

# MARKETING ASSISTANT

30-60  
90 DAY

## BENCHMARKS



BELAY

# Marketing Assistant 30/60/90-Day Benchmarks

We understand working with a Marketing Assistant takes some getting used to! Our benchmarks ensure your success and help catch problems before they start.

## Your Onboarding Benchmarks

Through a series of meetings with your Client Success Consultant (CSC) and your Marketing Assistant, we will help you find a good workflow. These benchmarks help ensure your success and help you work out any kinks along the way. It will require time, effort, patience, and priority on your part, but it will be well worth it in the end!

## The First 30 Days

### BUILD TRUST

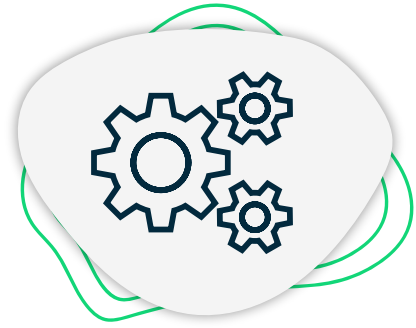
- **Gain Access & Review**
  - Obtain access to all relevant systems and tools.
  - Conduct an audit of social media, email, and community platforms.
- **Platform Optimization:** Make small, immediate optimizations to profiles and branding for consistency.
- **Content Planning:** Begin drafting a preliminary content calendar. Write initial content pieces to align with the brand voice.
- **Community Observation:** Start observing and lightly engaging in community platforms to understand dynamics.
- **Email Tool Familiarization:** Get familiar with email marketing tools. Organize existing email lists but hold off on major changes.
- **SEO Baseline Analysis:** Conduct a basic review of SEO metrics to establish a baseline.
- **Client Check-ins:** Set up regular communication to share progress and align on priorities.



# 60 Days and Counting

## SYSTEMS & PROCESSES

- **Finalize Content Calendar:** Solidify the content calendar for social media, email, and blog posts. Start implementing scheduled content.
- **Community Engagement:** Begin active community management, moderating discussions, and engaging regularly with members.
- **Email Campaigns:** Launch initial email marketing campaigns.
- **SEO Enhancements:** Implement basic SEO improvements based on the initial audit.
- **Paid Media Setup:** Start small-scale paid media campaigns. Monitor performance and gather data for optimization.
- **Course & Project Setup:** Begin setting up any online courses or marketing projects. Establish processes and workflows.
- **Regular Reporting:** Begin regular reporting on key metrics for content, community, and campaigns.



# 90 Days and Beyond

## FULL INTEGRATION

- **Full Content Rollout:** Fully implement and manage the content calendar across all channels.
- **Deep Community Management:** Establish ongoing strategies for community engagement. Actively moderate and nurture group interactions.
- **Email Strategy Optimization:** Refine and optimize email marketing campaigns based on performance data. Implement advanced segmentation and workflows.
- **SEO & Data Review:** Regularly review SEO performance and refine strategies for continued improvement.
- **Scale Paid Media:** Optimize and scale paid media campaigns based on initial results. Focus on improving ROI.
- **Course & Project Management:** Manage and optimize ongoing online courses and marketing projects.
- **Comprehensive Reporting:** Provide detailed reports on all activities, highlighting successes and areas for improvement.

