**February traction points**

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| **S/N** | **ATTRACTION** | **TIMELINE** |
| 1. | Press Release/Publicity of the new mobile site and App | Feb 12 (After testing for a week) |
| 2. | VAS Activation | Feb 18\* (depends on the Hollatags UAT timeline) |
| 3. | Begin SEO analysis and implement the changes that will be suggested | Feb 8-12 |
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| **S/N** | **RETENTION** | **TIMELINE** |
| 1. | Job Matching technology working perfectly. | Should have been tested and concluded by Feb 15 |
| 2. | Email campaign. ( Continually send emails to users) | Weekly |
| 3. | Social Media Campaign (Jumping on trends) | Daily |
| 4. | Posts on Discovery | 3 posts Weekly |

**March traction points**

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| **S/N** | **ATTRACTION** | **TIMELINE** |
| 1. | Linda Ikeji Posts | Begins March 7th and works every week |
| 2. | Purchase Email list | March 7th |
| 3. | Training Promotion Messages | March 1st |
| 4**.** | VAS Users |  |
| **S/N** | **RETENTION** | **TIMELINE** |
| 1. | Email campaign. ( Continually send emails to users) | Weekly |
| 2. | Social Media Campaign (Jumping on trends) | Daily |
| 3. | Posts on Discovery | 3 posts Weekly |