

Pipeline Activation Project Charter

Project Name	[insert name here]		
Start Date	Oct 1, 2025	End Date	Dec 31, 2025
Objective	Ex. Open 20 new opportunities in the next 90 days		
Target Audience	Job title(s): Account List:		
Channel(s)			
The Offer			
Content offer	Insert info		
Free tool	Insert info		
Incentized demo	Insert info		
The Team			
Marketing	Lead: Support:		
Sales	Lead: Sales Reps:		
SLAs			
Marketing	Ex. Lead Quality: All leads delivered will be from the pre-approved, vetted named account list. Lead Routing: All leads from this project will be routed instantly (e.g., under 1 minute) and exclusively to the 1-2 dedicated Sales Champions. Lead Context: Every lead will be delivered with clear context,		

	including the specific ad and offer they converted on (e.g., "Downloaded: New Hire Compliance Checklist" or "Responded to: \$105 Gift Card Offer"). Feedback Commitment: The Marketing Lead will attend all scheduled sync-up meetings (e.g., 3x/week) to review calls, understand what's working, and make rapid adjustments to ads and offers.
Sales	<i>Ex.</i> Response time: Sales will make response efforts via email, LinkedIn DM, and/or phone call if the lead does not self-book. Initial contact <5 minutes. All channels <24 hours. Call recording: Sales will record all calls and make available for marketing to review prior to internal meetings.
Tracking and improvement	
Internal mtg freq	<i>Ex. 1-3x week (depends on volume)</i>
Preferred async feedback channel	<i>Ex. Slack, Email, CRM</i>
Last Updated	[date]