

Marketing Planner

1. Which platforms will you initially use to get your message out? Make sure these are the ones your target market is on? Choose two.

Facebook Instagram Website LinkedIn Snapchat TikTok YouTube
 Podcast Blog Clubhouse Other: _____

If you are currently marketing your business, list how I can find you on the various platforms you are using.

2. How often will you commit to posting your content? Make it manageable and doable for you.

Consistency is the key.

Platform #1: _____

X per day X per week Which days? _____

Platform #1: _____

X per day X per week Which days? _____

3. Which categories will you focus your content on? Remember the 80/20 rule (80% educate, engage, entertain, or inspire and 20% promoting your business). Choose 5-7 categories.

Be the Expert Before and after Photos Behind the Scenes Curated Content
 Educational Engagement Holidays and Special Days "How-To" Motivational
 Personal Story Tip of the Day Survey Announcement Sneak Peek Testimonials
 Special Event Discount or Sale Product or Service Review

4. What other support products or events will you use to market your business?

Postcards Flyers Email Newsletter Networking Events Community Involvement
 VIP Program In-Store Events Referral Program Sponsorships: _____

Other: _____

5. Get a paper calendar to plug in media posts, any network events you will attend, any releases of marketing pieces, launch dates of promotions and special events you will be hosting. Note the focus or goal of each product or event. (i.e. mail postcard to promote grand opening on (date); monthly newsletter emailed first Tuesday of the month etc.)