# **Marketing MTO’s Tasks**

# Introduction:

The following are the tasks of the marketing MTO’s. The tasks of each specific individual are defined below along with the time required for the completion of each task.

## **Total time allotted: 2 months.**

# Muhammad Sanan Rahim:

Sanan will be responsible for the following tasks;

1. Website analysis in terms of UX (user-experience). (8 Weeks, On-going)
2. Article writing – blog posts (8 in total & one per week).
3. DVC ideas. (3 ideas due by 10th September, 1 idea will be executed in next 6 weeks as approved)
4. Giveaways campaign. (Retailers – 1, duration 8 weeks)
5. Marketing collateral improvement. (Newsletter – Due by September 15th)
6. Social media posts. (Creative, 8 Total & one per week)
7. Social media analysis of Facebook. (Due by 27th September)

# Shayan Arshad Akhund:

Shayan will be responsible for the following tasks;

1. Website analysis in terms of the content of the site. (8 weeks, on-going)
2. Article writing – internal newsletter. (8 total & one per week)
3. DVC ideas. (3 ideas due by 10th September, 1 idea will be executed in next 6 weeks as approved)
4. Giveaway campaign. (Consultants – 1, duration 8 weeks)
5. Marketing collateral improvement. (Retail booklet and household brochure due by Sep 13th)
6. Social media posts. (Creative – 8 total & one per week)
7. Social media analysis of LinkedIn. (Due by 25th September)

# Zeeshan Wasim Pervez:

Zeeshan will be responsible for the following tasks;

1. Website analysis in terms of the SEO. (8 weeks allotted, on-going)
2. Article writing – Newspaper columns. (8 in total and one per week)
3. DVC ideas (3 ideas due by 10th September, 1 idea will be executed in next 6 weeks as approved)
4. Giveaway campaign (Architects – 1, duration 8 weeks)
5. Marketing collateral improvement – Corporate profile. (Due by Sep 11th)
6. Social media posts (Creative – 8 total and one per week)
7. Social media analysis of Twitter. (Due by 25th September)