



BRIDAL BEAUTY BUSINESS BOOTCAMP

Course #8 Workbook Creating a Marketing Plan



Strategies & Tactics

- Instagram Marketing - Organic
- Facebook Marketing - Organic
- Pinterest Marketing - Organic
- Twitter Marketing - Organic
- LinkedIn Marketing - Organic
- YouTube Marketing - Organic
- Instagram Advertising
- Facebook Advertising
- Pinterest Advertising
- YouTube Advertising
- Search Engine Optimization (SEO)
- Google Adwords-Text Ads
- Google Adwords-Banner Ads
- Remarketing Campaign (Google & Social Media)
- Email Marketing
- Text Marketing
- Apps
- Review/Testimonial System
- List your Business on Google
- List your Business on Yelp
- Network on Other Facebook Pages
- Direct Mail to Brides
 - Postcards
 - Brochures
 - Cards/Letters
- Surprise & Delight
- Your Own Blog
- Be a Blog Contributor
- Tutorials
- Your Own Podcast
- Be a Podcast Guest
- Public Speaking
- Content Marketing-Videos
- Content Marketing-Ebooks/Reports
- Content Marketing-Newsletters
- Content Marketing-Giveaways
- Content Marketing-Contest
- Workshops
- Classes

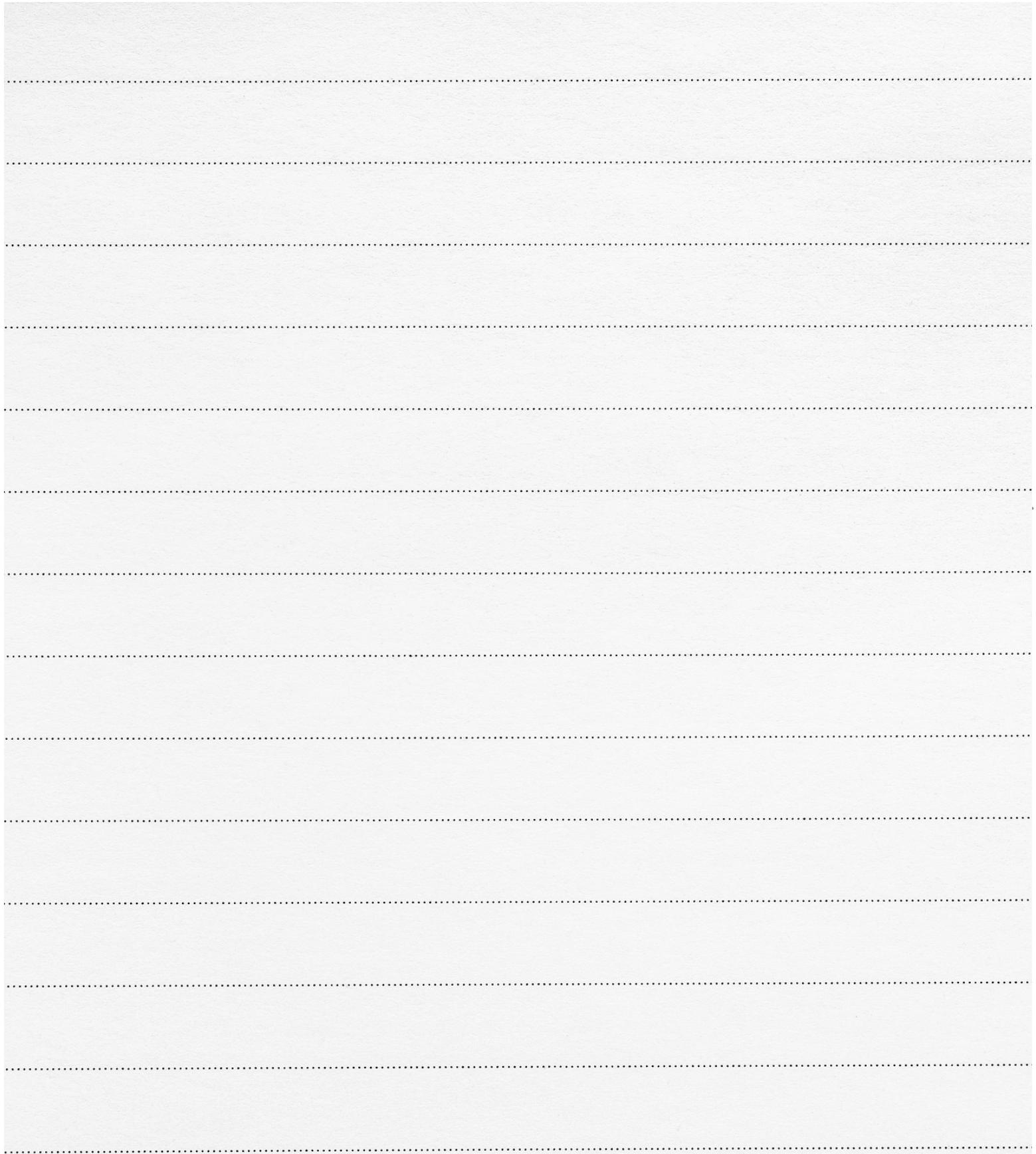
- Open House
- Special Events
- Go to Networking Events
- Host Networking Events
- Seek out Joint Ventures
- Create an Affiliate Program
- Join Affiliate Programs
- Industry Websites
- Service Websites
- Local Websites
- Tumblr
- Reddit
- Chamber of Commerce
- Groupon
- Magazine Ads
- Local Publications
- Craigslist
- Press Releases
- Public Relations Campaign
- Media Appearances
 - Television
 - Magazines
- Styled Shoots
 - Seek Out
 - Organize Yourself
- Online Influencers-Organic
- Online Influencers-Paid
- IRL Influencers-Free Products/Services
- IRL Influencers-Surprise & Delight
- IRL Influencers-Shock & Awe
- IRL Influencers-Canvassing
- IRL Influencers-Cold Calling
- IRL Influencers-Direct Mail
- Bridal Shows
- Additional Products/Services
- Membership Options
- Subscription Options

Marketing Ideas

List of EVERY Idea for Marketing Your Business Now AND In the Future

Marketing Plan

Write down all of the items that you need to do to "prepare" for your marketing, followed by the items you can do quickly, easily and for little or no money and the marketing strategies and tactics that you are going to work on first.



This section provides a large, blank area for you to write out your marketing plan. It features a light gray background with a grid of horizontal dotted lines, spaced evenly down the page, intended for you to list your items and strategies.

Project To Do

PROJECT NAME

Estimated Project Completion:

Estimated Budget:

Steps to Complete:

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

11.

Hire-Delegate-DIY Estimated Completion

TO DO LIST

List every numbered item on every project list organized by completion date

Marketing Goals Yearly

January

February

March

April

May

June

July

August

September

October

November

December

Marketing Goals Montly

Month of

Marketing Goals Weekly

Week of

Monday

Tuesday

Wednesday

Thursday

Friday

Daily To Do List

Date:



This section is a large, empty rectangular area designed for you to write your daily to-do list. It features a light gray background and a faint dotted grid pattern, consisting of 12 horizontal rows of dots, to help you organize your tasks. The area is bounded by a thin black border.