

JUL 29, 2026

# RelayOps GTM Launch

## 90-Day Content Calendar

RelayOps · Medium effort

Planned from Jul 29, 2026 — Oct 27, 2026 · 90 days

Accepted

# Plan Overview

## Plan Summary

A gated 13-week foundational launch calendar for RelayOps, averaging 7-9 planned asset instances per week through a mix of major deliverables, persona variants, email touches, paid-media variants, and reusable distribution derivatives. Weeks 1-4 validate problem and category language with the three selected personas. Weeks 5-8 build and QA the proof-oriented website, evaluation resources, diagnostic conversion path, and sales enablement system. Weeks 9-13 activate controlled Google Search, persona-specific LinkedIn, account retargeting, nurture, and sales-assisted distribution only after conversion, proof, consent, routing, and measurement gates pass. Created a new calendar independently from the current workflow source materials. The prior calendar remains available in history, and its saved content remains in the content library. This calendar accounts for 48 of 50 content-plan recomm...

## Why This Plan

The calendar prioritizes a sales-led, committee-based buying journey with a high proof requirement. It first establishes an answer-first category and problem narrative, then explains the connected workflow-intelligence approach, addresses operational and technical evaluation requirements, and finally converts validated demand through a tailored workflow diagnostic and demo. Major assets are deliberately reused as short-form video, email, ad, and sales-follow-up derivatives to maintain a medium-effort cadence without requiring every instance to be produced independently. No adjacent or experimental personas are scheduled. Unsupported customer, ROI, implementation-speed, connector, security, or outcome claims are excluded until approved evidence exists.

## Goals

Define the highest-value ICP, establish differentiated messaging, build a launch-ready marketing plan, pressure-test the positioning with a virtual focus group, and translate the strategy into a 90-day content program that drives qualified demo requests.

## Positioning & Targets

- Sales Cycle: 30 90 Days
- Sales Motion: Sales Led
- Buyer Urgency: Actively Researching
- Market Position: New Entrant
- Category Maturity: Known Category New Approach
- Trust Requirement: High

## Target Segments

- General and Operations Leader for Scaling Business
- IT and Systems Operations Intelligence Manager
- Mid-Market Administrative Operations Leader

## Context

The foundational project configuration is strong: RelayOps has clear launch goals, a defined US B2B market, a sales-led buying model, and three relevant audience profiles representing operational, technical, and executive stakeholders. Execution has not yet begun. No workflow stages, platform actions, sessions, or content pieces have been completed, so the ICP, differentiation, messaging, launch...

# Plan Phases

Phase 1

Days 1–30 · Jul 29 – Aug 27 · Weeks 1–5

Awareness → Interest

- W1 Name the category and validate the highest-value problem la...
- W2 Expose invisible handoffs and observable workflow-risk sign...
- W3 Differentiate workflow intelligence from another dashboard
- W4 Show the operational cost of unclear ownership without unsu...
- W5 Explain how RelayOps works and establish the executive use...

Phase 2

Days 31–60 · Aug 28 – Sep 26 · Weeks 6–9

Consideration → Evaluation → Conversion

- W6 Establish operational and technical fit
- W7 Build the technical trust foundation
- W8 Complete and QA the diagnostic-to-demo conversion system
- W9 Activate controlled high-intent demand

Phase 3

Days 61–90 · Sep 27 – Oct 26 · Weeks 10–13

Consideration → Evaluation → Retention

- W10 Demonstrate the product and clarify evaluation alternatives
- W11 Build a transparent operational business case
- W12 Define a responsible committee proof plan
- W13 Optimize qualified demand and establish reusable adoption e...

Cross-Week Coordination

Wk 1 Name the category and validate the highest-value problem la... requires

Wk 1 Name the category and validate the highest-value problem la...

Wk 1 Name the category and validate the highest-value problem la... drives traffic to

Wk 1 Name the category and validate the highest-value problem la...

Wk 1 Name the category and validate the highest-value problem la... drives traffic to

Wk 1 Name the category and validate the highest-value problem la...

Wk 1 Name the category and validate the highest-value problem la... is promoted via

Wk 1 Name the category and validate the highest-value problem la...

Wk 2 Expose invisible handoffs and observable workflow-risk sign... requires

Wk 2 Expose invisible handoffs and observable workflow-risk sign...



# 90-Day Plan at a Glance

|                                                                                                                | MARKETING |        |      |         |       |       | SALES |
|----------------------------------------------------------------------------------------------------------------|-----------|--------|------|---------|-------|-------|-------|
| Week                                                                                                           | Ads       | Emails | Blog | Website | Video | Other | Sales |
| <b>Week 1</b> Jul 29 – Aug 4<br>Name the category and validate the highest-value problem language              | —         | 2      | —    | 1       | 3     | 1     | 1     |
| <b>Week 2</b> Aug 5 – Aug 11<br>Expose invisible handoffs and observable workflow-risk signals                 | —         | 1      | 1    | 1       | 3     | —     | 1     |
| <b>Week 3</b> Aug 12 – Aug 18<br>Differentiate workflow intelligence from another dashboard                    | —         | 2      | 1    | 1       | 3     | —     | —     |
| <b>Week 4</b> Aug 19 – Aug 25<br>Show the operational cost of unclear ownership without unsupported benchmarks | —         | 2      | 1    | —       | 3     | 2     | —     |
| <b>Week 5</b> Aug 26 – Sep 1<br>Explain how RelayOps works and establish the executive use case                | —         | 1      | 1    | 2       | 3     | —     | —     |
| <b>Week 6</b> Sep 2 – Sep 8<br>Establish operational and technical fit                                         | —         | 1      | 1    | 2       | 2     | —     | 1     |
| <b>Week 7</b> Sep 9 – Sep 15<br>Build the technical trust foundation                                           | —         | 1      | 1    | 5       | —     | —     | —     |
| <b>Week 8</b> Sep 16 – Sep 22<br>Complete and QA the diagnostic-to-demo conversion system                      | —         | 2      | 1    | 1       | —     | 1     | 2     |
| <b>Week 9</b> Sep 23 – Sep 29<br>Activate controlled high-intent demand                                        | 6         | 2      | 1    | —       | —     | —     | —     |
| <b>Week 10</b> Sep 30 – Oct 6<br>Demonstrate the product and clarify evaluation alternatives                   | 2         | 2      | 1    | 1       | 1     | —     | 1     |
| <b>Week 11</b> Oct 7 – Oct 13<br>Build a transparent operational business case                                 | 2         | 2      | 1    | 1       | —     | —     | 2     |
| <b>Week 12</b> Oct 14 – Oct 20<br>Define a responsible committee proof plan                                    | 1         | 2      | 1    | —       | —     | 2     | 2     |
| <b>Week 13</b> Oct 21 – Oct 27<br>Optimize qualified demand and establish reusable adoption evidence           | 1         | 3      | 1    | —       | —     | 1     | 4     |

