VIRAL MARKETING TIMELINE:

Practical Case Studies & Know-How
MarketingSherpa

Step 1
- ► Establish campaign goals
- ► Convince bosses/clients (if necessary)

Step 2
- ►Assemble creative team
- ►Discuss initial ideas
- ► Discuss privacy/legal concerns
- ► Assess in-house staff/resources. Research vendors, if needed.

Step 3
- ► Establish budget
- ►Meet with other departments.
- ► Coordinate comprehensive strategy

Step 4
- ► Finalize creative concept

Step 5
- ► Finish creative product

Step 6
- ► Conduct testing and trial runs; make needed adjustments
- ► Identify seeding targets

Step 7
- ► Begin initial promotion

Step 8
- ► Sneak preview for special groups
- ►Begin seeding; continue promotion

Step 9
- ► Final tweaks based on initial feedback

PUBLIC LAUNCH

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