

Digital Ad & Webinar Workflow

Recommendation: two weeks+ with content approval to start campaign

21 Days Out

Content Creation
Submitted to Compliance

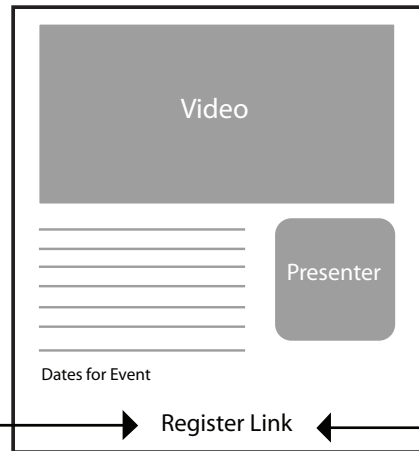


Info Needed:

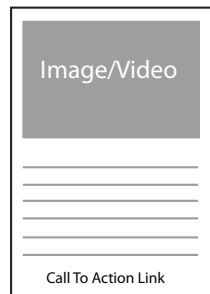
- Campaign Theme
- Logos/Images
- Textual Content
- Logins (FB/CC/Misc)
- Email List (if available)
- Ad Spend \$\$\$\$\$
- Video Content
- Zips and Demographics

14 Days Out

Landing Page
(WebinarJam or self hosted?)



Constant Contact



Schedule:

- 14 Days from Event
- 10 Days from Event
- 7 Days from Event
- 3 Days from Event
- 1 Day from Event

Facebook Ads (A/B Test?)



Schedule:

- 14 Days from Event
- 14 Consecutive days until A/B test shows best ad option

El Toro Ads (A/B Test?)

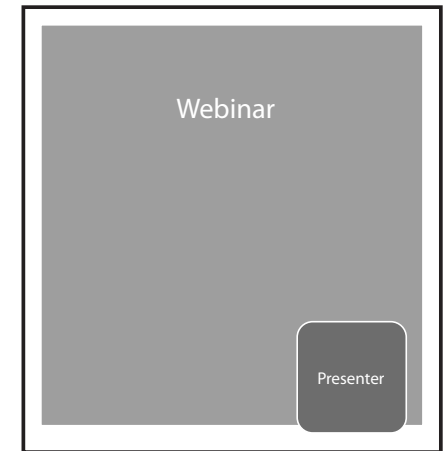


Schedule:

- 14 Days from Event
- 14 Consecutive days until A/B test shows best ad option

3-5 Days Out

Dry Run-Through in Webinar Jam
(if needed)



Reminders Sent

(Constant Contact, EZ Text, Webinar Jam)

- 3 Days Out
- 1 Day Out
- 1 Hour Out

Info Needed:

- Introduction
- PowerPoint
- Images/PDFs
- Forms for Sign-Up
- Calendly Set-up (optional)
- EZ Text Set-up (optional)
- Misc Attachments