

Marketing Plan for _____ **Month of** _____

Strategy / Tactic / Tool	Cost	Comments	Date	Results/Tracking

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Marketing Plan for Marty Marsh Marketing Month of April 2016

Strategy / Tactic / Tool	Cost	Comments	Date	Results/Tracking
Blogging Call to action: Always to get on a list or buy or download a product.	Time + \$ 0.00	Post a new blog post at least 3 times per week. Always post a new one on Saturday and let the list know that it is available.	Tues. Thurs. Sat.	Track sign ups and sales
Publish ezine: Marty's Marketing Memo twice this month: Focus: email marketing; Call to Action: Get free ebook "Grow Your List"	Time + \$ 0.00	I will start to implant the idea that I am the go-to-guy for email marketing; will be priming them to receive the Inbox Weary ebook which will be available June 1st.	4/7 4/21	I will track how many sign up for the exclusive email marketing list
Direct Mail 3 promos this month: 1. Worry Dolls Lumpy Letter; Call to Action: Join my Inner Success Circle member site 2. Inner Success Circle print newsletter; Call to Action: Various – Join ISC member site; join email marketing list 3. Thank you notes (ongoing): Send 1 thank you note each workday to someone on my list	Time + \$ 160.00 printing; \$88.00 postage Time + .94 per card	Worry Doll letter includes a worry doll inside; promotion is that I'm worried about them and their business, solution to their success is to join my Inner Success Circle. Purpose of the print newsletter is to build a relationship, demonstrate the power of the printed newsletter, allow readers to know me on a more personal level. To say a simple thank you for being a member of my community in a more memorable way by sending a personal handwritten note.	Drop in mail on 4/15 Drop in mail on 4/22 Daily: 4/1 to 4/30	Include special code to track results Include special code to track results Monitor any feedback
Follow Up – Ongoing; follow up by email and or phone within 24 hours of inquiry	Time + \$ 0.00	Respond to emails within 24 hours or same day; follow up on News-Card and Newsletter Marketing kits	Ongoing	Track sales/responses