

# MONTH ONE

SUN	MON	TUE	WED	THU	FRI	SAT
	<b>ANTHROPOLOGICAL RESEARCH</b> • DATA ANALYTICS • TARGET MARKET RESEARCH • COMPETITOR REPORT • COLOR PSYCHOLOGY • DO'S & DON'TS	<b>BRANDING</b> • POSITIONING • MESSAGING • VALUES • BRAND NAMING 		 <b>2PM MEETING</b>	<b>LOGO DESIGN</b>	
	<b>CONCEPTS UNTIL FINAL LOGO APPROVAL</b>	<b>FINAL LOGO</b>  <b>2PM MEETING</b> 		<b>LOGO ASSETS</b> <b>PHOTO SHOOT PREP</b>	<b>CREATE MOOD, GRAPHICS, VIDEO ETC</b> <b>GRAPHICS, VIDEO W/O PHOTOSHOOT ASSETS</b>	
	<b>CREATE WEB COPY</b> <b>CREATE AD COPY</b>	 <b>10 AM MEETING</b> <b>WEB DESIGN CONCEPTS UNTIL FINAL APPROVAL</b> 	<b>SEO COMPETITOR AND KEYWORD RESEARCH</b>			
	<b>PHOTO SHOOT</b> 		<b>WEBSITE DEVELOPMENT ALONG WITH ON-PAGE SEO</b> <b>PHOTO EDITING</b>		<b>CLIENT REVIEWS ENTIRE WEBSITE</b>	
	 <b>10 AM MEETING</b> <b>FINAL WEBSITE TOUCHES</b>	<b>TECHNICAL SEO</b>	<b>LOCAL SEO</b> <b>SOCIAL MEDIA STRATEGY</b>		<b>CLIENT REVIEWS ALL MONTH 1 SOCIAL MEDIA POSTS</b> <b>CHANGES TO POSTS AS NEEDED</b>	

# MONTH TWO

SUN	MON	TUE	WED	THU	FRI	SAT	
	POST SCHEDULING AND ENGAGEMENT	TECHNICAL SEO CHECK-IN	TRAFFIC SEO CHECK-IN	ANTHROPOLOGICAL REPORT			
		COMPETITOR CHECK-IN		STRATEGY & PLANNING			
		ENGAGEMENT					
		CREATE GRAPHICS, VIDEOS, GIFS, ETC	TRAFFIC SEO CHECK-IN	STRATEGY & PLANNING			
		↔					
		ENGAGEMENT					
			TRAFFIC SEO CHECK-IN	ANTHROPOLOGICAL REPORT			
		COMPETITOR CHECK-IN		STRATEGY & PLANNING			
		ENGAGEMENT					
		CREATE GRAPHICS, VIDEOS, GIFS, ETC	TRAFFIC SEO CHECK-IN				
		↔					
		ENGAGEMENT					
		👥 10 AM MEETING	TRAFFIC SEO CHECK-IN	PPC RESEARCH AND LAUNCH			
		COMPETITOR CHECK-IN	WEB USER ANALYSIS	ANTHROPOLOGICAL REPORT			
		ENGAGEMENT		STRATEGY & PLANNING			
		CREATE GRAPHICS, VIDEOS, GIFS, ETC	TRAFFIC SEO CHECK-IN	PUBLIC RELATIONS RESEARCH AND BEGIN PR REQUESTS			
		↔		STRATEGY & PLANNING			PHOTO SHOOT PREP
		ENGAGEMENT					










• DURING BLANK AREAS JACQUELYN WILL BE AVAILABLE FOR OVERFLOW WORK

# MONTH THREE

SUN	MON	TUE	WED	THU	FRI	SAT
	POST SCHEDULING AND ENGAGEMENT	TECHNICAL SEO CHECK-IN ENGAGEMENT	PUBLIC RELATIONS INQUIRIES, REQUESTS, WRITE PRESS COPY, NETWORK. WEB USER ANALYSIS & HOT-SPOT TEST	STRATEGY & PLANNING		
		CREATE GRAPHICS, VIDEOS, GIFS, ETC ENGAGEMENT	PUBLIC RELATIONS INQUIRIES, REQUESTS, WRITE PRESS COPY, NETWORK.	ANTHROPOLOGICAL REPORT		
PHOTO SHOOT	PHOTO EDITING	PPC RESEARCH AND LAUNCH ENGAGEMENT	PUBLIC RELATIONS INQUIRIES, REQUESTS, WRITE PRESS COPY, NETWORK. STRATEGY & PLANNING			
		10 AM MEETING ENGAGEMENT	CREATE GRAPHICS, VIDEOS, GIFS, ETC			
				10 AM MEETING	RECRUITMENT	
		PUBLIC RELATIONS INQUIRIES, REQUESTS, WRITE PRESS COPY, NETWORK. ENGAGEMENT				

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# MONTH FOUR

SUN	MON	TUE	WED	THU	FRI	SAT
	POST SCHEDULING AND ENGAGEMENT	TRAFFIC SEO CHECK-IN TECHNICAL SEO CHECK-IN ENGAGEMENT	INTERVIEWS W/ JACQUELYN ONLY BRANDING DECKS FOR TRAINING		HIRE SEO SPECIALIST	TRAFFIC SEO CHECK-IN
POST SCHEDULING AND ENGAGEMENT	9AM INTERVIEW 9:30AM INTERVIEW RECAP 9:45AM INTERVIEW 10:15AM INTERVIEW RECAP 10:30AM INTERVIEW 11AM INTERVIEW RECAP  1PM INTERVIEW 1:30PM INTERVIEW RECAP 1:45PM INTERVIEW 2:15PM INTERVIEW RECAP	9AM INTERVIEW 9:30AM INTERVIEW RECAP 9:45AM INTERVIEW 10:15AM INTERVIEW RECAP 10:30AM INTERVIEW  1PM DECIDE WHO TO HIRE ENGAGEMENT	TRAFFIC SEO CHECK-IN  ONBOARDING DOCS/CONTRACTS	10AM: ZOOM BRANDING PRESENTATIONS 1PM MARKETING MEETING 2PM SEO SPECIALIST MEETING 3PM SOCIAL MANAGER MEETING PROJECT MANAGEMENT	PPC RESEARCH AND LAUNCH  NEWBIE PROJECT CHECK-IN	
	SOCIAL MEDIA ADVOCACY PROGRAM  NEWBIE PROJECT CHECK-IN	TRAFFIC SEO CHECK-IN  NEWBIE PROJECT CHECK-IN ENGAGEMENT	NEWBIE PROJECT CHECK-IN	NEWBIE PROJECT CHECK-IN	 10 AM MEETING CMO SEO SMM	
	PR INTRODUCTIONS	TRAFFIC SEO CHECK-IN		 10 AM MEETING CMO SMM	 10 AM MEETING CMO WILL LEAD MEETING TEAM   11 AM MEETING TEAM	
		TRAFFIC SEO CHECK-IN TECHNICAL SEO CHECK-IN		 10 AM MEETING CMO SMM	 10 AM MEETING CMO SMM TEAM (NOT JACQUELYN)	
		TRAFFIC SEO CHECK-IN		 10 AM MEETING CMO SMM (NOT JACQUELYN)	 10 AM JACQUELYN GOODBYE MEETING	

• DURING BLANK AREAS JACQUELYN WILL BE ON HAND FOR QUESTIONS, REVIEWING GRAPHICS, COPY, CHANGES, PROJECTS, ETC.