

Project Test

Process for Lead Generation



Prepared by Immersion Active

::: Workflow: Property Development Lead Gen Campaign				
Timeline	Step in Process	Detail	Responsibility	Hours to Complete
Pre -Day 1 [Note: 5 Days start on Thursday and launch on Wednesday the following week]	Pre Kickoff Work (1-2 days prior to implementation week)	<ul style="list-style-type: none"> Send asset and access list (get as much as possible prior meeting) Schedule kickoff meeting Create kickoff questions Send kickoff questions Create draft communication plan – based on sales notes 	Senior Digital Marketing Strategist	2-3 hours Ensure team has access and assets.
Day 1 (Monday)	Pre Kickoff Meeting Internal Team	<ul style="list-style-type: none"> Team reviews general details, proposal, kickoff questions Team experts prepare for meeting Bring info to meeting Team create the strawman media mix – live fill in (Channels/pricing) 60 minute meeting 	Team Experts <ul style="list-style-type: none"> Media Team – Keywords Research/FB Categories Design Team – Familiarize with brand Content Team – Competitive online presence 	30-60 minutes mtg prior to Monday kickoff meeting. Could also be an email the week before the implementation week. Total Time for all resources: 4 hours (7-8 resources total)
Day 1 (Monday)	Kickoff Meeting w/Client	<ul style="list-style-type: none"> Document meeting notes from client kickoff 	Senior Digital Marketing Strategist	1 hour meeting – strategist and core team
Day 1 (Monday)	Post Kickoff Meeting	<ul style="list-style-type: none"> Team check in – align direction Finalize CTA Determine general approach/messaging direction 	Senior Digital Marketing Strategist or Proj Lead Core Team Involved	30 minutes - Strategist and Core team - Quick check in to align team immediately following client meeting.

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Day 1 (Monday)	Finalize Strategic Approach Finalize Comm Plan	<ul style="list-style-type: none"> Based on post kickoff meeting, update communication plan Set up Workfront 	Senior Digital Marketing Strategist	2 hours
Day 1 (Monday)	Media Plan Updates	<ul style="list-style-type: none"> Update strawman of media plan based on completed Communication Plan and Post Kickoff meeting discussion 	Digital Media Strategists	1 hour This may be 1-3 persons dependent upon project
Day 1 (Monday)	Brainstorm Content for landing pages, for paid media efforts	<ul style="list-style-type: none"> Meeting/discussion on key features, messaging for landing page and ads Media Team: Keywords provided 	Senior Digital Marketing Strategist – Plan Media and Content Involved	30 minutes (builds on post kickoff meeting)
Day 1 (Monday)	Define and discuss implementation needs	<ul style="list-style-type: none"> Meet with designer and developer to discuss implementation needs CRM integration, email set up 	Senior Digital Marketing Strategist – Plan Design and Development Team	30 minutes Ensures all needs are addressed at beginning of project 3-4 people
	Define and discuss tracking needs	<ul style="list-style-type: none"> Access needs – share access Strategist develop tracking plan 		
Day 1 (Monday)	End of day Wrap UP and Next Step	<ul style="list-style-type: none"> Strategist checks in with core team (individually or as a group)– assures all moving forward Checks WorkFront 	Senior Digital Marketing Strategist	30 minutes

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Day 2 (Tuesday)	Check In Meeting 30 minutes	<ul style="list-style-type: none"> Check in to ensure work is moving forward Check WF 	Sr Digital Marketing Strategist	30 minutes – start of day
Day 2 (Tuesday)	Content Writing Begins – Landing page	<ul style="list-style-type: none"> Content writer begins Based on lead gen writing template 	Content Writer	6 hours This needs to be started slightly before design work
Day 2 (Tuesday)	Design – Comp Work	<ul style="list-style-type: none"> Design draft of landing page Based on Lead Gen Template 	Designer	4 hours
Day 2 (Tuesday)	Media Ad Creative Work Draft	<ul style="list-style-type: none"> Media team develops creative for media efforts 	Paid Media Team	1-2 hours
Day 2 (Tuesday)	Merge Content and Design	<ul style="list-style-type: none"> Designer takes content and puts into design comp Designer and content team member work together 	Content Writer Designer	1 hour
Day 2 (Tuesday)	Internal Review of design and content	<ul style="list-style-type: none"> Comp with content is sent to strategist for review Strategist shares w/team members, consolidates feedback 	Sr Digital Marketing Strategist (and other team members as needed)	2 hours (strategist may send to Lisa M for review, combine edits and send to content team member)
Day 2 (Tuesday)	Wrap Up Evaluate needs for Day 3	<ul style="list-style-type: none"> Ensures content draft, comp and review are all done 	Senior Digital Marketing Strategist	15-30 minutes

