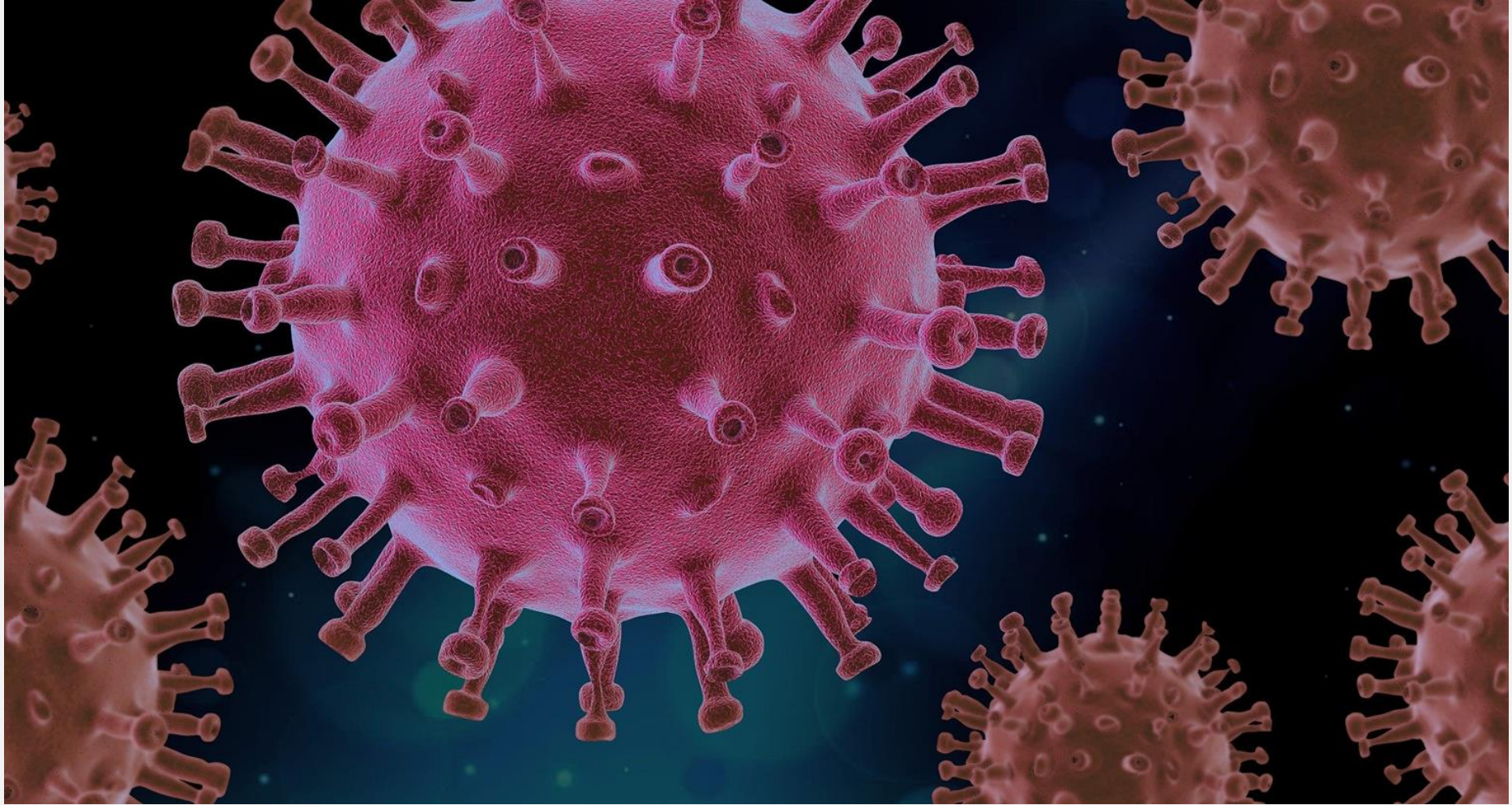


MARKETING PLAN REBOOT

OVERWHELMED



UNDERPAID



Anxious



Now is the time to pivot



The image shows a red Kia car with a large white decal on the windshield that reads "TASTE TRAVELS". The letters "A" and "V" in "TASTE" and "TRAVELS" are stylized with yellow dashed lines. A person's hands are visible in the driver's seat, making peace signs. On the roof of the car, three blue and white beer cans are stacked. The background shows a street scene with traffic lights and a building.