- Planned
- Brief ready
- Brief accepted
- Generating
- Content ready
- Accepted



# Ongoing Cadence

| Track     | Content Type | Total | Active Weeks | Recurring | Realized Cadence | Weekly Min. | Weeks Met |
|-----------|--------------|-------|--------------|-----------|------------------|-------------|-----------|
| Marketing | Ads          | 12    | 5 of 13      | 7 of 12   | Weekly           | —           | —         |
| Marketing | Emails       | 23    | 13 of 13     | 18 of 23  | 2x per week      | —           | —         |
| Marketing | Blog         | 12    | 12 of 13     | 0 of 12   | Weekly           | —           | —         |
| Marketing | Website      | 15    | 9 of 13      | 0 of 15   | Weekly           | —           | —         |
| Marketing | Video        | 18    | 7 of 13      | 16 of 18  | 1–2x per week    | —           | —         |
| Marketing | Other        | 7     | 5 of 13      | 0 of 7    | Every other week | —           | —         |
| Sales     | Sales        | 14    | 8 of 13      | 0 of 14   | Weekly           | —           | —         |

Realized cadence is the average across the full plan; Active Weeks shows how the volume is actually distributed. Weekly minimums appear only when an upstream plan supplies an explicit numeric per-week target; a dash means no such minimum was supplied.

This calendar accounts for 48 of 50 content-plan recommendations: 48 represented in scheduled calendar assets. 2 recommendation(s) are not yet accounted for — see the validation notes.

# Execution Directives From Upstream Plans (1/8)

Audience Strategy · General and Operations Leader for Scaling Business — Marketing Plan

Name: General and Operations Leader for Scaling Business

Needs: Cross-functional visibility Operational accountability Prioritized improvements Executive-level outcome reporting

Priority: primary

Objections: Unclear ROI Concern that RelayOps is another dashboard Insufficient proof from a new entrant

Buying Role: Executive operational sponsor and business-value approver

Motivations: Scale operations without increasing coordination failure Protect customer and financial outcomes Demonstrate measurable operational control

Pain Points: Recurring escalations and missed commitments Fragmented ownership across teams Operational risk becoming visible too late Difficulty quantifying improvement

Best Channels: Targeted email LinkedIn Sales outreach Virtual events

Message Angle: Gain an evidence-based view of operational risk and prioritize changes that improve accountability and measurable performance.

Audience Group: Primary

Best Content Types: ROI Assessments Buying Guides Presentations

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Audience Strategy · IT and Systems Operations Intelligence Manager — Marketing Plan

Name: IT and Systems Operations Intelligence Manager

Needs: Clear connector and data-scope details Explainable analysis Governance and privacy clarity Compatibility with the existing tool environment

Priority: primary

Objections: Connector reliability Data access and privacy concerns Implementation effort AI recommendation explainability

Buying Role: Technical evaluator and implementation gatekeeper

Motivations: Create connected insight without replacing core systems Reduce technical and governance risk Support practical, evidence-based improvements

Pain Points: Disconnected operational data Integration burden Unexplained alerts or recommendations Pressure to support automation without reliable process visibility

Best Channels: Sales outreach Webinars Targeted email LinkedIn

Message Angle: Connect supported workflow signals into an explainable intelligence layer without replacing systems of record.

Audience Group: Primary

Best Content Types: Spec Sheets Faqs Demos/product in action



# Execution Directives From Upstream Plans (2/8)

Audience Strategy · Mid-Market Administrative Operations Leader — Marketing Plan

Name: Mid-Market Administrative Operations Leader

Needs: Clear handoff ownership Earlier process-risk visibility Practical recommendations Reliable operating structure

Priority: primary

Objections: Fear of added operational complexity Unclear effort required to act on recommendations Concern that insights will not translate into change

Buying Role: Operational champion and day-to-day workflow owner

Motivations: Improve workflow reliability Reduce escalations and manual coordination Increase accountability and productivity

Pain Points: Missed handoffs Recurring bottlenecks Resource coordination complexity Change-management pressure

Best Channels: Targeted email LinkedIn Webinars Sales outreach

Message Angle: Expose missed handoffs and ownership gaps, then give teams practical steps to improve everyday execution.

Audience Group: Primary

Best Content Types: Use Case Overviews & Assessments Checklists How Tos...

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Stage Plan · Activate Qualified Demand — Marketing Plan

Ctas: Request a tailored workflow diagnostic Book a product demo

Kpis: Sales-accepted qualified demo requests Demo-request conversion rate Qualified opportunity progression Cost per qualified demo where paid media is used

Channels: Paid search LinkedIn Targeted email Sales outreach Webinar

Objective: Launch targeted content and demand programs that produce qualified diagnostic and demo requests.

Stage Name: Activate Qualified Demand

Stage Type: Time Period

Initiatives: Targeted campaign activation Educational webinar Email and sales follow-up Weekly funnel optimization

Time Window: Days 61–90

Core Message: Bring one high-impact cross-system workflow to RelayOps and leave with a clearer view of handoff risk and improvement priorities.

