**MARKETING STRATEGY ROADMAP**

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| **January - February** | | **March - April** | | **May - June** | |  |
| **Increase Brand Awareness**  Launch a new brand awareness campaign.  Collaborate with influencers for product placements.  Attend industry-related events for networking. | | **Lead Generation**  Create and promote gated content (eBooks, webinars, etc.).  Run targeted social media advertising campaigns.  Implement a referral program to incentivize customer referrals. | | **Website Optimization**  Conduct a website audit to identify and fix issues.  Improve website load times and mobile responsiveness.  Implement an SEO strategy for better organic search rankings. | |  |
|  | **July - August** | | **September - October** | | **November - December** | |
|  | **Product Launch**  Plan a product launch event or webinar.  Create teaser videos and social media posts to build anticipation.  Leverage email marketing to inform subscribers. | | **Content Marketing**  Develop a content calendar with blog posts, videos, and infographics.  Collaborate with industry experts for guest posts.  Distribute content through email newsletters and social media. | | **Measure and Analyze Results**  Prepare a year-end report highlighting the overall impact of the marketing efforts.  Review the annual budget allocation and its alignment with actual spending.  Begin the process of setting new annual marketing goals and strategies. | |