

Customer Quarters	3 Months	6 Months	9 Months	12 Months
Customer Resource	Social Media Audit Checklist	Gaining More Traction on Social Media	Finding Media/PR Opportunities	Finding Speaking Opportunities
Customer Local Chapters	Featured Member - Community	Local Chapter Highlight	Regional LinkedIn Highlight	5 in 5 on Facebook
Solutions Social Media Visibility & Introductions	IG Stories Takeover	IAW Community Host - showcase thought leadership	Blog Contribution - quote / resources in IAW blog post	Press Release
Solutions Custom Influencer Benefit	Leadership Lab (Host a workshop for IAW Community)	Featured Member - blog post with highlights in IAW social and newsletter	Virtual Ribbon Cutting (Video reel to highlight member accomplishments) - shared via IAW Soc...	HERizon Insights - Panel Discussion or Webinar Presentation
Solutions Influencer Goals for Quarter	Visibility	Building More Local Presence	Media Opportunities	Speaking Opportunities
Solutions Ideal Support for Quarter				