Strategic Purpose: Convert validated problem recognition and proof into sales conversations while learning which audience and message perform best.

Recommended Assets: Workflow-risk webinar Persona-specific ads and email Product demo Diagnostic follow-up sequence

Buyer Belief To Create: A tailored RelayOps diagnostic is a low-friction next step for evaluating a specific operational risk and potential improvement.

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# Execution Directives From Upstream Plans (3/8)

Initiative Plan · Diagnostic-Led Conversion Path — Marketing Plan

Ctas: Request a tailored workflow diagnostic and demo

Goal: Convert relevant demand into measurable, sales-accepted demo requests.

Kpis: Qualified demo requests Landing-page conversion rate Sales acceptance rate

Name: Diagnostic-Led Conversion Path

Assets: Landing page Workflow-risk assessment Demo-request form Follow-up emails

Channels: Website Email Paid search LinkedIn Sales outreach

Elements: ICP qualification questions Role-specific proof CRM routing Conversion tracking

Priority: critical

Description: Build a landing page and qualification journey centered on a tailored workflow diagnostic and demo.

Initiative Type: Conversion

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Initiative Plan · Proof and Sales Enablement — Marketing Plan

Ctas: Complete the ROI assessment Request a demo

Goal: Support a high-trust, multi-stakeholder evaluation and improve progression from demo to qualified opportunity.

Kpis: Asset use in sales conversations Demo-to-opportunity progression Objection frequency by supplied persona

Name: Proof and Sales Enablement

Assets: ROI assessment Buying guide Connector FAQ Sales script Battle card

Channels: Sales outreach Email nurture Website

Elements: Business-value narrative Technical evaluation guidance Operational adoption narrative Alternative-category contrasts

Priority: high

Description: Create role-specific evaluation tools addressing outcomes, integrations, governance, adoption, and objections without unsupported customer claims.

Initiative Type: Sales Enablement

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# Execution Directives From Upstream Plans (4/8)

Initiative Plan · Measurement and Optimization — Marketing Plan

Ctas: Request a demo

Goal: Create reliable evidence for ICP, message, channel, and conversion decisions.

Kpis: Tracking completeness Lead-to-demo visibility Sales acceptance data availability

Name: Measurement and Optimization

Assets: Measurement specification Campaign tracking plan Weekly performance report

Channels: Website analytics CRM Marketing automation

Elements: Qualified demo definition Campaign taxonomy CRM source capture Weekly funnel review

Priority: critical

Description: Establish funnel definitions, attribution, baselines, and a weekly review cadence before campaign activation.

Initiative Type: Measurement

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Channel Plan · Targeted email and sales outreach — Marketing Plan

Kpis: Qualified response rate Meetings booked Sales-accepted demo requests

Role: Reach known-fit accounts, personalize the problem narrative, and progress committee evaluation.

Channel: Targeted email and sales outreach

Priority: primary

Guardrails: Personalize only using verified account and role information. Avoid broad, high-volume outreach before validating message fit.

Best For Stages: Validate ICP and Positioning Build the Launch System Activate Qualified Demand

Recommended Uses: Focus-group recruitment Trigger-based outreach Asset follow-up Diagnostic invitation

Best For Audiences: General and Operations Leader for Scaling Business IT and Systems Operations Intelligence Manager Mid-Market Administrative Operations Leader

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Run the plan as a gated launch: validate ICP and positioning with the three supplied personas before scaling content or paid promotion. Instrument demo-request tracking first, publish the diagnostic-led conversion path second, and activate targeted search, social, email, and sales outreach only after proof language and objections have been pressure-tested. Review qualified demo requests and sales acceptance weekly, and shift resources toward the messages, personas, and use cases producing the strongest qualified response. — Marketing Plan

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# Execution Directives From Upstream Plans (5/8)

| Primary · Mid-Market Administrative Operations Leader — Marketing Plan

Operational champion and day-to-day workflow owner

primary

Clear handoff ownership; Earlier process-risk visibility; Practical recommendations; Reliable operating structure

Missed handoffs; Recurring bottlenecks; Resource coordination complexity; Change-management pressure

Improve workflow reliability; Reduce escalations and manual coordination; Increase accountability and productivity

Fear of added operational complexity; Unclear effort required to act on recommendations; Concern that insights will not translate into change

Expose missed handoffs and ownership gaps, then give teams practical steps to improve everyday execution.

Use Case Overviews & Assessments; Checklists; How Tos...

Targeted email; LinkedIn; Webinars; Sales outreach

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| Activate Qualified Demand · Time Period — Marketing Plan

Days 61–90

Launch targeted content and demand programs that produce qualified diagnostic and demo requests.

Convert validated problem recognition and proof into sales conversations while learning which audience and message perform best.

A tailored RelayOps diagnostic is a low-friction next step for evaluating a specific operational risk and potential improvement.

Bring one high-impact cross-system workflow to RelayOps and leave with a clearer view of handoff risk and improvement priorities.

