Client/Stakeholders Approve Approve **Approve** Approve Approve design technology digital post launch content Site **(Approve** marketing copy deck media plans final Design/ spend Content/ Testing/ Concept/ Digital/Social concepts Architecture Introductions Deployment SEO Marketing Testing Share Run media plan Share Optimize Optimize site/ Share Media plan campaigns Discovery design/ content marketing Wireframes/ Run 'pre launch' Session development Run 'technical SEO + Copy Site design/ Prototype checklist strategy SEO' checklist [Regulatory Run 'post launch' Architecture concepts compliance] checklist **Beyondiris** Client engagement model