



The Persimmon Group

SM Marketing for PMP Class

The Persimmon Group PMP Project

Project Scope

Overview

Social Media Campaign to increase awareness, drive traffic, and registration for The Persimmon Group Project Management Class on August 23-24th in Oklahoma City, OK.

Social Media Management Campaign

Online Brand	Solution
<ul style="list-style-type: none">> Email Newsletter. Your message and event will be posted along with logo in Xceptional HR's twice monthly email newsletter distributed to over 5,000 people.> Event Blogged. Your event will be posted via an article on www.blogging4jobs.com. It will be reposted to various social media sites along with registration information 15 times over the next 2 weeks until your event.> Social Media Marketing. Your event will be cross-posted and promoted on social media platforms including Facebook, Twitter, and LinkedIn to more than 35,000 first level contacts.> Website Calendar. Your event will also be posted on the www.blogging4Jobs.com official website calendar.> Phone Contacts. Will reach out to contacts at the following companies and invite them to PMP Class at Chesapeake, Devon, Sandridge, Hartford via phone.	
Total Investment –	\$1,000.00

Total Project Plan Cost -- \$1,000

NOTE: A change in scope will result in a change to the estimate. Specific project-related costs (travel, project expenses, etc.) will be charged at cost and will be included with each invoice. If the agreement is cancelled in

