

# BOYDESCAPES

## Escape Room Marketing Plan / Calendar Work Sheet

WBS	Description	Status
<b>Lead Generation</b>		
L-01	Lead Gen Budget	<input type="checkbox"/>
L-02	Approve Categories Budget	<input type="checkbox"/>
<b>Website</b>		
W-01	User Names/Passwords	<input type="checkbox"/>
W-02	Content Match to Ads	<input type="checkbox"/>
W-03	Blog Schedule	<input type="checkbox"/>
W-04	Content Schedule	<input type="checkbox"/>
<b>Organic</b>		
0-01	Google Local	<input type="checkbox"/>
0-02	Bing Local	<input type="checkbox"/>
0-03	Yelp	<input type="checkbox"/>
0-04	Travelocity	<input type="checkbox"/>
0-05	3rd Party Referral	<input type="checkbox"/>
<b>PPC - (by source)</b>		
P-01	Budget - (Weekly)	<input type="checkbox"/>
P-02	CPC - Call/Lead	<input type="checkbox"/>
P-03	Imp Lead - Call/Lead	<input type="checkbox"/>
P-04	Target Count - Call/Lead	<input type="checkbox"/>
P-05	Actual Count - Call/Lead	<input type="checkbox"/>
P-06	Conversion % - Lead to Sale	<input type="checkbox"/>
P-07	Actual Spend - Actual Cost	<input type="checkbox"/>
P-08	Budget % - of Plan	<input type="checkbox"/>
P-09	Rev Per Cust - (Spend/Rev)	<input type="checkbox"/>
P-10	Cost Per Cust - Acquisition	<input type="checkbox"/>
<b>Social</b>		
A-01	User Names/Passwords	<input type="checkbox"/>
A-02	Facebook	<input type="checkbox"/>
A-03	NextDoor	<input type="checkbox"/>
A-04	YouTube	<input type="checkbox"/>

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A-05	Instagram	<input type="checkbox"/>
A-06	Twitter	<input type="checkbox"/>
A-07	Reddit	<input type="checkbox"/>
A-08	Vine	<input type="checkbox"/>
A-09	Pinterest	<input type="checkbox"/>
A-10	Ask.fm	<input type="checkbox"/>
A-11	Tumblr	<input type="checkbox"/>
A-12	Flickr	<input type="checkbox"/>
A-13	Google+	<input type="checkbox"/>
<b>Email</b>		
E-01	User Names/Passwords	<input type="checkbox"/>
E-02	YMLP	<input type="checkbox"/>
E-03	Weekly Puzzle	<input type="checkbox"/>
<b>PR</b>		
PR-01	Business Journal	<input type="checkbox"/>
PR-02	Gazette/Republic	<input type="checkbox"/>
<b>Administrative</b>		
A-01	User Names/Passwords	<input type="checkbox"/>