

Jazzy Berlin - Work

Week	Date	Task	Goal	meeting presentations	Presentation date
1	22-26 July	Research	Map the niche and competitors and the audience, forums, blogs, potential partners for Jazz/ Swing/ Travel/ entertainment	<p>26.7 meeting Presentation:</p> <ul style="list-style-type: none"> * Display a strategy for the target audience - Jazz, Swing, Cabaret * Where our audience are * Location, age, consumer habits * What the audience wants and when * Research on competitors 	26.7.
2	29-02 July	Website analysis	Analyses and improvements of the website such as links, design, landing pages from SEO prospective and correcting the English	<p>2.8 Website</p> <ul style="list-style-type: none"> *Analysis of Google Analytics and Conclusions *Site preparation - Design and content *Design Order Content - user experience *Arrangement of fonts - Size / Use *Logo - Brand Guidelines *Links - functionality and popularity among surfers analysis *Content - Fix spelling mistakes in English *Is this tool more useful and cheaper (60) than Wordpress *Setting up landing pages and call to action *Website Value added - articles and reviews of events in Berlin Jazz RSS Forum platform research 	2.8.

			3	05-09 August	SEO and SMM	SEO - blogs, links, reviews Social media analysis and adding as in the Word doc	<p>9.8 SEO</p> <ul style="list-style-type: none"> *Site analysis guidelines of organic search - Amendments of code, tags and keywords *Exchange and distribution links with other sites *Writing articles with keywords and links to the site. Distribution Network <p>The word of mouth</p> <p>Analysis of existing situation - building the right strategy - when and how do I add posts social networks - TWITTER, LINKEDIN, GOOGLE, YOUTUBE, PINTEREST, TUMBLR, REDDIT, XING, STUMBLEUPON, DELICIOUS, VIMEO, FORESQUARE , SOUNDCLOUD</p> <ul style="list-style-type: none"> * Contacting important sites and presence in their PRESS RELEASES *Blog Advertising - niche swing jazz, concerts and attractions tips *Advertising forums - music, attractions, tips, Jazz *Writing an e-book on the events and history of jazz and jazz in Berlin 	9.8.
			4	12-16 August	Affiliate, display email	Partnership, banners, display ads, establishing email marketing on http://mailchimp.com/ sending Welcome email	<p>DISPLAY MARKETING</p> <ul style="list-style-type: none"> *Performance testing of Google AdSense *Testing and building banners, and message distribution network, landing pages, call to action *What other banners I will put my page *Construction of sales plan - What do I want to spend and what price to advertise my <p>AFFILIATE MARKETIG</p> <ul style="list-style-type: none"> *Cooperative programs *Who wants to publish me - reviews, bars, links and what I have to offer him *Who wants to publish me and what I offer him <p>EMAIL MARKETING</p> <ul style="list-style-type: none"> *Set a goal *Set-up costs *How do I collect more emails *Design and photos of my emails - Logo, link to social learning, *Tests of emails - Guidelines correct email Mrkting - GOOD PRACTISES *Strategy - how often and what message I send - first information and then sales - and what support I will give 	16.8.