

Use the phrases from Topic #1 – Progress.

to tie up some loose ends	outstanding		
to make strides	to go in circles	to go back to the drawing board	
to be on it	to spin your wheels	to make headway	to fine-tune
to flesh it out	to be halfway done	to take shape	the bare bones of
a step in the right direction	to be on the right track	to tweak	
to not get around to it	to be as good as done	to mean	to tread water
a step backward	to start from scratch	a step in the wrong direction	



Meeting Notes

Project: Q2 Marketing Campaign

Date: April 8, 2025

Attendees: Maria, Jake, Lena, Thomas, Rina



Current Status

- The campaign concept is starting to _____ **(1) (develop a clear form)**.
- We've laid out _____ **(2) (the skeleton of)** the strategy and begun to _____ **(3) (add details)** with initial content and visuals.
- Overall, we're more than _____ **(4) (50% complete)** — estimated 65–70% complete.
- Landing page is _____ **(5) (almost done)**, pending a few final checks.



Progress Made

- Adjusted the tone of messaging to better fit the new brand guidelines — Maria's already _____ **(6) (doing it)**.
- The new direction seems promising and feels like _____ **(7) (the right move)**.
- After a few roadblocks, we're finally _____ **(8) (progressing correctly)** and _____ **(9) (making progress)**.
- The team has _____ **(10) (made significant progress)** with the email funnel structure.
- Jake is _____ **(11) (addressing small unfinished tasks)** with the analytics setup.

Challenges

- Social media content needs a rethink — we're basically _____ **(12) (starting from zero)**.
 - The first draft of the ad set wasn't effective, so we're _____ **(13) (back to the planning stage)**.
 - We were _____ **(14) (returning to the same issue again and again)** with targeting parameters — Thomas flagged this during review.
 - For some elements, like the testimonial section, we've been _____ **(15) (not progressing)** with no clear direction.
 - The budget timeline revisions felt like we were _____ **(16) (working without progress)**.
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Outstanding Tasks

- Final image selection and captions are still _____ **(17) (remaining)**.
 - Lena _____ **(18) (planned)** to upload the edited drafts last night but _____ **(19) (didn't find time to do it)** — ETA: tonight.
 - We may need to _____ **(20) (slightly improve)** the layout after initial client feedback.
 - CTA placement still needs to be _____ **(21) (adjusted)** to improve conversions.
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Setbacks

- Last week's design revision was _____ **(22) (a negative action)**, but the latest feedback helped us course correct.
 - Ad copy version 2.0 was _____ **(23) (a wrong move)** — team agreed to scrap it.
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Action Items

- Lena to finalize image edits and upload by EOD.
- Thomas to draft new social content from zero.
- Maria to fine-tune landing page CTA.
- All: check for any additional loose ends before Thursday's review.