Targeted campaign activation; Educational webinar; Email and sales follow-up; Weekly funnel optimization

Workflow-risk webinar; Persona-specific ads and email; Product demo; Diagnostic follow-up sequence

Paid search; LinkedIn; Targeted email; Sales outreach; Webinar

Request a tailored workflow diagnostic; Book a product demo

Sales-accepted qualified demo requests; Demo-request conversion rate; Qualified opportunity progression; Cost per qualified demo where paid media is used |



# Execution Directives From Upstream Plans (6/8)

| Diagnostic-Led Conversion Path · Conversion — Marketing Plan  
critical

Convert relevant demand into measurable, sales-accepted demo requests.  
Build a landing page and qualification journey centered on a tailored workflow diagnostic and demo.  
ICP qualification questions; Role-specific proof; CRM routing; Conversion tracking  
Landing page; Workflow-risk assessment; Demo-request form; Follow-up emails  
Website; Email; Paid search; LinkedIn; Sales outreach  
Request a tailored workflow diagnostic and demo  
Qualified demo requests; Landing-page conversion rate; Sales acceptance rate |

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| Proof and Sales Enablement · Sales Enablement — Marketing Plan  
high

Support a high-trust, multi-stakeholder evaluation and improve progression from demo to qualified opportunity.  
Create role-specific evaluation tools addressing outcomes, integrations, governance, adoption, and objections without unsupported customer claims.  
Business-value narrative; Technical evaluation guidance; Operational adoption narrative; Alternative-category contrasts  
ROI assessment; Buying guide; Connector FAQ; Sales script; Battle card  
Sales outreach; Email nurture; Website  
Complete the ROI assessment; Request a demo  
Asset use in sales conversations; Demo-to-opportunity progression; Objection frequency by supplied persona |

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# Execution Directives From Upstream Plans (7/8)

| Measurement and Optimization · Measurement — Marketing Plan

critical

Create reliable evidence for ICP, message, channel, and conversion decisions.

Establish funnel definitions, attribution, baselines, and a weekly review cadence before campaign activation.

Qualified demo definition; Campaign taxonomy; CRM source capture; Weekly funnel review

Measurement specification; Campaign tracking plan; Weekly performance report

Website analytics; CRM; Marketing automation

Request a demo

Tracking completeness; Lead-to-demo visibility; Sales acceptance data availability |

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| Targeted email and sales outreach · Reach known-fit accounts, personalize the problem narrative, and progress committee evaluation. — Marketing Plan

primary

Validate ICP and Positioning; Build the Launch System; Activate Qualified Demand

General and Operations Leader for Scaling Business; IT and Systems Operations Intelligence Manager; Mid-Market Administrative Operations Leader

Focus-group recruitment; Trigger-based outreach; Asset follow-up; Diagnostic invitation

Qualified response rate; Meetings booked; Sales-accepted demo requests

Personalize only using verified account and role information.; Avoid broad, high-volume outreach before validating message fit. |

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General and Operations Leader for Scaling Business — Group: Primary; Buying Role: Executive operational sponsor and business-value approver; Priority: primary; Needs: Cross-functional visibility Operational accountability  
Prioritized improvements Executive-level outcome reporting; Pain Points: Recurring escalations and missed commitments Fragmented ownership across teams Operational risk becoming visible too late Difficulty quantifying  
improvement; Motivations: Scale operations without increasing coordination failure Protect customer and financial outcomes Demonstrate measurable operational control; Objections: Unclear ROI Concern that RelayOps is another  
dashboard Insufficient proof from a new entrant; Message Angle: Gain an evidence-based view of operational risk and prioritize changes that improve accountability and measurable performance.; Best Content Types: ROI  
Assessments Buying Guides Presentations; Best Channels: Targeted email LinkedIn Sales outreach Virtual events — Marketing Plan

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# Execution Directives From Upstream Plans (8/8)

IT and Systems Operations Intelligence Manager — Group: Primary; Buying Role: Technical evaluator and implementation gatekeeper; Priority: primary; Needs: Clear connector and data-scope details Explainable analysis Governance and privacy clarity Compatibility with the existing tool environment; Pain Points: Disconnected operational data Integration burden Unexplained alerts or recommendations Pressure to support automation without reliable process visibility; Motivations: Create connected insight without replacing core systems Reduce technical and governance risk Support practical, evidence-based improvements; Objections: Connector reliability Data access and privacy concerns Implementation effort AI recommendation explainability; Message Angle: Connect supported workflow signals into an explainable intelligence layer without replacing systems of record.; Best Content Types: Spec Sheets Faqs Demos/product in action; Best Channels: Sales outreach Webinars Targeted email LinkedIn — Marketing Plan

Mid-Market Administrative Operations Leader — Group: Primary; Buying Role: Operational champion and day-to-day workflow owner; Priority: primary; Needs: Clear handoff ownership Earlier process-risk visibility Practical recommendations Reliable operating structure; Pain Points: Missed handoffs Recurring bottlenecks Resource coordination complexity Change-management pressure; Motivations: Improve workflow reliability Reduce escalations and manual coordination Increase accountability and productivity; Objections: Fear of added operational complexity Unclear effort required to act on recommendations Concern that insights will not translate into change; Message Angle: Expose missed handoffs and ownership gaps, then give teams practical steps to improve everyday execution.; Best Content Types: Use Case Overviews & Assessments Checklists How Tos...; Best Channels: Targeted email LinkedIn Webinars Sales outreach — Marketing Plan

Activate Qualified Demand — Type: Time Period; Time Window: Days 61–90; Objective: Launch targeted content and demand programs that produce qualified diagnostic and demo requests.; Purpose: Convert validated problem recognition and proof into sales conversations while learning which audience and message perform best.; Belief To Create: A tailored RelayOps diagnostic is a low-friction next step for evaluating a specific operational risk and potential improvement.; Core Message: Bring one high-impact cross-system workflow to RelayOps and leave with a clearer view of handoff risk and improvement priorities.; Initiatives: Targeted campaign activation Educational webinar Email and sales follow-up Weekly funnel optimization; Recommended Assets: Workflow-risk webinar Persona-specific ads and email Product demo Diagnostic follow-up sequence; Channels: Paid search LinkedIn Targeted email Sales outreach Webinar; CTAs: Request a tailored workflow diagnostic Book a product demo — Marketing Plan

## Messaging Pillars · Measurable improvement — Marketing Plan

Name: Measurable improvement

Message: Focus teams on changes that can shorten cycle time, improve accountability, and demonstrate operational ROI.

Supporting Points: Supports executive reporting. Tracks interventions and pre/post outcomes, subject to validation.

Establish a measurable definition of workflow intelligence and test whether broken-handoff, process-risk, and ownership-gap language resonates with all three selected personas.

