Project Charter

Optimizing Workflow Efficiency for a Marketing Campaign at BrightSky Marketing Solutions

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| **Purpose** | The project aims to optimize workflow efficiency for a marketing campaign titled "*SkyLaunch: Soaring to New Heights*" at BrightSky Marketing Solutions. The campaign is designed to promote a new product line and elevate the brand's visibility and market presence. | | |
| **Objectives** | **Project Objectives:**   * + - Streamline processes to improve collaboration and communication.     - Ensure timely delivery of campaign assets and deliverables.     - Reduce workflow inefficiencies and missed deadlines.   **Campaign Objectives:**   * + - Increase brand awareness and visibility in the target market.     - Generate excitement and anticipation for the new product line.     - Drive customer engagement and interaction across various channels. | | |
| **Roles** | **Sponsor**: John Doe | **Marketing** **Lead**: Anne Sky | **Project Manager**: Ian Johnston |

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| **Project Overview** | | |
| **Scope** | * + - Focus on optimizing workflow for the "*SkyLaunch: Soaring to New Heights*" marketing campaign.     - Address workflow inefficiencies, communication gaps, and missed deadlines in previous campaigns.     - Include activities such as market research, content creation, digital advertising, and social media outreach. |
| **Boundaries** | * + - Excludes major organizational restructuring or system overhauls.     - Excludes unrelated departments or campaigns not within the defined scope. |
| **Key Deliverables** | * + - Comprehensive market research report.     - Engaging and compelling content for various marketing channels.     - Creative assets for digital advertising campaigns.     - Social media content calendar and strategy. |

**Timeline**

The project will be executed over a designated timeframe, with specific milestones and deadlines outlined in the project plan. Regular progress updates and reviews will be conducted to monitor the project's trajectory and ensure alignment with campaign goals.

**Success Criteria:**

* + - Timely delivery of campaign assets and deliverables.
    - Reduction in workflow inefficiencies and missed deadlines.
    - Improved collaboration and communication among team members.

**Success Metrics:**

* + - Cycle time for key processes.
    - Percentage of tasks completed on time.
    - Feedback from team members on communication effectiveness.