

# J3 Upfitters Digital Launch Progress Report

Client: **J3 Upfitters**  
Project: **Digital Marketing Start**  
Start Date: **January 1, 2025**  
Project Duration: **6 Weeks**  
Project Coordinator: **Jeana Poole**  
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## PHASE 1: PLANNING

- Business Development Questionnaire Complete
- Secure Web Domain | [www.J3Upfitters.com](http://www.J3Upfitters.com)
- Secure Social Media Handles | J3Upfitters

## PHASE 2: BUILDING

- Logo Design Review (by Client)
- Populate Instagram info
- Populate Facebook page
- Populate LinkedIn bio
- Set up YouTube Channel
- Create website pages
- Flavor website pages with content
- Link social accounts together

## PHASE 3: TESTING

- User testing
- Feedback consolidation
- Polishing

## PHASE 4: ROLLOUT

- Beta version (For Review)
- Full version (Live)
- Account Ownership Transfer