

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"> <li>* Display a strategy for the target audience - Jazz, Swing, Cabaret</li> <li>* Where our audience are</li> <li>* Location, age, consumer habits</li> <li>* What the audience wants and when</li> <li>* Research on competitors</li> </ul>	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"> <li>*Analysis of Google Analytics and Conclusions</li> <li>*Site preparation - Design and content</li> <li>*Design Order Content - user experience</li> <li>*Arrangement of fonts - Size / Use</li> <li>*Logo - Brand Guidelines</li> <li>*Links - functionality and popularity among surfers analysis</li> <li>*Content - Fix spelling mistakes in English</li> <li>*Is this tool more useful and cheaper (60) than Wordpress</li> <li>*Setting up landing pages and call to action</li> <li>*Website Value added - articles and reviews of events in Berlin Jazz RSS</li> <li>Forum platform research</li> </ul>	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"> <li>*Site analysis guidelines of organic search - Amendments of code, tags and keywords</li> <li>*Exchange and distribution links with other sites</li> <li>*Writing articles with keywords and links to the site. Distribution Network</li> </ul> <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"> <li>* Contacting important sites and presence in their PRESS RELEASES</li> <li>*Blog Advertising - niche swing jazz, concerts and attractions tips</li> <li>*Advertising forums - music, attractions, tips, Jazz</li> <li>*Writing an e-book on the events and history of jazz and jazz in Berlin</li> </ul>	9.8.
			4	12-16 August	Affiliate, display email	Partnership, banners, display ads, establishing email marketing on <a href="http://mailchimp.com/">http://mailchimp.com/</a> sending Welcome email	<p>DISPLAY MARKETING</p> <ul style="list-style-type: none"> <li>*Performance testing of Google AdSense</li> <li>*Testing and building banners, and message distribution network, landing pages, call to action</li> <li>*What other banners I will put my page</li> <li>*Construction of sales plan - What do I want to spend and what price to advertise my</li> </ul> <p>AFFILIATE MARKETIG</p> <ul style="list-style-type: none"> <li>*Cooperative programs</li> <li>*Who wants to publish me - reviews, bars, links and what I have to offer him</li> <li>*Who wants to publish me and what I offer him</li> </ul> <p>EMAIL MARKETING</p> <ul style="list-style-type: none"> <li>*Set a goal</li> <li>*Set-up costs</li> <li>*How do I collect more emails</li> <li>*Design and photos of my emails - Logo, link to social learning,</li> <li>*Tests of emails - Guidelines correct email Mrkting - GOOD PRACTISES</li> <li>*Strategy - how often and what message I send - first information and then sales - and what support I will give</li> </ul>	16.8.