Three Roads Brewing
Published by Miles Sadler [?]
- 53 mins · 🌐

Taste Travels!
We now travel to Lynchburg - drop us a line and place an order at (434)-315-0471 Sunday to Wednesday for Thursday pick up @ 4PM at 1300 Court St. Look for the 3 Roads tent!
Orders placed Thursday thru Sat can be picked up on Sunday @ 4PM at 1300 Court St.

Please note that since we are not open Monday or Tuesday please leave a message and we will return your call promptly on Wednesday!
Proof of age required at pick up.

📍 Tag Photo 📍 Add Location ✎ Edit

159 People Reached **4** Engagements [Boost Post](#)

👍 1

3 Comment as Three Roads... 😊 📷 GIF 🗨️

Do What Works For You

- Keep it **SIMPLE** and **ACHIEVABLE**.
- Stay **FOCUSED** on your customer.
- Be **AUTHENTIC**.
- **MEASURE** results.

ITINERARY

- Who You Are (Branding)
- What You Say
 - Your Audience
 - Content Strategy
- How You Say It
 - Overview and Websites
 - Social
 - Advertising
- Where you're headed
 - Creating your marketing plan
 - Getting it done

**WHO YOU ARE:
AKA BRANDING**

WHO AM I?

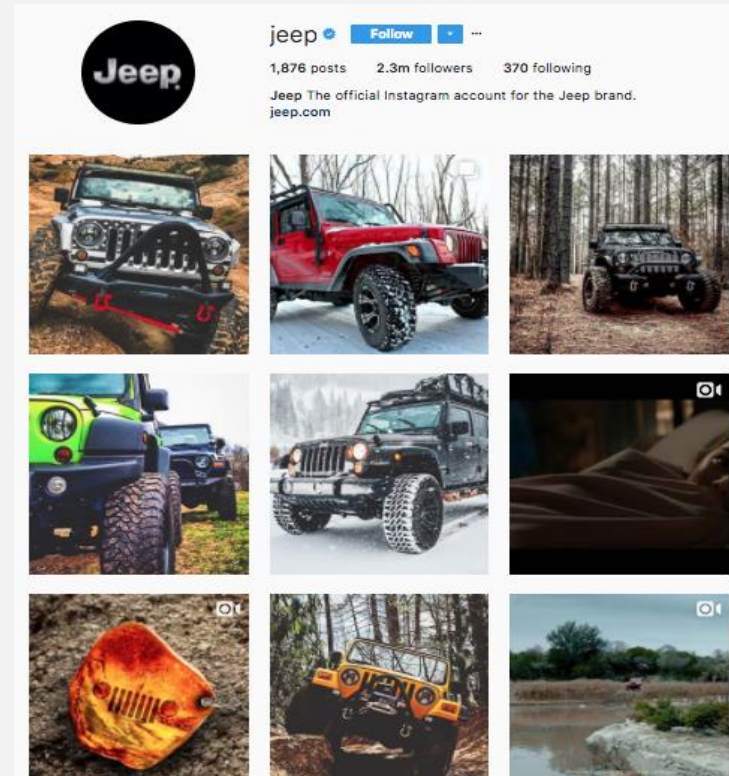


**WHO ARE MY
COMPETITORS?**

@Jeep

Sources user images, action-focused, barely any text

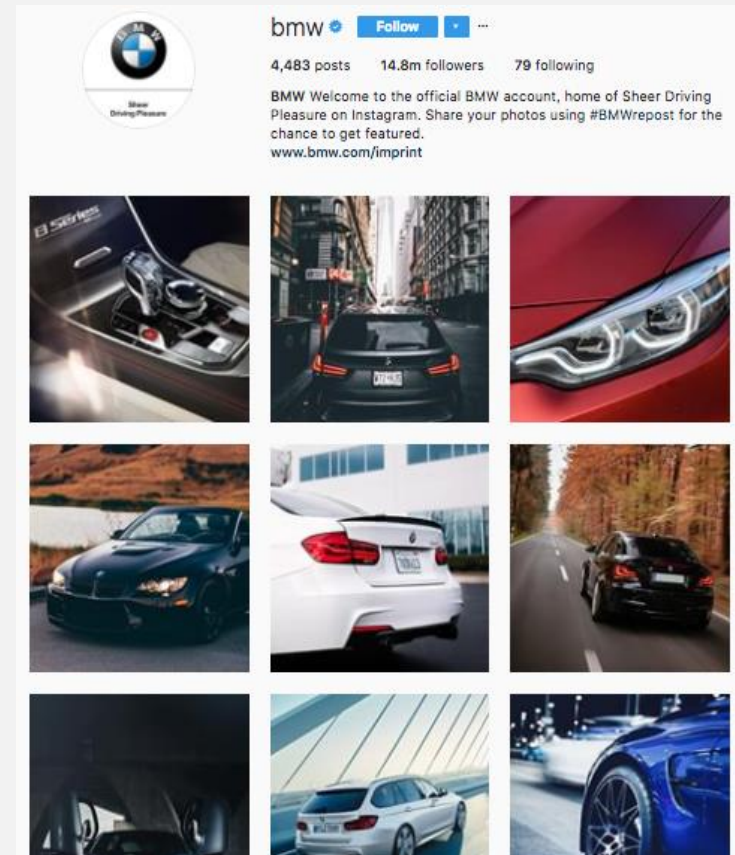
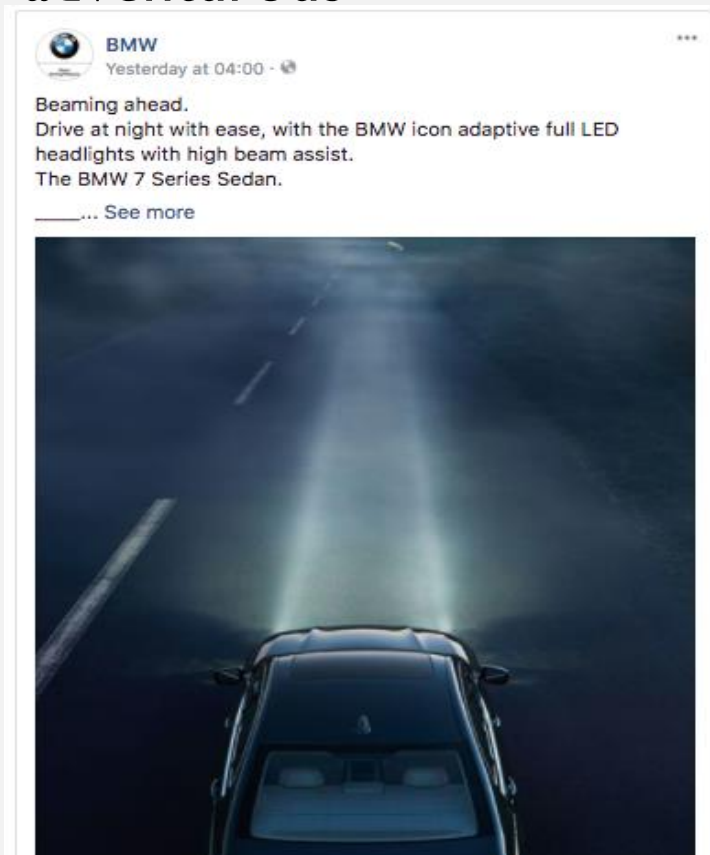
Key words: energetic, rugged



@BMW

Combines full car photos with detail shots, FB posts state car model and a feature/benefit

Key words: slightly boastful/exclusive, also slightly adventurous



@Honda


Lighting featured prominently in images, less curated - offers a wider mix of content from awards to videos featuring people, highlighted product features, etc.

Key words: optimism, value

 **Honda**
8 February at 16:00 · 🌟

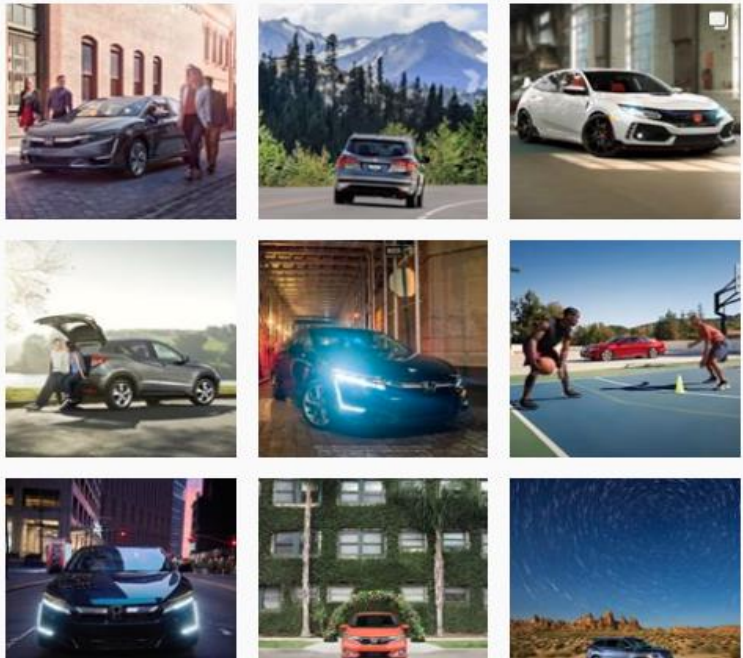
Experience sophistication and performance at an amazing value with the 2018 Accord, Kelley Blue Book's Best Resale Value Award winner for the midsize car category!