## EMAILS · 2

**Name the category and validate the highest-value problem language: Emails 1** Email · Warm Intro Email  
Verified-account message-validation outreach

Planned

**Name the category and validate the highest-value problem language: Emails 2** Email · Warm Intro Email  
Verified-account message-validation outreach

Planned

## WEBSITE · 1

**Name the category and validate the highest-value problem language: Landing Pages 1** Landing Page · Canonical Answer Page  
What Is Workflow Intelligence Software? category definition page

Planned

## SALES · 1

**Name the category and validate the highest-value problem language: Landing Pages 1** Sales Collateral · Implementation Checklist  
Create the underlying offer required by Name the category and validate the highest-value problem language: Landing Pages 1

Planned

## VIDEO · 3

**Name the category and validate the highest-value problem language: Videos 1** Video · Short Form Video  
Persona-specific short-form problem-language tests

Planned

**Name the category and validate the highest-value problem language: Videos 2** Video · Short Form Video  
Persona-specific short-form problem-language tests

Planned

**Name the category and validate the highest-value problem language: Videos 3** Video · Short Form Video  
Persona-specific short-form problem-language tests

Planned

OTHER · 1

Name the category and validate the highest-value problem language: Other 1 Other · Custom Asset

Message-validation guide, ICP scorecard, and evidence-capture worksheet

Planned

Help buyers recognize cross-system handoffs as an operational blind spot and turn abstract workflow pain into observable diagnostic signals.

## EMAILS · 1

Expose invisible handoffs and observable workflow-risk signals: Emails 1 Email · Lead Magnet Delivery Email  
Broken Handoff Checklist delivery and next-step email

Planned

## BLOG · 1

Expose invisible handoffs and observable workflow-risk signals: Blog Posts 1 Blog Post · How To Article  
How to identify a stalled cross-functional handoff without more status meetings

Planned

## WEBSITE · 1

Expose invisible handoffs and observable workflow-risk signals: Landing Pages 1 Landing Page · Canonical Answer Page  
Cross-System Handoff Visibility answer page

Planned

## SALES · 1

Expose invisible handoffs and observable workflow-risk signals: Sales Collateral 1 Sales Collateral · Implementation Checklist  
Broken Handoff Diagnostic Checklist

Planned

## VIDEO · 3

Expose invisible handoffs and observable workflow-risk signals: Videos 1 Video · Short Form Video  
Broken-handoff signal video series

Planned

Expose invisible handoffs and observable workflow-risk signals: Videos 2 Video · Short Form Video  
Broken-handoff signal video series

Planned

Expose invisible handoffs and observable workflow-risk signals: Videos 3 Video · Short Form Video  
Broken-handoff signal video series

Planned

Clarify why disconnected reports do not always explain how work moves and validate RelayOps differentiation without overclaiming product outcomes.

## EMAILS · 2

Differentiate workflow intelligence from another dashboard: Emails 1 Email · Nurture Email

Problem-to-approach nurture: isolated reporting and connected workflow signals

Planned

Differentiate workflow intelligence from another dashboard: Emails 2 Email · Nurture Email

Problem-to-approach nurture: isolated reporting and connected workflow signals

Planned

## BLOG · 1

Differentiate workflow intelligence from another dashboard: Blog Posts 1 Blog Post · Comparison Article

Why system-of-record reports can miss cross-functional workflow risk

Planned

## WEBSITE · 1

Differentiate workflow intelligence from another dashboard: Landing Pages 1 Landing Page · Canonical Answer Page

Workflow intelligence versus dashboards, process mining, automation, and workplace analytics answer page

Planned

## VIDEO · 3

Differentiate workflow intelligence from another dashboard: Videos 1 Video · Comparison Video

Workflow intelligence is not another dashboard video variants

Planned

Differentiate workflow intelligence from another dashboard: Videos 2 Video · Comparison Video

Workflow intelligence is not another dashboard video variants

Planned

Differentiate workflow intelligence from another dashboard: Videos 3 Video · Comparison Video

Workflow intelligence is not another dashboard video variants

Planned

Complete the validation phase with approved problem language, objections, proof gaps, and a representative illustrative workflow for downstream production.

## EMAILS · 2

Show the operational cost of unclear ownership without unsupported benchmarks: Emails 1 Email · Nurture Email

Planned

Problem-to-approach nurture: one workflow and three stakeholder views

Show the operational cost of unclear ownership without unsupported benchmarks: Emails 2 Email · Nurture Email

Planned

Problem-to-approach nurture: one workflow and three stakeholder views

## BLOG · 1

Show the operational cost of unclear ownership without unsupported benchmarks: Blog Posts 1 Blog Post · Thought Leadership Article

Planned

How scaling organizations accumulate hidden process risk between teams

## VIDEO · 3

Show the operational cost of unclear ownership without unsupported benchmarks: Videos 1 Video · Short Form Video

Planned

Illustrative handoff-map explanation cutdowns

Show the operational cost of unclear ownership without unsupported benchmarks: Videos 2 Video · Short Form Video

Planned

Illustrative handoff-map explanation cutdowns

Show the operational cost of unclear ownership without unsupported benchmarks: Videos 3 Video · Short Form Video

Planned

Illustrative handoff-map explanation cutdowns

## OTHER · 2

Show the operational cost of unclear ownership without unsupported benchmarks: Other 1: Custom Asset Other · Custom Asset

Planned

Illustrative cross-system workflow handoff map

Show the operational cost of unclear ownership without unsupported benchmarks: Other 1: Variation 2 Other · Custom Asset

Planned

ICP, messaging, objection, and proof-gap validation readout

Publish the approved platform narrative, an executive role destination, and the first post-validation awareness asset while preserving clear product boundaries.

