

MARKETING PLAN

PROJECT NAME	PROJECT MANAGER	START DATE	END DATE	OVERALL PROGRESS
QUALITY HOUSING		10/1/19	04/15/20	In Progress

TASKS	RESPONSIBLE	START	END	DAYS	STATUS
Create Landing Page on City Website	Cheryl Nash	10/1/19	10/15/19	14	In Progress
CREATE MARKETING COLLATERAL					
Develop Message	All	10/1/19	10/15/19	14	Not started
Design/Print Seasonal Postcards	Laura Muckey	10/15/19	10/30/19	15	Not started
Design/Print Program Brochure	Laura Muckey	10/15/19	10/30/19	15	Not started
Create Outreach Presentation Video	Laura Muckey	10/15/19	11/30/19	46	Not started
PROMOTION					
Issue Press Release	Eric Stoyonav	1/6/20	01/07/20	1	Not started
Media Pitch	Eric Stoyonav	1/6/20	01/10/20	4	Not started
Social Media (FB, Twitter, Instagram, Nextdoor)	Laura Muckey	2/3/20	02/14/20	11	Not started
Outreach Meetings (HOA's, RE Agencies, Property Mgmt. Co.) Collateral Complete	Development	4/1/20	04/30/20	29	Not started
Eblast - (include video) send to outside groups for forwarding	Laura Muckey	1/15/20	01/15/20	0	Not started
City Portal (include video)	Laura Muckey	1/15/20	01/15/20	0	Not started
Run Video on LSTV	Nigel Woodberry	2/5/20	02/14/20	9	Not started
Feature on City Website Spotlight	Cheryl Nash	2/6/20	02/14/20	8	Not started
Feature on Banner Call-Out Box	Cheryl Nash	2/7/20	02/14/20	7	Not started
Mention in Flash Briefing	Eric Stoyonav	1/6/20	01/14/20	8	Not started
In the News (internal newsletter)	Laura Muckey	1/6/20	01/07/20	1	Not started
Record Podcast (after program begins)	Eric Stoyonav	2/9/20	02/14/20	5	Not started
Add Certified Landlords/Businesses to Website	Development	2/9/20	12/01/20	296	Not started

PROJECT DELIVERABLE
Marketing Collateral & Promotion for Quality Housing Program

