



Sample Online Marketing Plan

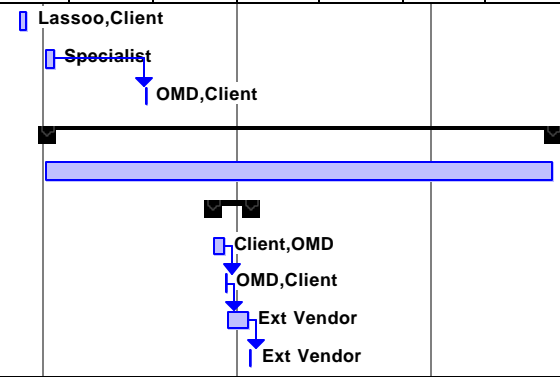
ID	Task Name	Duration	Start	Finish	Resource Names	Jan 11, '98			Feb 22, '98		Apr 5, '98	
						T	S	W	S	T	M	F
1	Sample Online Marketing Plan	85 days	Mon 1/5/98	Fri 5/1/98								
2	Presence Actions - find and contact leads, alliances, identities	8 days	Mon 1/5/98	Wed 1/14/98								
3	Generate key words for web search	1 day	Mon 1/5/98	Mon 1/5/98	Client							
4	Run web search software to build initial database	4 days	Tue 1/6/98	Fri 1/9/98	Specialist							
5	Research mailing lists and join	3 days	Mon 1/12/98	Wed 1/14/98	Specialist							
6	Web Site Actions	75 days	Mon 1/5/98	Fri 4/17/98								
7	Site copy, layout and meta tags reviewed for marketing suitability	2 days	Mon 1/5/98	Tue 1/6/98	OMD,Client							
8	Monthly eval of search engines and adjustment of Meta Tags	65 days	Mon 1/19/98	Fri 4/17/98								
9	Monthly evaluation of search engines and adjustment of Meta Tags 1	1 day	Mon 1/19/98	Mon 1/19/98	OMD							
10	Monthly evaluation of search engines and adjustment of Meta Tags 2	1 day	Tue 2/17/98	Tue 2/17/98	OMD							
11	Monthly evaluation of search engines and adjustment of Meta Tags 3	1 day	Tue 3/17/98	Tue 3/17/98	OMD							
12	Monthly evaluation of search engines and adjustment of Meta Tags 4	1 day	Fri 4/17/98	Fri 4/17/98	OMD							
13	Site visitor email response system	2.5 days	Mon 1/12/98	Wed 1/14/98								
14	Add identity gathering forms throughout site	2 days	Mon 1/12/98	Tue 1/13/98	Client							
15	Email boxes coordinated with database (cgi)	2.5 days	Mon 1/12/98	Wed 1/14/98	Client,Specialist							
16	Email campaign letters written for downloadable demo	0.5 days	Tue 1/13/98	Tue 1/13/98	OMD,Client							
17	Demo Distribution to shareware (FTP) sites or industry directories	61 days	Tue 2/3/98	Tue 4/28/98								
18	Complete product distribution form	0.5 days	Tue 2/3/98	Tue 2/3/98	Client,Specialist							
19	Review current distribution at the shareware/directory sites	2 days	Tue 2/3/98	Thu 2/5/98	Specialist							
20	Review & update listings regularly	42 days	Mon 3/2/98	Tue 4/28/98								
21	Review update listings regularly 1	1 day	Mon 3/2/98	Mon 3/2/98								
22	Review update listings regularly 2	1 day	Mon 3/30/98	Mon 3/30/98								
23	Review update listings regularly 3	1 day	Tue 4/28/98	Tue 4/28/98								
24	Newsgroup campaign:	12 days	Wed 1/21/98	Thu 2/5/98								
25	Contact and promote to newsgroups w/ promo/advertising opportunities	1 day	Wed 1/21/98	Wed 1/21/98	Specialist							
26	Seed and track newsgroups	11 days	Thu 1/22/98	Thu 2/5/98	Specialist							
27	Newsletter search campaign:	9 days	Wed 1/7/98	Mon 1/19/98								
28	Find and sign up for existing industry newsletters	4 days	Wed 1/7/98	Mon 1/12/98	Specialist							
29	Contact newsletters that have list purchase or co-sponsor opportunities	1 day	Fri 1/16/98	Fri 1/16/98	Specialist							
30	Report on current/past issues. Seed issues	1 day	Mon 1/19/98	Mon 1/19/98	Specialist							
31	Newsletter Campaign	20 days	Tue 1/6/98	Mon 2/2/98								

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						T	S	W	S	T	M	F		
32	Strategy meeting to discuss approach/content	2 days	Tue 1/6/98	Wed 1/7/98	Lassoo,Client									
33	Do web search for existing newsletters	2 days	Mon 1/12/98	Tue 1/13/98	Specialist									
34	Edit 1st newsletter and send	1 day	Mon 2/2/98	Mon 2/2/98	OMD,Client									
35	PR Coverage	80 days	Mon 1/12/98	Fri 5/1/98										
36	Coordinate with PR agency	80 days	Mon 1/12/98	Fri 5/1/98										
37	Paid Media - banners, buttons, newsletters, emails	6.5 days	Tue 2/17/98	Wed 2/25/98										
38	Investigate pricing etc	2.5 days	Tue 2/17/98	Thu 2/19/98	Client,OMD									
39	Recommend sites	0.5 days	Thu 2/19/98	Thu 2/19/98	OMD,Client									
40	Banner/email design	2.5 days	Fri 2/20/98	Tue 2/24/98	Ext Vendor									
41	Network test banners/emails	1 day	Tue 2/24/98	Wed 2/25/98	Ext Vendor									





Project: F Date: Tue	Task		Milestone		Rolled Up Split		External Tasks	
	Split		Summary		Rolled Up Milestone		Project Summary	
	Progress		Rolled Up Task		Rolled Up Progress		External Milestone	

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