

Launch or Major Promotion – Marketing Plan Worksheets

Feeling Goal: _____ (how you want to feel about the outcome)

Measurable Goal : _____ (usually the # of people who buy/enroll)

If, 1% of those who see your message take action AND those 1% need to see your message at least 7 times before they take action, how much do you need to share your message?

Let's take a look...

Let's say you'd like to get 25 people to purchase your program or package. That means, you'll need to get your message in front of at least 2500 people 7 different times (17,500 impressions).

Now, let's say your mailing list has 500 people on it, and that your FB page also has 500 likes. Do we count that as 1000 people? No, we don't. Because not everyone on your list will open that email, and only about 9% of folks attached to your FB page will likely see your posts. (The percentage of impressions earned on other social media may be higher.)

So, before we know how often to share something, we need to know these things:

of people on your email list: _____

Average open rate of your email list: _____

*Average click thru rate of your email list: _____ (usually 1-2% of those who open)

of people who've liked your FB page _____ x _____% (your avg eng rate) = _____

of people following you on Twitter _____ x _____% (your avg eng rate) = _____

(Continue doing this for all your marketing channels)

*If you have 500 people on your email list and only 25% of them (on average) open an email, you can count that as **125 impressions**.*

If you have 500 likes on your FB page and only about 10% (on average) ever see a post, you can count that as 50 impressions.

And if you need to have 2500 impressions, you can see you have a bit of a way to go...

Now do the math for your campaign:

How to Reach that Magic Number of Impressions

First, remember how you want this campaign to FEEL for you. That will help you pick the best approaches and channels for *you*.

Ways to promote your thing (CAUTION: Do NOT attempt to do all of these!): Pick 3 to 5 that you love best.

- Blog posts (on your own site or as a guest blogger)
- Emails to your list
- Individual and personalized emails to people you think would be perfect
- Social Media posts
- Facebook Ads
- Twitter Ads
- Google Ads
- Ads in other people newsletters
- Ads in traditional print media
- Invitations proffered at networking events
- Invitations proffered in online groups (Facebook, LinkedIn, Google+, other)
- Radio Interviews
- Radio ads
- Billboards
- Flyers
- Postcards (aka Direct Mail)
- Webinars
- Summit
- Challenge + Facebook group
- Book/eBook
- Talks
- Videos
- Podcasts (your own or as a guest)
- Press releases to traditional media
- Events YOU host/produce
- Affiliates and friends

**Next, develop a content strategy consisting of at least 7 different messages.
Choose from things like...**

1. Myths and misunderstandings about _____ (what are people saying/feeling/thinking about this right now?)
2. Mistakes you make about _____ (what are people doing wrong?)
3. Why I've created _____ (what prompted to you create this and how is it different?)
4. Case Studies or testimonials (from your beta-testing)
5. What's possible? What success with _____ looks like (a more generic form of a case study).
6. Interviews with other "experts" (what do the experts say about it?)
7. Break down your thing into topics and share those one at a time. (What are the individual bits and pieces and why are each of those important?)
8. What list of tools or resources do people need to accomplish _____?
9. Your own experiences with _____. (Especially good as a teachable moment.)
10. Inspirational or thought-provoking quotes about _____. (Great for sharing on social media; but don't forget your OWN quotes!)
11. FAQs about your product/offer (Keep track of these over time)
12. What to do next if you aren't ready for _____ (for people who aren't ready to buy yet)

