

Campaign Planning & Strategy Development

- Task: Define campaign objectives and target audience.
- Deadline: [Insert Date]
- Deliverable: Campaign Strategy Document.

Content Creation for SOP Promotion

- Task: Develop engaging content for website, emails, and social media.
- Deadline: [Insert Date]
- Deliverable: Creative Content Set (blogs, social media posts, email templates).

SEO Optimization

- Task: Incorporate relevant keywords and SEO tactics in all online content.
- Deadline: [Insert Date]
- Deliverable: SEO Report & Content Updates.

Social Media Campaign Launch

- Task: Post and promote content on selected social media platforms.
- Deadline: [Insert Date]
- Deliverable: Social Media Posts & Engagement Metrics.

Email Marketing Campaign

- Task: Send out promotional emails to the targeted mailing list.
- Deadline: [Insert Date]
- Deliverable: Email Campaign Reports (Open Rates, CTRs).

Lead Generation and Follow-Up

- Task: Track responses, generate leads, and follow up.
- Deadline: [Insert Date]
- Deliverable: Lead Generation Report.

Performance Analysis & Reporting

- Task: Analyze campaign performance and prepare a comprehensive report.
- Deadline: [Insert Date]
- Deliverable: Campaign Performance Report.


Feedback and Iteration

- Task: Gather team feedback and identify areas for improvement.
- Deadline: [Insert Date]
- Deliverable: Feedback Summary and Action Plan.

- Task: Coordinate with various teams globally for synchronous execution.
- Deadline: Ongoing.
- Deliverable: Global Coordination Report.

Team Meetings & Updates

- Task: Regular team meetings to discuss progress and address challenges.
- Deadline: Weekly/Bi-weekly.
- Deliverable: Meeting Minutes & Action Items.

 Final Deliverable: Successful implementation of the 'Google Ads Access Management' campaign, with measurable increases in leads, client engagements, and overall campaign effectiveness.