**MARKETING STRATEGY ROADMAP**

**Month 9**

* Host the product launch event or webinar.
* Monitor audience engagement during the launch.
* Follow up with attendees and gather feedback.

**Month 10**

* Continue content marketing efforts.
* Analyse the overall marketing campaign performance.

**Month 11**

* Adjust strategies for the next marketing cycle.

**Month 4**

* Analyse the results of the event and networking efforts.
* Begin website audit and optimization.
* Launch gated content and track lead generation metrics.

**Month 5**

* Continue website optimization.
* Initiate SEO strategy implementation.
* Develop teaser content for the upcoming product launch.

**Month 12**

* Continue content marketing efforts, focusing on high-performing content.
* Conduct a mid-cycle performance review to assess progress toward annual goals.
* Plan and start executing holiday-themed marketing campaigns.
* Summarize the year's marketing achievements and challenges in a comprehensive report.
* Develop a year-end wrap-up content piece, summarizing key industry trends.
* Plan for the upcoming year, including budget allocation and high-level strategy.
* Celebrate achievements with the marketing team and set goals for the next year.

**Month 6**

* Complete website optimization tasks.
* Monitor SEO rankings and make necessary adjustments.
* Announce the product launch date and details.

**Month 7**

* Begin content creation for the product launch.
* Prepare email marketing campaigns.
* Engage with the audience to build anticipation.

**Month 8**

* Continue content creation.
* Launch teaser videos and social media posts.
* Segment email lists for targeted announcements.

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**Month 1**

* Conduct a brand audit & identify target audience.
* Begin influencer outreach & event planning.
* Start creating gated content for lead generation.

**Month 2**

* Launch the brand awareness campaign.
* Continue influencer collaborations.
* Finalize event details & attendee list.

**Month 3**

* Evaluate the effectiveness of the brand campaign.
* Analyse influencer campaign performance.
* Execute the planned event & gather feedback.

**Month
1 - 3**

**Month
4 - 5**

**Month
6 - 8**

**Month
9 - 11**

**Month
12**