



CFI Marketing Campaign

PHASE I: January 2021 - March 2021

- ON TARGET
- INITIATING
- SCHEDULED

MEDIUMS

- 1-1 Outreach
- E-mail Marketing
- Sponsorship
- Social Media
- Podcast
- Press Release & Blog

Cold Calling

Campaign: Outreach to Chief Innovation Officer titles

Dates: Jan. 25 - Mar. 1

On Track

Modern Media

Campaign: DM efforts, CTA - discuss opportunity to partner

Dates: Pending

Scheduled

LinkedIn DM

Campaign: Discuss opportunity to partner

Dates: Jan. 7 - Mar. 1

On Track

E-mail Outreach

Campaign: Discuss opportunity to partner

Dates: Jan. 7 - Mar. 1

On Track

ATUM E-mail Blast 1

Campaign: Seeking Partners, Free Innovation Leadership

Dates: Jan. 25 - Mar. 1

On Track

ATUM E-mail Blast 2

Campaign: Seeking Partners, Certificate Discount

Dates: May 1 - Jun 15

Initiating

PDMA Webinar

Campaign: Importance of Innovation Partnerships

Dates: Pending

Initiating

MD&M Display Ad

Campaign: Outreach to Chief Innovation Officer titles

Dates: Pending

Initiating



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AUTM Annual Meeting

Campaign: Sponsorship of annual event

Dates: Pending

Initiating

LinkedIn

Campaign: Daily posting to increase brand awareness and engagement.

Dates: Continuous

On Track

Facebook

Campaign: Daily posting to increase brand awareness and engagement.

Dates: Continuous

On Track

Twitter

Campaign: Daily posting to increase brand awareness and engagement.

Dates: Continuous

On Track

BuzzSprout

Campaign: Create host podcast page and monitor engagement

Dates: Pending

Initiating

Podcast Guest Outreach

Campaign: Identify thought leaders to participate in podcast

Dates: Pending

Initiating

Podcast Promotion

Campaign: Increase awareness of podcast

Dates: Pending

Initiating

Vital Signs

Campaign: Promote partner documentary

Dates: Pending

Initiating