**Short Term**

* One pager
* Google Ads
* Content Marketing Strategy
  + Website
  + Social Media
* LinkedIn Marketing Strategy
* Tech Meetups (networking)
  + List of tech meetups
* Messaging for in-person meetings
* PR
  + distribution List
* Social Media
  + Team should leverage personal networks and friends
* Team Hackworks Email Signature should be consistent
  + come up with an email signature
* Reach out to GCA/CODE past particpant email lists and invite them to subsribe to Hackworks email list and social media
  + EX/ if you were following for hackathon news, switch over to Hackworks.
* Get XMG to promote Hackworks Launch on their Social media and email lists
* List of Email Contact
  + add 2 NL lists