

Marketing Team Checklist

Need to be forming a CUG to achieve results.

- ☐ Check for webmaster and report observations on errors/ warnings to frontend group.
- ☐ Check Analytics and report deviations in basecamp / Skype group.
- ☐ Check for off page placements and write / Submit , report as soon as done in group.
- ☐ Check for on page improvements and update to frontend group
- ☐ Moderate blog post comments
- ☐ Create email campaigns content ideas, share to Bright via basecamp group
- ☐ Ask for approvals in Skype if no reply in a day for email campaign.
- ☐ Generate new ideas on marketing and increase traffic and report Bright