

GOALS

BY
30
DAYS

- * **Learn the tools:** content management system
- * **Become comfortable with the company's culture:** weekly lunch with the team, attend company values and history training
- * **Learn the company's product:** attend 2 product demos
- * **Complete a small project:** learn social media platforms & begin monitoring online conversations
- * **Achieve a small goal:** learn & adopt company's brand voice

BY
60
DAYS

- * **Complete a big project:** finalize conference-planning activities
- * **Take on longer-term responsibilities:** learn metrics tracking tools & begin weekly analytics measurements
- * **Work with other teams:** collaborate with PR team to pitch conference speaking opportunities
- * **Get used to routine processes:** weekly meetings, metrics, & daily tasks

BY
90
DAYS

- * **Complete a project independently:** create a monthly webinar calendar & coordinate webinar development and execution plan
- * **Take on bigger responsibilities:** take over case study development
- * **Be able to juggle all responsibilities:** manage responsibilities via the marketing calendar