bandwango
The Destination Experience Engine

PROCESS TIMELINE

Timelines vary by project and client. Per Bandwango policy, clients work through the timeline one pass at a time on an estimated launch timeline of 60 days post-Strategic Planning Call. Timelines are typically shorter when merchant onboarding is handled by the Bandwango team.

1. Strategic Planning Call

2. Client Services and Client Success meet with DMO to discuss the initiative and reach a tentative timeline for launch

3. Client is invited to Bandwango's project management system

4. DMO curates a list of potential merchants for inclusion in the pass prior to outreach

5. Client Services provides boilerplate language to facilitate merchant introductions via e-mail

6. Marketing/advertising strategy meeting

7. Director of Marketing Operations shares best practices for conversion-focused marketing and works with DMO and their agency to craft a marketing + measurement plan

8. Client approves formal initiative name

9. Merchant outreach is initiated by DMO with an e-mail introduction and then the Bandwango team takes over to complete the onboarding process
   OR
   Some DMO partners choose to handle merchant outreach on their own. In those cases, the Bandwango team supports the DMO with collateral and best practices, but merchant communication is the sole responsibility of the DMO

10. Client Services receives digital assets from DMO to use in the pass. Bandwango also offers a free-to-clients design service if the in-house graphics team is swamped or nonexistent!

11. Demo site is created using a subdomain and graphics with early merchant listings for client to review

12. Once the demo site has been approved by the client, the site is sent to merchants for review. At this time they also receive training on the pass redemption process to ensure accurate reporting

13. Director of Marketing Operations works with DMO web team to integrate Bandwango elements into landing pages on DMO site
    • Limited resources? Our team is well versed in a variety of CMS platforms to help get this done

14. Client Success implements web tracking through Google Tag Manager for an added layer of data

15. Merchant Services works with DMO to set up FAQs for Customer Service inquiries

16. DMO is trained on reporting for pass activity by their Client Success Manager. This empowers DMOs to be able to report their results on a regular basis to stakeholders and measure return on marketing investment and economic impact.

17. Pass launches!