Marketing Team Checklist

Need to be forming a CUG to achieve results.

- [ ] Check for webmaster and report observations on errors/ warnings to frontend group.
- [ ] Check Analytics and report deviations in basecamp / Skype group.
- [ ] Check for off page placements and write / Submit , report as soon as done in group.
- [ ] Check for on page improvements and update to frontend group
- [ ] Moderate blog post comments
- [ ] Create email campaigns content ideas, share to Bright via basecamp group
- [ ] Ask for approvals in Skype if no reply in a day for email campaign.
- [ ] Generate new ideas on marketing and increase traffic and report Bright

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