

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.

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:
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HOW MANY:

POSTS:	LIVES:	REELS:	STORIES:
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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:

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FOLLOW-UP FOR TESTIMONIALS

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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](#)