

MARKETING PLAN - PT 2



WHAT: Part 2 of developing your 12-month marketing plan

WHY: So that you can be intentional and clear about what you're doing, when, and why, so that you can grow on your terms.

growth
GETTERS

2023

Marketing plan

JANUARY

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

FEBRUARY

MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28					

MARCH

MON	TUE	WED	THU	FRI	SAT	SUN
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

APRIL

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

MAY

MON	TUE	WED	THU	FRI	SAT	SUN
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

JUNE

MON	TUE	WED	THU	FRI	SAT	SUN
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

JULY

MON	TUE	WED	THU	FRI	SAT	SUN
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

AUGUST

MON	TUE	WED	THU	FRI	SAT	SUN
31	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

SEPTEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

OCTOBER

MON	TUE	WED	THU	FRI	SAT	SUN
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

NOVEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
30	31	1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

DECEMBER

MON	TUE	WED	THU	FRI	SAT	SUN
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

The Plan

THE IDEA

THE GOAL

THE BUDGET

THE PLAN

SUPPLIES/PRINTING/ITEMS NEEDED

The Copy

THE BEFORE (PROBLEM OR PAIN POINT THEY HAVE BEFORE YOU):

- 1.
- 2.
- 3.

THE AFTER (YOUR PROMISE & THE RESULTS THEY WILL GET):

- 1.
- 2.
- 3.

OBJECTIONS FOR WHY THEY WON'T TAKE ACTION:

- 1.
- 2.
- 3.

CALL TO ACTION (CTA):

Post-Launch Review

GOAL:

FINAL NUMBERS:

HOW MANY EMAILS WERE SENT?

PRE-LAUNCH:	MID-LAUNCH:	LAST DAY:	POST-LAUNCH:
-------------	-------------	-----------	--------------

HOW MANY:

POSTS:	LIVES:	REELS:	STORIES:
--------	--------	--------	----------

WHAT WENT AMAZING?

ASK FOR TESTIMONIALS

Post-Launch Review

NEXT TIME, I CAN...

INCREASE REACH:

MAKE IT EASIER TO SAY YES BY:

RUN IT SMOOTHER FOR ME:

QUESTIONS/CONFUSION THAT CAME UP:

WHERE I THINK WE CAN ADD MORE EDUCATION:

FOLLOW-UP FOR TESTIMONIALS

UPDATE B.O.B & AUTOMATIONS/SYSTEMS

Resources



Office Depot Blueprints:

<https://www.officedepot.com/a/products/390986/Custom-Blueprint-24-Lb/>

Organization:

Dropbox

Google Docs (Great for gathering testimonials and keeping launch copy, and B.O.B. up to date)

Marketing Plan - Part 1 Training:

[CLICK HERE](#)

The Full Year 2023 GG Marketing Calendar - LARGE (24x36):

[CLICK HERE](#)