



## TEMPLATE 2.0 IMPLEMENTATION PLAN

April 5, 2017

*yes*

# TEMPLATE 2.0 IMPLEMENTATION PLAN

- 📍 Marketing Campaigns
- 📍 Automated Campaigns

April 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

May 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

June 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

July 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- **4/7** English Template hand-off to Epsilon
- **4/14** In-language Template hand-off to Epsilon
- **5/16** First marketing email kick-off (eNews)
- **7/6** First marketing email launch (eNews)

\*Site-Core kick-off date will be determined by Epsilon in coming week

## April 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10		11	12	13	14
16	17		18	19	20	21
23	24		25	26	27	28
30						

## May 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## June 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1	2	3
4	5		6	7	8	9
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26		27	28	29	30

## July 2017

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

- **4/10** Kick-off recurring content project
- **4/10** Kick-off Welcome series & Near Level optimization projects
- **4/24** Kick-off Abandoned Search optimization projects
- **6/5** Kick-off Post-Redemption optimization project
- w/o of **6/26** First automated emails launch (Abandoned Search & Welcome Series)



THANK YOU!

