



Marketing Call Agenda - 7 3 12

Venue

Google Hangout. You have received invitations to your gmail and aos addresses. If we can't get everyone on by 11:05, we will revert to **Skype**. Andy will initiate the call so we can get video all around.

Topics to Discuss

- Blog migration - early next week
 - Any uploads or changes to the Squarespace blog have to be manually replicated by Caelan, or they will be lost
 - Outstanding content assets
- Editorial calendar
 - Social media
 - Blog posts
 - Ebook production
 - Review timelines for current ebook drafts
- Collaborative tools - checkin on what's most effective
 - Trello
 - Milestone Planner
 - Google Docs
- Rollout Strategy
 - Strategy doc - <http://goo.gl/edc1p>
 - Bellyaches to anticipate - review
- Upcoming marketing projects
 - Strategic Partner Outreach
 - Marketing Automation Vendors