# Content Strategy Session

2016.03.10

**Agenda**

* Review: Established Content buckets
  + [Feature] Ad Execution
    - Playbooks
    - Flyers
    - Generics
  + [Feature] Monthly Business Review
  + [Feature] Jumpstart
  + Alerts
* Discussion
  + Newsfeed contents
  + Communications
  + Demo scope
    - both banners?
    - period window (Suggest Weeks 52,1,2,3)
    - “Archived” content

**Action items**

* Daryl: Create draft scenarios for UAT for team/Cam
* Daryl: Work with Rob/Cam to generate listing of expected content for demo