

MARKETING PLAN

action & accountability

BUILD YOUR PLAN! *Decide who gets what and when*

MATERIAL	FORMAT	FREQUENCY
Website Content <i>(ex. Articles, Videos, Presentations)</i>	Blog, Whitepaper, Video...	
Email Campaigns <i>(ex. Newsletters, Articles, Drip Campaigns, etc.)</i>	Email!	
Social Media	Graphic, Video, Article...	
Events or Seminars	Live, Online, Recording...	
Direct Mailings	Postcards, Letters, Holiday...	
In-Person Meetings		
Phone Calls		
TOTAL CLIENT TOUCHES PER YEAR =		

EXECUTE *Establish Accountability: Timelines, Responsibilities, etc.*

Example Generate Website Content *Managed By: Erika* *Due Date: 9/1/18*

Create a schedule of when we will publish new content and write 2 articles to start our blog

Task 1. *Managed By:* *Due Date:*

Task 2. *Managed By:* *Due Date:*

Task 3. *Managed By:* *Due Date:*

Task 4. *Managed By:* *Due Date:*

Task 5. *Managed By:* *Due Date:*

MONITOR *Review feedback, evaluate response, compare results. Adapt your plan to move forward with success!*

Schedule next meeting(s):

Call for a complimentary
review or check-in with us to
discuss your situation!

-Erika DeBlasi