

Your 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 to make it manageable. Your website should be the foundation of your marketing plan.

- Facebook
- Instagram
- LinkedIn
- TikTok
- YouTube
- Podcast
- Blog
- Clubhouse

Other: _____

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? _____

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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?

- Flyers
- Email Newsletter
- Networking Events
- Community Involvement
- VIP Program
- Media Interviews
- Referral Program

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.). Make one for each month. Note which ones are the most effective and make part of your regular marketing plan. Replace ones that don't work with new ideas.