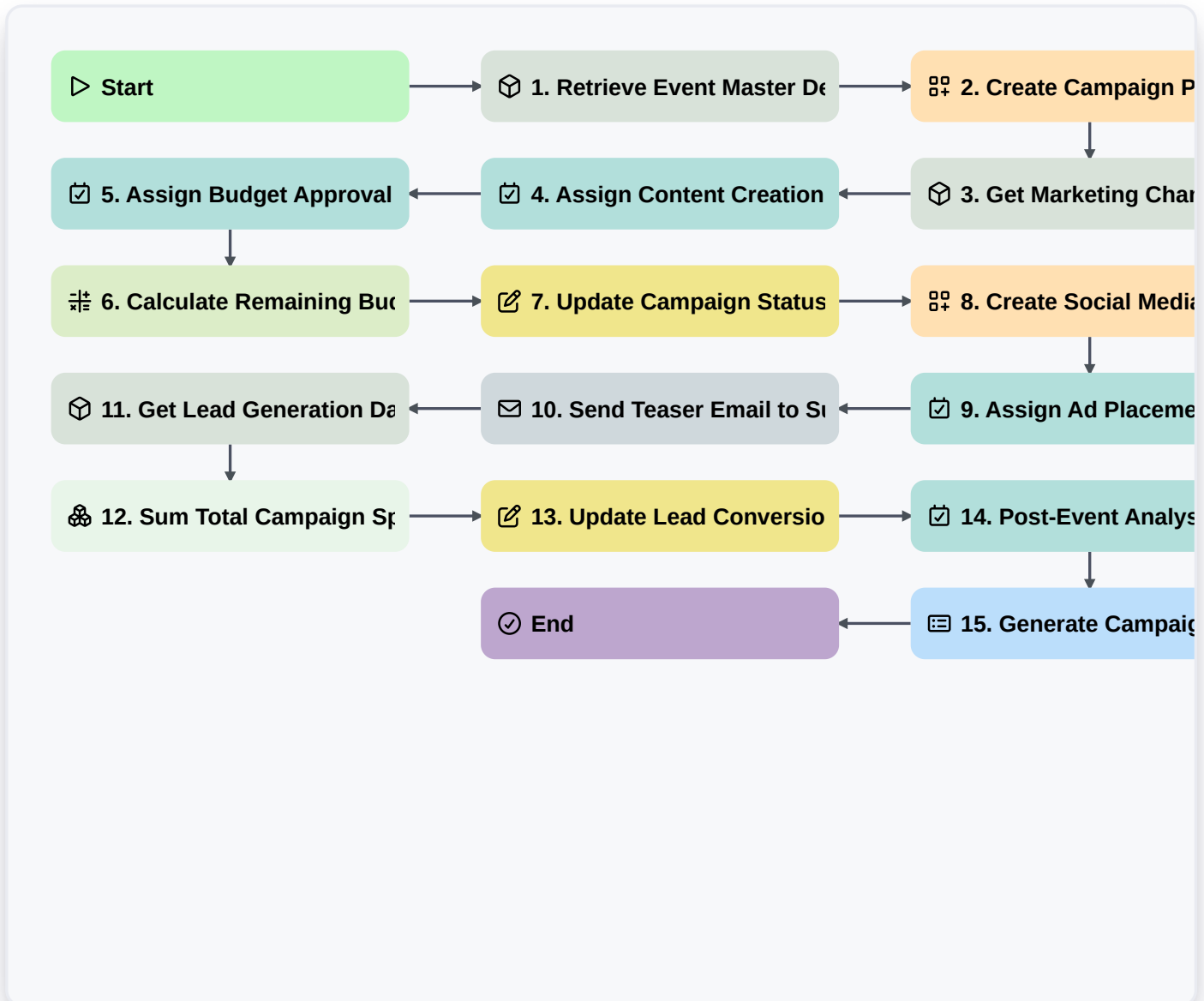


Event Marketing And Promotion Campaign Workflow



▶ Start

Start of the Workflow/Process.

📦 1. Retrieve Event Master Details

Fetch the core event details (date, location, budget) from the Event Data Model to initialize the campaign.

📋 2. Create Campaign Plan Entry

Create a new record in the Campaign Data Model linked to the specific Event.

📦 3. Get Marketing Channel List

Retrieve the predefined list of active marketing channels (Social, Email, Print, etc.) from the Channel Data Model.

📋 4. Assign Content Creation Task

Create a task for the Creative Team to design banners, social posts, and email templates.

📋 5. Assign Budget Approval Task

Create a task for the Marketing Manager to review and approve the allocated campaign budget.



6. Calculate Remaining Budget

Subtract total estimated channel costs from the total event budget to determine remaining contingency funds.

7. Update Campaign Status

Update the Campaign Data Entry status to 'In Progress' once the plan is approved.

8. Create Social Media Schedule

Generate individual entries in the Content Calendar Data Model for each scheduled post.

9. Assign Ad Placement Task

Create a task for the Media Buyer to set up and launch paid advertisements.

10. Send Teaser Email to Subscribers

Trigger an email blast to the existing subscriber database to announce the upcoming event.

11. Get Lead Generation Data

Retrieve all new registrations/leads captured through the campaign landing pages.

12. Sum Total Campaign Spend

Aggregate all cost entries from the Campaign Expenses model to calculate total expenditure.

13. Update Lead Conversion Rate

Update the Campaign Data Entry with the final percentage of leads converted to registered attendees.

14. Post-Event Analysis Task

Create a task for the Analyst to review campaign performance against KPIs.

15. Generate Campaign ROI Report

Create a final performance report aggregating all data from the Campaign and Event models.

End

End of the Workflow/Process.