






Marketing Execution Checklist: SOP Launch

Timeline: 4 Weeks Prior to Launch



Content Creation:

- Develop detailed blog posts explaining the benefits of accurate subdomain tracking.  (Deadline: Week 3)
- Create engaging infographics for social media.  (Deadline: Week 3)
- Script and produce a promotional video.  (Deadline: Week 2)

Website Preparation:



- Update website with a dedicated landing page for the SOP.  (Deadline: Week 2)
- Set up a lead capture form for downloading the SOP.  (Deadline: Week 2)

Email Marketing:



- Craft a series of promotional emails.  (Deadline: Week 3)
- Segment the email list for targeted campaigns.  (Deadline: Week 3)

Timeline: 2 Weeks Prior to Launch

Social Media Strategy:




- Schedule posts across all platforms.  (Deadline: Week 1)
- Plan a countdown campaign leading up to the launch.  (Deadline: Week 1)

Advertising:



- Finalize and launch PPC ad campaigns.  (Deadline: Launch Day)
- Partner with influencers for broader outreach.  (Deadline: Week 1)

Launch Week

Launch Activities:

- Release the promotional video.  (Launch Day)
- Initiate email blast announcing the SOP availability.  (Launch Day)
- Engage with the audience on social media.  (Ongoing)

Post-Launch Analysis:

- Track and analyze website traffic and download metrics.  (Ongoing)
 - Gather feedback from users and adjust strategies as necessary.  (Ongoing)
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☀ Remember, clear communication and timely execution are key to a successful launch! Let's make this a triumph! ☀