## EMAILS · 1

Explain how RelayOps works and establish the executive use case: Emails 1 Email · Nurture Email

Problem-to-approach nurture: how connected workflow intelligence works

Planned

## BLOG · 1

Explain how RelayOps works and establish the executive use case: Blog Posts 1 Blog Post · How To Article

How to choose the first workflow for an operational-risk diagnostic

Planned

## WEBSITE · 2

Explain how RelayOps works and establish the executive use case: Landing Pages 1: Product Overview Page Landing Page · Product Overview Page

RelayOps connected workflow intelligence platform overview

Planned

Explain how RelayOps works and establish the executive use case: Landing Pages 1: Role Page Landing Page · Role Page

Operations leadership role page: prioritize workflow risk and measurable improvement

Planned

## VIDEO · 3

Explain how RelayOps works and establish the executive use case: Videos 1: Explainer Video Video · Explainer Video

How RelayOps Works explainer video

Planned

Explain how RelayOps works and establish the executive use case: Videos 1: Video Ad Cutdown Video · Video Ad Cutdown

Executive and operational cutdowns from the How RelayOps Works explainer

Planned

Explain how RelayOps works and establish the executive use case: Videos 2 Video · Video Ad Cutdown

Executive and operational cutdowns from the How RelayOps Works explainer

Planned

Publish the administrative operations and IT evaluation paths, define integration fit, and continue weekly problem education.

## EMAILS · 1

Establish operational and technical fit: Emails 1 [Email](#) · [Nurture Email](#)

Problem-to-approach nurture: technical and operational fit

Planned

## BLOG · 1

Establish operational and technical fit: Blog Posts 1 [Blog Post](#) · [How To Article](#)

How to map ownership when work crosses Slack, Jira, and CRM systems

Planned

## WEBSITE · 2

Establish operational and technical fit: Landing Pages 1: Use Case Page [Landing Page](#) · [Use Case Page](#)

Administrative operations use-case page: missed handoffs and recurring bottlenecks

Planned

Establish operational and technical fit: Landing Pages 1: Product Overview Page [Landing Page](#) · [Product Overview Page](#)

Validated integrations overview

Planned

## SALES · 1

Establish operational and technical fit: Sales Collateral 1 [Sales Collateral](#) · [Buying Guide](#)

IT Technical Evaluation Guide

Planned

## VIDEO · 2

Establish operational and technical fit: Videos 1 [Video](#) · [Short Form Video](#)

Administrative operations and IT role-page video derivatives

Planned

Establish operational and technical fit: Videos 2 [Video](#) · [Short Form Video](#)

Administrative operations and IT role-page video derivatives

Planned

Publish validated connector detail, security and governance evidence, and a practical awareness asset before the conversion path is opened.

## EMAILS · 1

**Build the technical trust foundation: Emails 1** Email · Objection Handling Email  
Technical trust and connector review email

Planned

## BLOG · 1

**Build the technical trust foundation: Blog Posts 1** Blog Post · Objection Article  
Workflow analysis versus employee monitoring: the privacy boundary buyers should examine

Planned

## WEBSITE · 5

**Build the technical trust foundation: Landing Pages 1: Use Case Page** Landing Page · Use Case Page  
Slack, Jira, Salesforce, and HubSpot validated connector page set

Planned

**Build the technical trust foundation: Landing Pages 2** Landing Page · Use Case Page  
Slack, Jira, Salesforce, and HubSpot validated connector page set

Planned

**Build the technical trust foundation: Landing Pages 3** Landing Page · Use Case Page  
Slack, Jira, Salesforce, and HubSpot validated connector page set

Planned

**Build the technical trust foundation: Landing Pages 4** Landing Page · Use Case Page  
Slack, Jira, Salesforce, and HubSpot validated connector page set

Planned

**Build the technical trust foundation: Landing Pages 1: Trust Security Page** Landing Page · Trust Security Page  
RelayOps trust, security, privacy, data-flow, and governance center

Planned

Publish the primary conversion destination, role-aware request flow, preparation resources, confirmation sequence, and minimum viable sales package before paid activation.

## EMAILS · 2

Complete and QA the diagnostic-to-demo conversion system: Emails 1 Email · Demo Invite Email  
Diagnostic confirmation and meeting reminder sequence

Planned

Complete and QA the diagnostic-to-demo conversion system: Emails 2 Email · Demo Invite Email  
Diagnostic confirmation and meeting reminder sequence

Planned

## BLOG · 1

Complete and QA the diagnostic-to-demo conversion system: Blog Posts 1 Blog Post · How To Article  
What is required to run a responsible workflow diagnostic?

Planned

## WEBSITE · 1

Complete and QA the diagnostic-to-demo conversion system: Landing Pages 1 Landing Page · Demo Page  
Tailored Workflow Diagnostic and Demo conversion page

Planned

## SALES · 2

Complete and QA the diagnostic-to-demo conversion system: Sales Collateral 1: Implementation Checklist Sales Collateral · Implementation Checklist  
Diagnostic Preparation Checklist

Planned

Complete and QA the diagnostic-to-demo conversion system: Sales Collateral 1: Battlecard Sales Collateral · Battlecard  
Sales evaluation deck, alternative-category battlecard, discovery brief, and objection guide

Planned

## OTHER · 1

Complete and QA the diagnostic-to-demo conversion system: Other 1 Other · Custom Asset  
Role-aware request form, scheduling, routing, and thank-you flow

Planned

Launch search, persona-specific LinkedIn, and qualified retargeting in controlled increments while monitoring sales acceptance and conversion quality.

