



# Assignment

[www.womenconnect.org](http://www.womenconnect.org)

# Digital marketing action plan

Phase	Comments	Owner	Starting date	Deadline
<b>Positionning /message</b>				
Defined positionning				
Validated promess				
Message / target				
<b>Product</b>				
End-to-end testing				
Tests clients				
Website				
FAQ				
Client support				
Business script				
<b>Pricing</b>				
<b>Distribution</b>				
<b>Communication plan</b>				
Marketing strategy				
Visuals				
Goodies				
Leaflets				
Press release				
Content				