

Mardi Gras | Digital Promotion Project Timeline | v1.0 11/20/2014

Task Name	Hours	Firm Due	November				December					January				February			
			3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
Final Check & Delivery - Sauce		TBD																	
Final Check & Delivery - Feast		TBD																	
Phase 3: Social Media	120 hours																		
Social Media Strategic Messaging (incl. Taste of Soulard, Wine/Beer/Whiskey Tasting, Cajun Cook-Off, Mardi Gras)																			
Strategic Social Media Campaigns Calendar (Quarterly)																			
<i>(Incl. recommended platforms: Facebook, Twitter, Instagram)</i>																			
Client Approval of Quarterly Calendar																			
Monthly Calendar for each campaign																			
January Calendar delivered to client for approval - x4																			
Client approval of monthly calendars																			
February Calendar delivered to client for approval - x4																			
Client approval of monthly calendars																			
- TOKY execution of social media campaigns																			
- TOKY monitoring of social media interactions																			
Microblogging via Facebook																			
Concepts for Micro Stories - 10																			
Client approves concepts																			
- TOKY execution of micro stories and associated social media																			
Paid Facebook Ads																			
<i>Targeted within the St. Louis Metro Area</i>																			
- Beer, Wine, & Whiskey Tasting (25%)		1/30/2015																	
- Cajun Cook-Off (25%)		1/31/2015																	
- Taste of Soulard (25%)		2/7-8/2015																	
<i>Targeted throughout the Midwest</i>																			

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			3	10	17	24	1	8	15	22	29	5	12	19	26	2	9	16	23
- Mardi Gras (25% incl. MGI associated events not itemized)												■	■	■	■	■	■	■	
Promoted Posts - Facebook, Twitter, Instagram																			
<i>Targeted within the St. Louis Metro Area</i>																			
- Beer, Wine, & Whiskey Tasting (25%)		1/30/2015											■	■	■				
- Cajun Cook-Off (25%)		1/31/2015											■	■	■				
- Taste of Soulard (25%)		2/7-8/2015												■	■	■			
<i>Targeted throughout the Midwest</i>																			
- Mardi Gras (25% incl. MGI associated events not itemized)												■	■	■	■	■	■	■	
Contests																			
Concepts presented														■					
Concepts approved															■				
Execution of Contests (via Woobox)																			
- Cajun Cook-Off & Beer/Wine/Whiskey Tasting Package														■	■	■	■		
- Taste of Soulard Package															■	■	■		
Phase 4: Editorial & Digital	20 hours																		
Story Pitches - 5																			
Draft 1 (outline) - delivered													■	■					
Client feedback delivered														■	■				
Draft 2													■	■					
Client Approval															■	■			
Delivery to Client for Media Distribution															■	■			
Delivery of targeted regional food/bev bloggers list															■	■			
Newsletters - 5																			
Using existing templates, pulling pre-approved content from social and messaging																			

