer partnerships.

# Next Meeting

Scheduled for 2024-06-10 at 2:00 PM - Virtual Meeting via Zoom.