## ADS · 6

**Activate controlled high-intent demand: Ads 1: Google Search Ad** Ad · Google Search Ad  
High-intent broken-handoff and workflow-intelligence Search ad groups

Planned

**Activate controlled high-intent demand: Ads 2: Google Search Ad** Ad · Google Search Ad  
High-intent broken-handoff and workflow-intelligence Search ad groups

Planned

**Activate controlled high-intent demand: Ads 1: LinkedIn Persona Ad** Ad · LinkedIn Persona Ad  
Three-persona LinkedIn diagnostic campaign

Planned

**Activate controlled high-intent demand: Ads 2: LinkedIn Persona Ad** Ad · LinkedIn Persona Ad  
Three-persona LinkedIn diagnostic campaign

Planned

**Activate controlled high-intent demand: Ads 3** Ad · LinkedIn Persona Ad  
Three-persona LinkedIn diagnostic campaign

Planned

**Activate controlled high-intent demand: Ads 1: LinkedIn Retargeting Ad** Ad · LinkedIn Retargeting Ad  
Sequential evaluation-to-diagnostic retargeting campaign

Planned

## EMAILS · 2

**Activate controlled high-intent demand: Emails 1** Email · Demo Invite Email  
Executive and operational diagnostic invitation emails

Planned

**Activate controlled high-intent demand: Emails 2** Email · Demo Invite Email  
Executive and operational diagnostic invitation emails

Planned

## BLOG · 1

**Activate controlled high-intent demand: Blog Posts 1** Blog Post · How To Article  
How to prepare operations, IT, and leadership for a workflow evaluation

Planned

Use a product-reviewed walkthrough, buyer guide, and criteria-based comparison to move engaged accounts toward an evaluation plan.

## ADS · 2

Demonstrate the product and clarify evaluation alternatives: Ads 1 Ad · Linkedin Retargeting Ad

Product walkthrough and buyer-guide retargeting variants

Planned

Demonstrate the product and clarify evaluation alternatives: Ads 2 Ad · Linkedin Retargeting Ad

Product walkthrough and buyer-guide retargeting variants

Planned

## EMAILS · 2

Demonstrate the product and clarify evaluation alternatives: Emails 1 Email · Objection Handling Email

Product walkthrough and alternative-category follow-up emails

Planned

Demonstrate the product and clarify evaluation alternatives: Emails 2 Email · Objection Handling Email

Product walkthrough and alternative-category follow-up emails

Planned

## BLOG · 1

Demonstrate the product and clarify evaluation alternatives: Blog Posts 1 Blog Post · Comparison Article

Build, buy, consult, or continue manual workflow analysis?

Planned

## WEBSITE · 1

Demonstrate the product and clarify evaluation alternatives: Landing Pages 1 Landing Page · Comparison Page

Workflow intelligence evaluation alternatives comparison page

Planned

## SALES · 1

Demonstrate the product and clarify evaluation alternatives: Sales Collateral 1 Sales Collateral · Buying Guide

Workflow Intelligence Buyer's Guide and operations evaluation framework

Planned

VIDEO · 1

Demonstrate the product and clarify evaluation alternatives: Videos 1  
One-handoff RelayOps product walkthrough

Video · Product Demo Video

Planned



Give executive sponsors a defensible methodology for baselines, assumptions, prioritization, and committee review without presenting unverified ROI.

## ADS · 2

**Build a transparent operational business case: Ads 1** Ad · LinkedIn Retargeting Ad  
Executive ROI-methodology and priority-workflow retargeting variants

Planned

**Build a transparent operational business case: Ads 2** Ad · LinkedIn Retargeting Ad  
Executive ROI-methodology and priority-workflow retargeting variants

Planned

## EMAILS · 2

**Build a transparent operational business case: Emails 1** Email · Objection Handling Email  
ROI methodology and committee business-case follow-up emails

Planned

**Build a transparent operational business case: Emails 2** Email · Objection Handling Email  
ROI methodology and committee business-case follow-up emails

Planned

## BLOG · 1

**Build a transparent operational business case: Blog Posts 1** Blog Post · Roi Article  
How to establish a workflow baseline before estimating improvement

Planned

## WEBSITE · 1

**Build a transparent operational business case: Landing Pages 1** Landing Page · Roi Page  
Transparent Workflow Intelligence ROI methodology page

Planned

## SALES · 1

**Build a transparent operational business case: Sales Collateral 1: Roi Explainer** Sales Collateral · Roi Explainer  
Editable workflow baseline and ROI assumptions worksheet

Planned

SALES · 1

Build a transparent operational business case: Sales Collateral 1: One Sheet

Sales Collateral · One Sheet

Planned

Executive brief: prioritize handoff risk with an evidence-based improvement plan



Equip active accounts with implementation readiness, shared evaluation criteria, illustrative outputs, and a governed proof-plan template.

#### ADS · 1

Define a responsible committee proof plan: Ads 1 Ad · Linkedin Retargeting Ad  
Evaluation scorecard and proof-plan retargeting ad

Planned

#### EMAILS · 2

Define a responsible committee proof plan: Emails 1 Email · Objection Handling Email  
Committee proof-plan and technical-readiness follow-up emails

Planned

Define a responsible committee proof plan: Emails 2 Email · Objection Handling Email  
Committee proof-plan and technical-readiness follow-up emails

Planned

#### BLOG · 1

Define a responsible committee proof plan: Blog Posts 1 Blog Post · Objection Article  
What should a workflow-intelligence proof plan include?

Planned

#### SALES · 2

Define a responsible committee proof plan: Sales Collateral 1: Implementation Checklist Sales Collateral · Implementation Checklist  
RelayOps Implementation Readiness Checklist

Planned

Define a responsible committee proof plan: Sales Collateral 1: Trial Evaluation Framework Sales Collateral · Trial Evaluation Framework  
Tailored workflow proof-plan template

Planned

#### OTHER · 1

Define a responsible committee proof plan: Other 1: Custom Asset Other · Custom Asset  
Buying-committee evaluation scorecard

Planned

OTHER · 1

Define a responsible committee proof plan: Other 1: Variation 2 Other · Custom Asset  
Illustrative diagnostic sample output

Planned



Complete the first launch learning cycle, refresh paid and conversion decisions using qualified outcomes, and create reusable customer-adoption and evidence templates without activating an unsupported customer cadence.

