



Uplift Ventures Project Plan

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Milestone 1: Research/ Content Creation

- List of Channel Partners and Email template for outreach
- List of Influencers with DM/Email template for outreach
- Photo/Video content and scripts prepared for blogs and social media posts

Tuesday March 6/ Thursday March 8



Milestone 2: Outreach/Social Media monitoring

- In contact with 5 channel partners
- In contact with 3 industry influencers
- Metrics showing social media engagement and blog posts have increased followers

Tuesday March 27/ Thursday March 29



Milestone 3: Deliverables finalized

- Partnered with 6 Travel Industry Influencers
- 10 Channel Partnerships
- Doubled Social Media following on all platforms (Twitter, Facebook, Instagram)

Tuesday April 10/ Thursday April 12



Deliverable 1: SEO Friendly Blogging

- Research SEO Keywords for travel industry to use in blogs posts
- Add 10 Topics to the master blog spreadsheet
- Write 5 blogs on the travel industry
- Write 5 travel related blogs
- Interview James Oliver, Spartan Race Ultra World Championship, Iceland participant and write blog
- Write a blog about NY Times Travel Show/ LA Travel Show

Deliverable 2: Increase Social Media Presence & Content Quality

- Being consistent with social media posts; 3 daily instagram posts, 2 daily twitter posts, and 2 daily facebook posts
- Using the right hashtags related to travel + wellness and global business
- Engaging with followers
- Getting users to post reviews
- App Store Optimization
- Online community for global business travelers
- Create frequent, strategic and interactive content
- High quality pictures
- LinkedIn Presence

Deliverable 3: Travel Industry Influencer partnerships

Create a list of influencers who's posts relate to travel and wellness (500K+)

Write DM/Email scripts to reach out

Mutually beneficial partnerships

Increase exposure through affiliate marketing



Deliverable 4: Connect With Travel Industry Partners

Create promotional Email Template for potential influencers

Express the benefits of Uplift rather than selling the product

Pitch Uplift to companies with global business travelers (Targeting those with flights to Asia, Europe, Africa, and Australia)

Find endorsements with established travel bloggers/photographers



End Jet Lag. **Naturally.**