HOODSTARTER: Contract Execution to “Go Live” Process

**Step 1**

Getting Started

The initial step to ensure success for the Licensee is to have an initial meeting (“Initial Kickoff”) to provide the signed License Agreement, identify the Single Point Administrator (i.e. name and email), provide the Private Label marketing content (i.e. logo, color schemes, etc.), and determine the name of the one (1) targeted Campaign.

**Step 2**

Define Campaign Targets & Objectives

This step requires the Licensee to define the security protocols & success measures, ensure proactive engagement, set expectations from your marketing team, and the length of time to run the Campaign (“Rules of Engagement”). The Campaign can be for external (i.e. customers, vendors, communities, etc.) or internal (i.e. boards, employees, investors, etc.).

**Step 3**

Determine & Deliver The Content

This step requires the Licensee to determine the “About the Campaign” (“Custom Pages”), including all supporting content (i.e. words and images), as well as Focus Areas (“Topics”), Starting Ideas (“Ideas”), and user communication responses (“User Responses”), including supporting content (i.e. words, images, and attachments).

**Step 4**

Develop the Campaign “Go Live” Strategy

This step requires the Licensee to collaborate to develop the “Go Live” strategy. This entails a technological transfer (“Demo Site to the Production Site”), a social media plan (“Nothing Goes Viral Accidentally”) and a traditional marketing and outreach plan (“Newspaper, Radio, and In-Person Meetings”).