 **honda**

1,567 posts 2.2m followers 112 following


Honda Welcome to the official Honda Instagram account! Follow us for all things Honda and remember to show us your #HondaLove. honda.us/2kiZ7w4




@Rollsroycecars on Instagram and @rollsroycemotorcars on Facebook





Highly curated



Key words: mysterious, magical

 **Rolls-Royce Motor Cars** updated their cover photo.
8 February at 11:05 · 🌐

The purest expression of Rolls-Royce: Phantom.

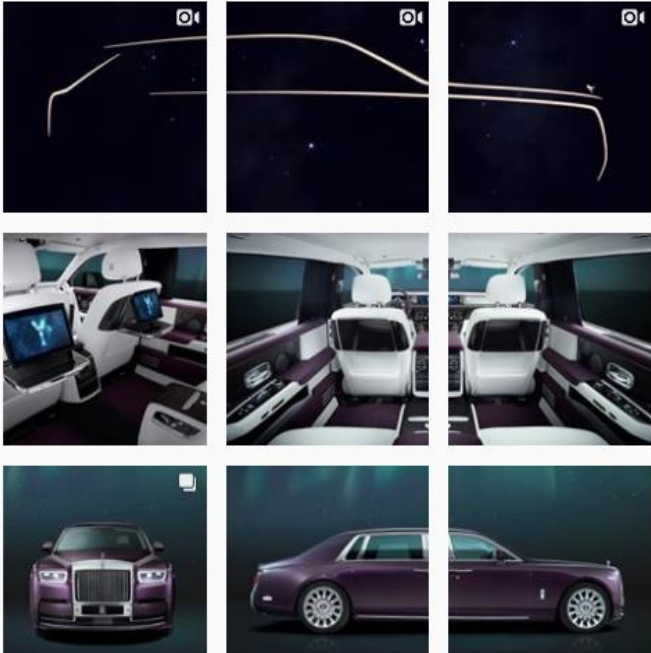


 Like  Comment  Share 

 **rollsroycecars** [Follow](#) 

1,062 posts 4.6m followers 7 following

Rolls-Royce Motor Cars Phantom is the icon, for icons. Unmatched. Unrivalled. One of one.
bit.ly/2EdRpCY



@Ford

Key words: Inspirational, journey/travel, use lots of video on Facebook, deliver on their "Go Further" promise


 **Ford Motor Company** 3 hrs · 🌐

Come along for the ride as a Focus RS rediscovers a long-lost winding road through the mountains of Guizhou, China.



