creating a cross functional workflow for marketing team

to create marketing sprint templates and team dashboards and manage multiple projects to speed up content production process

Project Activity

Today

creating a cross functional workflow for marketing team

N **On design collaboration workflow, neethu added**   11:04am

- [ ] submit final design - after feedback implementation , design team send deliverable for final approval
- [ ] implement feedback- design team may have to re-work the design to fulfill the requirement
- [ ] create first draft - design team to send first draft for approval
- [ ] analyze design brief - brief includes design requirement , timeline , milestone .

N **On search engine optimization workflow, neethu added**   11:00am

- [ ] evaluate content performance and update content
- [ ] optimize on and off page SEO
- [ ] include keywords in content - content should have better chance of ranking on serach engine
- [ ] select optimal keywords - conduct market research and identify relevant keywords and validate high performing keywords using tools such Ahrefs etc

N **On email marketing workflow, neethu added**   10:50am

- [ ] track results - analyze email open rate , bounce rate , click through rate , unsubscribe rate
- [ ] send the test email
- [ ] work on design of email - email to be visually appealing
- [ ] develop email copy - consider final objective of sending emails
- [ ] outline email structure
- [ ] segment email list- specify target audience

N **On develop campaign ideas, neethu added**   10:41am

☐ get stakeolder approval