

Launch your book plan

Tasks	Start Date	Team Member	Notes	Status
PLANNING/				
Send team meeting calendar invite	June 1	OBM	Send Zoom link to Tech VA, SMM, and CEO.	Complete
Add Task to Teamwork	June 1	OBM	Add tasks and subtasks to Teamwork.	
Meet with team	June 2	OBM	Meet with the team to discuss the plan and get ideas to improve the launch. Also, ask about work schedules during the launch. Ask Tech VA and SMM if they have availability for extra hours. If they do not the OBM will work on things for an extra fee as discussed with the client. Remember to change the assignee on Teamwork if the team is not able to handle the extra hours.	
Create a social media strategy for the challenge	June 2	SMM	Create a strategy and calendar for the launch. Send the calendar to OBM once complete.	
Approve Strategy	June 5	OBM	Make sure the strategy makes sense and is good to go.	
Provide all necessary dates for deliverables	June 2	Client	Dates for live trainings, kick off, and end of program date.	
SOCIAL MEDIA MARKETING				
Update/create graphics for the social media strategy			Update all of the graphics to reflect the new date of the challenge which will be from June 19-23rd. Refresh the graphics. We have some extra funds in for this launch. In the strategy please include a post to build the anticipation for this launch on all social media platforms as well as the FB group. We want to direct traffic from Instagram, linkedin, and the FB page to the actual group. Please make sure the link for the Facebook page is available.	
	June 5	SMM		
Strategy post 1	June 6	SMM		
Strategy post 2	June 7	SMM		
Strategy post 3	June 8	SMM		
Strategy post 4	June 9	SMM		
Strategy post 5	June 10	SMM		
Strategy post 6	June 11	SMM		
Post promo on social media platforms	June 12	SMM	Post promo geared towards driving traffic to the facebook group.	
Post Promo graphic (FB Group) Student FB group	June 12	Client	Post a promotional graphic letting the group know about the Facebook Challenge that is happening on June 23.	

Post Promo #2 on social media platforms	June 13	SMM	
Post Promo #3 on social media platforms	June 14	SMM	
Post Promo #4 on social media platforms	June 15	SMM	
Post Promo #5 on social media platforms	June 16	SMM	
Post Promo #6 on social media platforms	June 17	SMM	
Post Promo #7 on social media platforms	June 18	SMM	June 18 is father's day. Put a promotional spin on this post.
Remind Student FB group about the challenge taking pla	June 18	Client	
Post challenge countdown on Instagram stories	June 23	SMM	Post a countdown at 6AM.

EMAIL MARKETING

Get the previous email content and give to CEO	June 1	OBM	Content is on the drive. Client has requested the files and wants to just highlight what the subject line is.
Provide subject lines for emails	June 5	Client	Client has requested to write subject lines. Client to give subject lines to SMM
Update the FB Challenge email sequence/Workflow/	June 6	Tech VA	Tech VA to update the sequence. Set it up so that the first email goes out on June 9 Add FB group link and get new graphics from SMM if it's not on teamwork. . Reminders should be sent on June 13 and June 23(1hr before the live begins). Make sure dates are changed in the copy. Change opt in tag to June
Add challenge to newsletter	June 8	Tech VA	Add challenge to newsletters that will go out on June 10th & 17th
Track Metrics	June 12- June 29	OBM	Track metrics and create a file that we could look at after cart close. We will use these metrics for the next launch.
Update welcome sequence	June 6	Tech VA	Make sure the welcome email for new subscribers reflect the proper dates.
Update reminder email sequence	June 12	Tech VA	Reminder emails to go out from June 19-23. For the June 23 email make sure you announce that the cart is open
Create copies for email for abandoned cart email	June 5	Client	Tech VA will be setting up an abandon cart feature and needs a copy for the email that will be sent. It will 2 prompts.

TECHNICAL

Create Facebook group	June 11	SMM	Clone the group from the last challenge and make any necessary adjustments.
Connect Facebook group to Keap	June 11	Tech VA	We need all the leads from the FB group to populate into keap
Test the cart and all optin	June 22 + June 23	Tech VA	Make sure everything is working properly.

Cart Open	June 23	Tech VA	Activate the cart and make sure all things are working properly.
Cart Close	June 29	Tech VA	Close the cart. Make sure that the cart actually closes at midnight on June 29th PST
Ensure FB live Platform is good to go	June 12	SMM	Make sure the rules for FB lives have not changed. If there are new rules please notify the OBM.
Update sales page to reflect proper dates	June 12	Tech VA	
Set up abandoned cart	June 12	Tech VA	Create a workflow for abandoned cart.
Affiliate links			
Change dates on course workbook	June 16	Tech VA	Change the course dates to reflect the new dates for this

FB LIVE

Provide support for Q/A	June 19	SMM	
Provide support for Q/A	June 20	OBM	
Provide support for Q/A	June 21	SMM	This support is not just limited to a Q/A. Tech VA to be on standby incase issues arise
Provide support for Q/A	June 22	OBM	
Provide support for Q/A	June 23	SMM	

Post Launch

Customer service	June 23-29	OBM	Be available to answer any questions and contact tech VA
Survey questions	June 12	OBM	Provide a list of questions for questionnaires.
Challenge survey	June 23	SMM	Create a poll in the group about the challenge
Challenge questionnaire	June 23	Tech VA	Create a questionnaire and send to people who joined the
Release modules	June 23	Tech VA	People who sign up will have immediate access to modules.
Add an extra module for a survey questionnaire	June 12	Tech VA	We are trying to get questionnaires and feedback for this.
Post launch team meeting	July 7	OBM	OBM to send calendar link
Archive Facebook group	July 5	SMM	
Create a thank you post for everyone who participated	June 30	SMM	