KONNEKTORS

Campaign Setup Timeline

The **Campaign Setup Timeline** is designed for new clients preparing to launch their marketing activities with Konnektors. You will be working very closely with your dedicated Konnektors Team to ensure that all the steps involved in setting up and optimizing your campaign are effectively completed.

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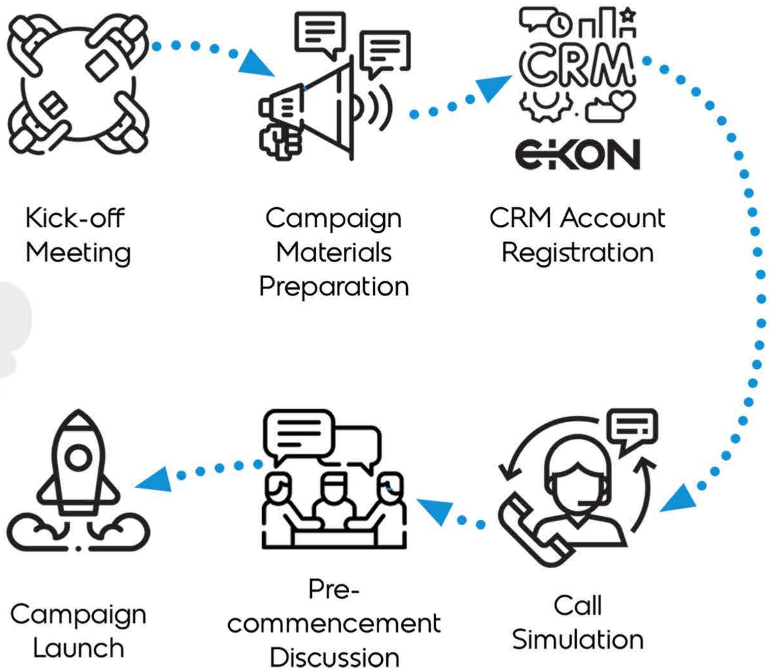

1 Kick-off Meeting
A kick-off meeting is the first official confluence of stakeholders in a project, aligning with the project's goals, scope, timeline, and roles to set the stage for successful collaboration.

2 Campaign Material Preparation
Campaign Material Preparation means the development and structuring of all content and assets used in a marketing campaign, consistent with the brand's messaging and style.

3 Ekon CRM Account Registration
Ekon CRM Account Registration is the process of setting up and configuring a CRM system for customer data management and interactions with high relevance for customer relationship management.

4 Call Simulation
It's like a role play of a customer-service or sales call in a controlled environment that builds communication skills while preparing them for real-world interactions.

5 Pre-commencement Discussion
A Pre-commencement Discussion is the last meeting before the commencement of a project where the details, roles, and readiness are checked in order to be aligned on every aspect.

6 Campaign Launch
Campaign Launch refers to the date when campaign materials become available to the target audience via all channels involved, in the move from the plan stage to the execution stage.

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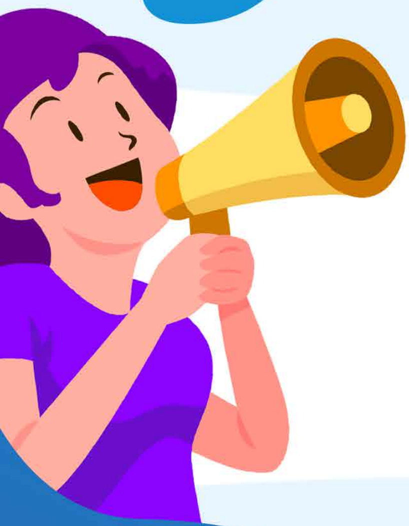

Week 1

#	Konnektors Team	You
1	Schedule product training session	Conduct product knowledge training
2	Send campaign target accounts and contact database	Review database
3	Share LinkedIn profile & InMail prospecting / nurturing templates	Review and approve LinkedIn marketing assets
4	Craft and share email marketing copies	Share email account login details Approve email templates
5	Submit call scripts	Evaluate and approve the call script draft Share marketing collaterals such as FAQs, product brochures, etc.

Week 2

#	Konnektors Team	You
6	Schedule a mock call	Confirm availability and provide feedback
7	Conduct Ekon CRM demo	Confirm availability
8	Send intro email	Upon approval
9	Endorse Ekon CRM login credentials	
10	Official campaign start date	Upon approval

First weekly meeting

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