**CREATIVE WORKFLOW TEMPLATE**

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| PROJECT TITLE | PROJECT MANAGER |
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| PHASE | TASKS | OWNER | DUE DATE | STATUS | COMMENTS |
| 1 | DEFINE GOALS AND ROLES |   |  |  |   |
| 1 | Create creative brief |   |  |  |   |
| 1 | Define SMART goals |   |  |  |   |
| 1 | Set project KPIs |   |  |  |   |
| 1 | Hold kickoff call |   |  |  |   |
| 1 | Set project milestones |   |  |  |   |
| 1 | Set roles and responsibilities |   |  |  |   |
| 1 | Create project timeline |   |  |  |   |
| 2 | GENERATE AND DEVELOP IDEAS |   |  |  |   |
| 2 | Brainstorm as a group |   |  |  |   |
| 2 | Record and share ideas |   |  |  |   |
| 2 | Give feedback on ideas |   |  |  |   |
| 2 | Choose the winning ideas |   |  |  |   |
| 2 | Begin developing assets |   |  |  |   |
| 2 | Communicate regularly with stakeholders |   |  |  |   |

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| PHASE | TASKS | OWNER | DUE DATE | STATUS | COMMENTS |
| 3 | REVIEW AND APPROVAL |   |  |   |   |
| 3 | Gather internal feedback |   |  |   |   |
| 3 | Implement internal feedback  |   |  |   |   |
| 3 | Gather client feedback |   |  |   |   |
| 3 | implement client feedback |   |  |   |   |
| 3 | Get internal approval |   |  |   |   |
| 3 | Get client approval |   |  |   |   |
| 4 | PRODUCT LAUNCH AND MONITOR SUCCESS |   |  |   |   |
| 4 | Publish or launch assets |   |  |   |   |
| 4 | Start tracking KPIs |   |  |   |   |
| 4 | Send invoices |   |  |   |   |
| 4 | Share metrics with stakeholders |   |  |   |   |
| 4 | Continue monitoring success |   |  |   |   |
| 4 | Manage client questions |   |  |   |   |

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