



January	February	March
<p>Ongoing Content Strategy</p>	<p>Email Marketing Strategy</p>	<p>Create Offers for Each</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Audit Current Content for New Topics <input type="checkbox"/> Create New Content Calendar <input type="checkbox"/> Ongoing Content Optimization Schedule 	<ul style="list-style-type: none"> <input type="checkbox"/> Upload Contacts to CRM With Relevant Tags <input type="checkbox"/> Design Email Newsletter & Campaign Templates <input type="checkbox"/> Create Email Newsletter Schedule & Process 	<ul style="list-style-type: none"> <input type="checkbox"/> Write & Format Book as PDF <input type="checkbox"/> Design Book Cover <input type="checkbox"/> Create Offer Landing Page & Email Drip Campaign

April	May	June
<p>Video Production Strategy</p>	<p>SEO Strategy</p>	<p>Review Strategy</p>
<ul style="list-style-type: none"> <input type="checkbox"/> "Why Choose Us" Video <input type="checkbox"/> Video for each Practice Area <input type="checkbox"/> Outline Ongoing Video Production Strategy 	<ul style="list-style-type: none"> <input type="checkbox"/> Link Building Strategy <input type="checkbox"/> Local SEO Clean Up <input type="checkbox"/> SEO Audit Schedule 	<ul style="list-style-type: none"> <input type="checkbox"/> DSS Reputation Management Tool Review <input type="checkbox"/> Update Review Request Language <input type="checkbox"/> Outline Ongoing Review Request Process



July	August	September
<p align="center">Referral Network Strategy</p>	<p align="center">Print Newsletter</p>	<p align="center">Social Media Strategy</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Outline All Current Referral Sources <input type="checkbox"/> Create Referral Nurturing Program <input type="checkbox"/> Develop Referral Targeting Strategy 	<ul style="list-style-type: none"> <input type="checkbox"/> Find Fulfillment Solution <input type="checkbox"/> Outline Schedule for Deliverables <input type="checkbox"/> Create Library Resources 	<ul style="list-style-type: none"> <input type="checkbox"/> DSS Social Media Tool Review <input type="checkbox"/> Create Social Media Posting Schedule <input type="checkbox"/> Social Media Advertising

October	November	December
<p align="center">Community Involvement</p>	<p align="center">PPC Advertising</p>	<p align="center">Measure, Analyze, & Improve</p>
<ul style="list-style-type: none"> <input type="checkbox"/> Outline All Current, Past, and Target Charity Involvement <input type="checkbox"/> Create Community Outreach Schedule <input type="checkbox"/> Create Community Involvement Promotion Strategy 	<ul style="list-style-type: none"> <input type="checkbox"/> Search Ads <input type="checkbox"/> Retargeting Ads <input type="checkbox"/> YouTube & Display Ads 	<ul style="list-style-type: none"> <input type="checkbox"/> Website Traffic Audit <input type="checkbox"/> Conversion & Leads Analysis <input type="checkbox"/> Measure ROI