**ADS · 1**

Optimize qualified demand and establish reusable adoption evidence: Ads 1 Ad · Trial Conversion Ad  
Qualified-demand creative and destination refresh

Planned

**EMAILS · 3**

Optimize qualified demand and establish reusable adoption evidence: Emails 1 Email · Trial Activation Email  
Role-based adoption email template set

Planned

Optimize qualified demand and establish reusable adoption evidence: Emails 2 Email · Trial Activation Email  
Role-based adoption email template set

Planned

Optimize qualified demand and establish reusable adoption evidence: Emails 3 Email · Trial Activation Email  
Role-based adoption email template set

Planned

**BLOG · 1**

Optimize qualified demand and establish reusable adoption evidence: Blog Posts 1 Blog Post · How To Article  
How to turn workflow findings into accountable improvement actions

Planned

**SALES · 3**

Optimize qualified demand and establish reusable adoption evidence: Sales Collateral 1 Sales Collateral · Playbook  
Reusable customer adoption and workflow-review template kit

Planned

Optimize qualified demand and establish reusable adoption evidence: Sales Collateral 2 Sales Collateral · Playbook  
Reusable customer adoption and workflow-review template kit

Planned

Optimize qualified demand and establish reusable adoption evidence: Sales Collateral 3 Sales Collateral · Playbook  
Reusable customer adoption and workflow-review template kit

Planned

SALES · 1

Optimize qualified demand and establish reusable adoption evidence: Sales Collateral 4 Sales Collateral · Playbook  
Reusable customer adoption and workflow-review template kit

Planned

OTHER · 1

Optimize qualified demand and establish reusable adoption evidence: Other 1 Other · Custom Asset  
Case study evidence capture brief and customer approval workflow

Planned

# Measurement & Optimization

## Success Metrics by Funnel Stage

| Stage         | Weeks      | Success Metrics                                                                                                |
|---------------|------------|----------------------------------------------------------------------------------------------------------------|
| Awareness     | 1, 2, 3, 4 | Qualified visits, engaged visits, progression to diagnostic content, and persona feedback on category clarity. |
|               |            | Qualified persona engagement, response quality, message recall, and documented objections by persona.          |
|               |            | Qualified response rate, representation from all three personas, and completed validation conversations.       |
|               |            | Approved ICP criteria, documented objections, selected message themes, and completed measurement definitions.  |
| Interest      | 5          | Platform-page engagement, role-page progression, return visits, and diagnostic-content movement.               |
|               |            | Executive role-page engagement, ROI-content progression, and qualified diagnostic requests.                    |
|               |            | Engaged visits, checklist usage, and progression to diagnostic requirements content.                           |
|               |            | Video completion, platform-page progression, and diagnostic-content visits.                                    |
| Consideration | 6, 10      | Use-case engagement, checklist progression, and qualified diagnostic requests.                                 |
|               |            | Integration-page engagement, technical follow-up, and progression to the IT evaluation guide.                  |
|               |            | Guide usage, technical-review progression, and resolved IT objections.                                         |
|               |            | Engaged visits, integrations-hub progression, and guide downloads.                                             |
| Evaluation    | 7, 11, 12  | Connector-page engagement, multi-page technical sessions, and technical-review progression.                    |
|               |            | Trust-center usage, technical-review progression, and resolved governance objections.                          |
|               |            | Trust-center progression, technical engagement, and objection-resolution usage.                                |
|               |            | Trust-content usage, technical meeting requests, and objection resolution.                                     |
| Conversion    | 8, 9       | Form completion, qualified-request rate, sales acceptance, booking rate, and lead-routing success.             |
|               |            | Tracking completeness, routing accuracy, booking rate, and zero critical QA failures.                          |
|               |            | Preparation completion, meeting attendance, and diagnostic-to-demo progression.                                |
|               |            | Delivery rate, attendance rate, preparation-resource usage, and rescheduling completion.                       |
| Retention     | 13         | Template readiness, internal approval, and future onboarding adoption after validation.                        |
|               |            | Template approval and future adoption after customer-success validation.                                       |
|               |            | Approved evidence process, assigned owners, and zero unapproved customer claims.                               |
|               |            | Engaged visits, template usage, and future customer-resource readiness.                                        |

## Optimization Schedule

### Cycle 1 checkpoint — Day 30

Review asset performance against the success metrics, then adjust the upcoming cycle's cadence and mix · Aug 27, 2026

### Cycle 2 checkpoint — Day 60

Review asset performance against the success metrics, then adjust the upcoming cycle's cadence and mix · Sep 26, 2026

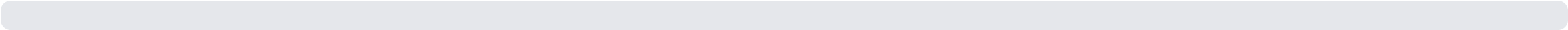
### Cycle 3 checkpoint — Day 90

Review asset performance against the success metrics, then adjust the upcoming cycle's cadence and mix · Oct 26, 2026



# Progress

0 of 101 assets done (0%)



| By Week |        | By Content Type |        |
|---------|--------|-----------------|--------|
| Week 1  | 0 / 8  | Ads             | 0 / 12 |
| Week 2  | 0 / 7  | Emails          | 0 / 23 |
| Week 3  | 0 / 7  | Blog            | 0 / 12 |
| Week 4  | 0 / 8  | Website         | 0 / 15 |
| Week 5  | 0 / 7  | Video           | 0 / 18 |
| Week 6  | 0 / 7  | Other           | 0 / 7  |
| Week 7  | 0 / 7  | Sales           | 0 / 14 |
| Week 8  | 0 / 7  |                 |        |
| Week 9  | 0 / 9  |                 |        |
| Week 10 | 0 / 8  |                 |        |
| Week 11 | 0 / 8  |                 |        |
| Week 12 | 0 / 8  |                 |        |
| Week 13 | 0 / 10 |                 |        |