

# CARPOOL ROADMAP



**FEB.**  
OUTLINE

Education System Layout:  
Outline of Courses Being  
Offered



**MAR.**  
WEBSITE

Website Specifics: Design  
and Development  
Specifics.



**APR.**  
SOCIAL MEDIA

Facebook, Twitter,  
Instagram, YouTube, Vimeo,  
Facebook Group, Telegram,  
Discord, Integrate with site



**JULY.**  
SCHEDULE

Create 2022 Events  
Calendar



**AUG.**  
MEMBERS SITE

Ecommerce, CRM,  
Members Access Points



**AUG.**  
COURSE CONTENT

Finalize initial education  
course content +  
supplemental materials.



**SEPT.**  
DIGITAL MARKETING  
CREATION

Create all video content.



**SEPT.**  
EMAIL MARKETING

Write copy for all Emails  
from registration to each  
individual drip campaign.



**SEPT/OCT.**  
BETA TEST

Test all sites and  
marketing campaigns.



**NOV.**  
LAUNCH DAY!

Launch: Landing Pages,  
Marketing Campaigns, Sales  
Pages, Website, Members  
Area



**2022**  
TIMELINE