



JUSTPARK · INTEGRATED MARKETING

From fragmented campaign activity to one agreed operating workflow.

A three-Cycle route to understand how the team works, design the right campaign system, then implement only the scope JustPark has approved.

TARGET OUTCOME

By the end of November, JustPark has an agreed and tested integrated campaign workflow for Florence's remit, with clear ownership, handoffs, information, reporting and an operational home in Asana.

SEPTEMBER

01

Discover

Create an objective, shared picture of how Marketing works today.

- Interactive Marketing Structural Map
- Ownership and accountability view
- Campaign-system and silo inventory
- Friction baseline and evidence gaps
- Structured AI Context Pack

OCTOBER

02

Design

Agree the integrated campaign workflow before configuring tools.

- Interactive Workflow Canvas
- Work Units, Triggers, Inputs and Outputs
- Campaign information and write paths
- Human, automation and agent decisions
- Gated build and migration requirements

NOVEMBER

03

Build

Implement and validate the approved scope in Asana.

- Campaign Portfolio and master Register
- Reusable Campaign Blueprint
- Agreed fields, statuses and views
- Native reporting dashboard
- Testing, cutover, training and adoption watch

Optional. Exact depth and fixed price follow Design.

Evidence first. Design second. Build only what survives both.

Discovery + Design scope

Florence's integrated-Marketing remit, anchored to one representative campaign and its direct handoffs.

Discover

Survey, campaign walkthrough, Structural Map, system inventory, friction baseline, ownership view and AI Context Pack.

Design

Workflow Canvas, campaign information model, write paths, roles, handoffs, decision controls, migration and build gates.

Boundaries

Wider Departments, custom integrations, data migration and bespoke reporting pipelines are excluded unless separately scoped. Build is not included in Discovery + Design.

RECOMMENDED DECISION

Start Discovery + Design in September

Standard fee **£4,950 + VAT**

Fast-start, paid by 4 September **£3,500 + VAT**

The first engagement is paid before work begins. Card or invoice, subject to JustPark procurement.

Reply to David to confirm the selected route.

Indicative Build options

Build remains optional. Final deliverables and the fixed quote follow Discovery and Design.

ESSENTIAL BUILD

Indicative £3,000 + VAT

Portfolio and Campaign Register, one Campaign Blueprint, agreed fields and statuses, one dashboard, realistic testing, cutover plan, procedure, training and bounded adoption watch.

EXTENDED BUILD

Indicative £6,000 + VAT

Everything in Essential, plus the additional campaign or channel flows, approvals, dependencies, configuration and testing agreed during Design.

What happens next

- 01** Confirm the preferred route, Sponsor and Cycle Owner.
- 02** Select the representative campaign and stakeholder group.
- 03** Provide the campaign-process document and agreed artefacts.
- 04** Confirm the technology stack, procurement and approval route.

Mr. System: issue the final Scope of Work and review the team survey before launch.

Contract route. The Order Form incorporates the Mr. System Master Services Agreement dated 31 August 2026. The Order Form defines this engagement and takes priority where it expressly differs. Each purchased monthly Cycle receives its own accepted Cycle Brief.