




Press Pass Landing Pg

 <b>TAKE ACTION</b>	 <b>FIND ANSWERS</b>
Convince marketing execs to sign up to press pass because it keeps them up to date on the important news about mobile & social marketing.	


**Visualize, as if your idea has already materialized.**  
**Draw or sketch below. Ask yourself what is missing?**

**LEFT SIDE**

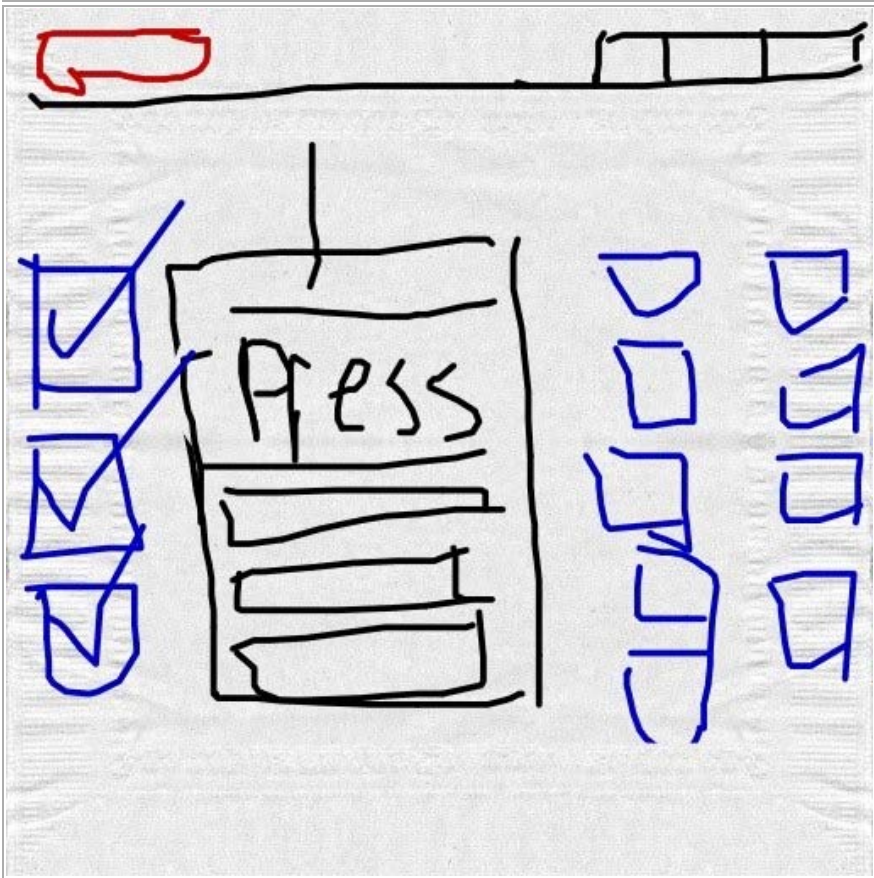
<input type="checkbox"/> Stay ontop of mobile & social mktg trends	
<input type="checkbox"/> Stories rlevant to mktg execs	
<input type="checkbox"/> Sent Friday mornings	
Completed:	
<input checked="" type="checkbox"/> List top benefits	<input checked="" type="checkbox"/> WIIFT sign up? Stay ontop. A lot to keep up with. Make it easy for u.
	<input checked="" type="checkbox"/> How different from other news? A: filtered / relevant for mktg execs

**CENTER**

<input type="checkbox"/> Press pass design = same as email with text boxes	
<input type="checkbox"/> Same theme buttons as rest of site	
<input type="checkbox"/> Keep bottom shadow	
<input type="checkbox"/> First Name	
<input type="checkbox"/> Last Name	
<input type="checkbox"/> Email	
<input type="checkbox"/> Title	
<input type="checkbox"/> Company	

**RIGHT SIDE**

<input type="checkbox"/> Hand picked mobile & social marketing news from top media outlets, including:	<input type="checkbox"/> What sources does Dan pull from?
<input type="checkbox"/> Wired	
<input type="checkbox"/> Omma	
<input type="checkbox"/> Ad age	
<input type="checkbox"/> Marketing vox	
<input type="checkbox"/> Mobile marketing watch	
<input type="checkbox"/> Mobile marketer daily	
<input type="checkbox"/> Mashable	
<input type="checkbox"/> Tech crunch	
Completed:	
List logos of sources dan	



<input checked="" type="checkbox"/> pulls from	
<b>PROMOTION</b>	
<input type="checkbox"/> Webinar registrations	
<input type="checkbox"/> Data reports - check box at bottom	
<input type="checkbox"/> Email footers - replace brand anywhere website with press pass pitch / url	
<input type="checkbox"/> Use CPC	
<input type="checkbox"/> Linked in direct ad	
<input type="checkbox"/> Facebook fan page	
<input type="checkbox"/> Facebook direct ad	
<b>PROMOTION (GENERAL)</b>	
<input type="checkbox"/> Text in email at events	<input type="checkbox"/> ? What events coming up to promote?
<input type="checkbox"/> iPad signup app @ events	
<input type="checkbox"/> Influencer outreach	
<input type="checkbox"/> Ad club presidents	
<input type="checkbox"/> Speakers	
<input type="checkbox"/> Bloggers	