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Day 3 (Wednesday)	Set Up Day for Success	<ul style="list-style-type: none"> Ensure all things are on track 	Sr. Digital Marketing Strategist	30 minutes
Day 3 (Wednesday)	Finalize Content Edits Design Edits	<ul style="list-style-type: none"> Make all final content and design changes 	Content Team Design Team	1 hour
Day 3 (Wednesday)	Development of landing page begins (May begin on Day 1)	<ul style="list-style-type: none"> Begin building (using template) the landing page – based on final internal draft content and design 	Development Team	4 hours
Day 3 (Wednesday)	Media Plan Discussed Media Work Check In	<ul style="list-style-type: none"> Share comp w/content & design Finalize media plan (media team to share final recommendations) 	Sr Digital Marketing Strategist Media Team	60 minutes
	Get Title Tag from Media Team	<ul style="list-style-type: none"> Media team shares ads w/strategist (feedback) 		
Day 3 (Wednesday)	Media Team Shares Final Draft Creative	<ul style="list-style-type: none"> Media team makes final draft tweaks and puts in Workfront 	Media Team	30 minutes
Day 3 (Wednesday)	Media Team Campaign Set Up	<ul style="list-style-type: none"> Media Team sets up media campaigns – background work 	Media Team	1-2 hours
Day 3 (Wednesday)	Final creative (comp, content and media creative) shared w/client	<ul style="list-style-type: none"> Strategist ensures final creative for lead gen campaign sent to client for review (by EOD) 	Strategist	1 hours

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Day 4 (Thursday)	Prepare day for success	•	Ensure all things are on track	Sr. Digital Marketing Strategist	30 minutes
		•	Check Workfront		
Day 4 (Thursday)	Client check in	•	Ensure client has work	Sr Digital Marketing Strategist	1 hour
		•	Ensure client will review on time		
Day 4 (Thursday)	Client Review	•	Client will have from COB Wednesday to noon on Thursday to review.	Sr Digital Marketing Strategist	With Client
Day 4 (Thursday)	Backend Development CRM Connection Made SSL Set up Finish development work TESTING	•	Finish creating CRM connection	Developer (Strategist to also help with testing of content)	2 hours
		•	Finish email set up		
		•	SSL certificate		
		•	Strategist login		
		•	Title Tag Added		
Day 4 (Thursday)	Edits Back from Client	•	Review all edits, discuss with client	Sr Digital Marketing Strategist (Maybe content writer)	1 hour
Day 4 (Thursday)	Final image or content changes made	•	Edits to all creative (content, images, media) done	Sr Digital Marketing Strategist & Core Team	1-2 hours
Day 4 (Thursday)	Final Approval	•	Strategist to get sign off from client	Strategist	30 minutes

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Day 5 (Friday)	FINAL TESTING	•	Double check	Sr. Digital Marketing Strategist	1 hour
		•	Make sure all function		
Day 5 (Friday)	Final Edits or tweaks from testing	•	Make all final tweaks	Sr Digital Marketing Strategist Developer	1 hour
Day 5 (Friday)	PREPARE for Launch	•	Launch between 11 a.m. - Noon	Sr Digital Marketing Strategist/ Core Team	30 minutes – 1 hour
Day 5 (Friday)	Retest After Launch	•	Final check post launch	Sr Digital Marketing Strategist	1 hours
Day 5 (Friday)	Confirm ads are all running	•	Check to ensure ads are running and seem to be fine	Paid Media Team	30 minutes Quick checks in afternoon
Day 5 (Friday)	Share with client launch			Sr Digital Marketing Strategist	15 minutes
Week 2 (post launch)	Weekly reporting set up	•	Media team to set up weekly reporting for strategist	Media Team	1 hour

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Week 2+ (Post launch 2 weeks)	Monitor Campaign Data	<ul style="list-style-type: none">Media team to monitor campaign and optimize – share optimizations with strategistStrategist to check in with client	Sr Digital Marketing Strategist Media Team – notes optimizations in Workfront
Week 4-5	Monitor Campaign Data Monthly Scorecard Set Up	<ul style="list-style-type: none">Media team to monitor campaign and optimize – share optimizations with strategistStrategist to check in with client	Sr Digital Marketing Strategist Media Team
Week 5-8	Scorecard Meeting with Client	<ul style="list-style-type: none">Strategist coordinate scorecard meeting (includes media team)	Sr Digital Marketing Strategist