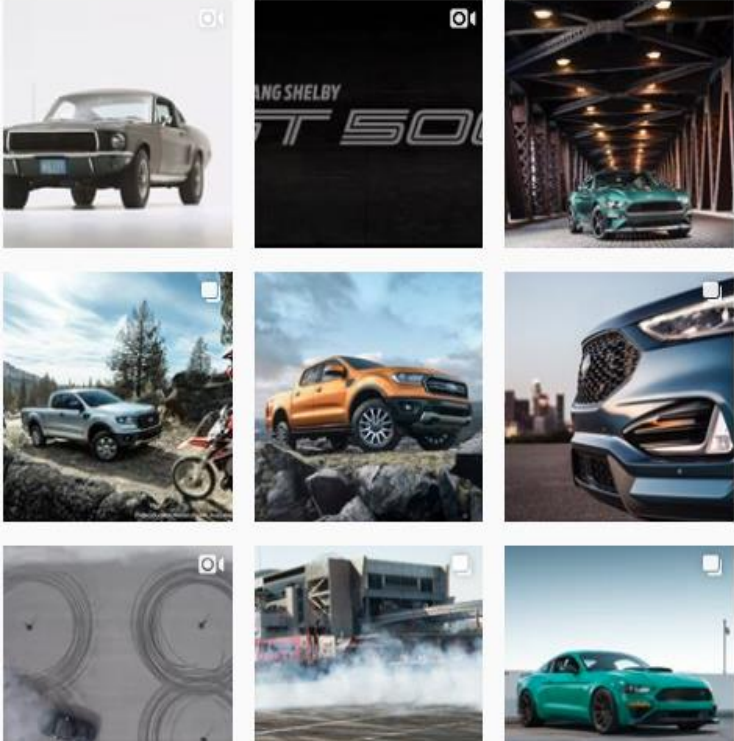
59k Views

Like Comment Share

 **ford** Follow

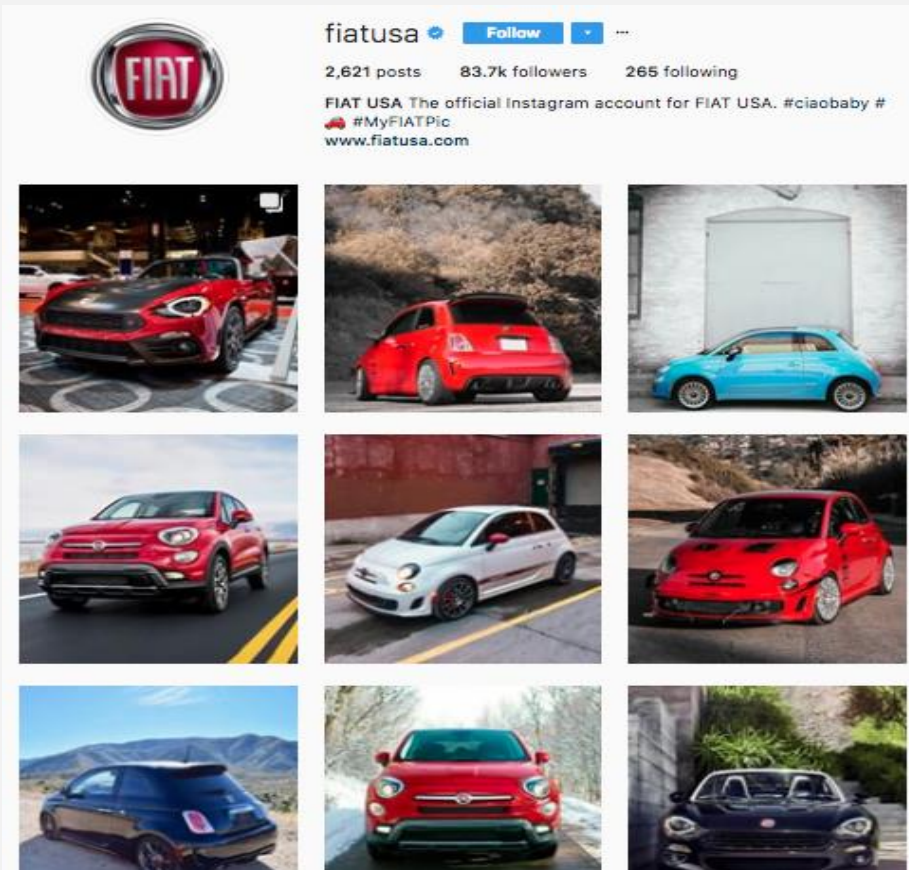
1,394 posts 3.2m followers 439 following

Ford Motor Company Capturing moments that inspire you to Go Further.
ford.to/2019FordRanger



@FiatUSA

Key words: Youthful, silly, emojis, few words.



Social Media Partner Toolkit

Reminders

- Feature www.nursingishere.com as much as possible.
- Use the official "Nursing is Here" logo and SVHEC-AHEC logo
- Use the #nursingishere tagline

Use language and imagery that is:

- Authentic
- Empowering
- Celebratory

Facebook

1. *"I am proud of the excellent care that I provide to my patients. Nursing gives me the opportunity to be my best every day."*



2. *Are you looking for a flexible yet challenging career? Nursing Is Here!*



3. Nursing is Here. Take the next step.
www.nursingishere.com

4. *"The door that nobody else will go in at, seems always to swing open widely for me."*

– Clara Barton

The nursing door is open for you!



Nursing is Here.
TAKE THE NEXT STEP

**WHAT IS YOUR
BRAND?**

YOUR AUDIENCE

Who is your customer?

- Name:
- Age:
- Occupation:
- Home address:
- What do they do in their free time?
- What is their favorite ice cream flavor?
- How have they been impacted by COVID-19?
 - Personally?
 - Professionally?
- What do they need?
- How can I help them?

WHO IS YOUR
CUSTOMER?

**WHAT YOU SAY:
AKA CONTENT MARKETING**

CONTENT MARKETING

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent **content** to attract and retain a clearly-defined audience — and, ultimately, to drive profitable customer action.

CONTENT MARKETING

“Don’t sell anything – just be useful!”

CONTENT MARKETING BASICS

IT'S ABOUT:

- Adding value
- Community
- Relevance
- Brand and ideas vs. products
- People and stories
- Telling who you are **in a way that connects to what your audience cares about**

CONTENT MARKETING...

WHAT SOCIAL MEDIA PRIORITIZES

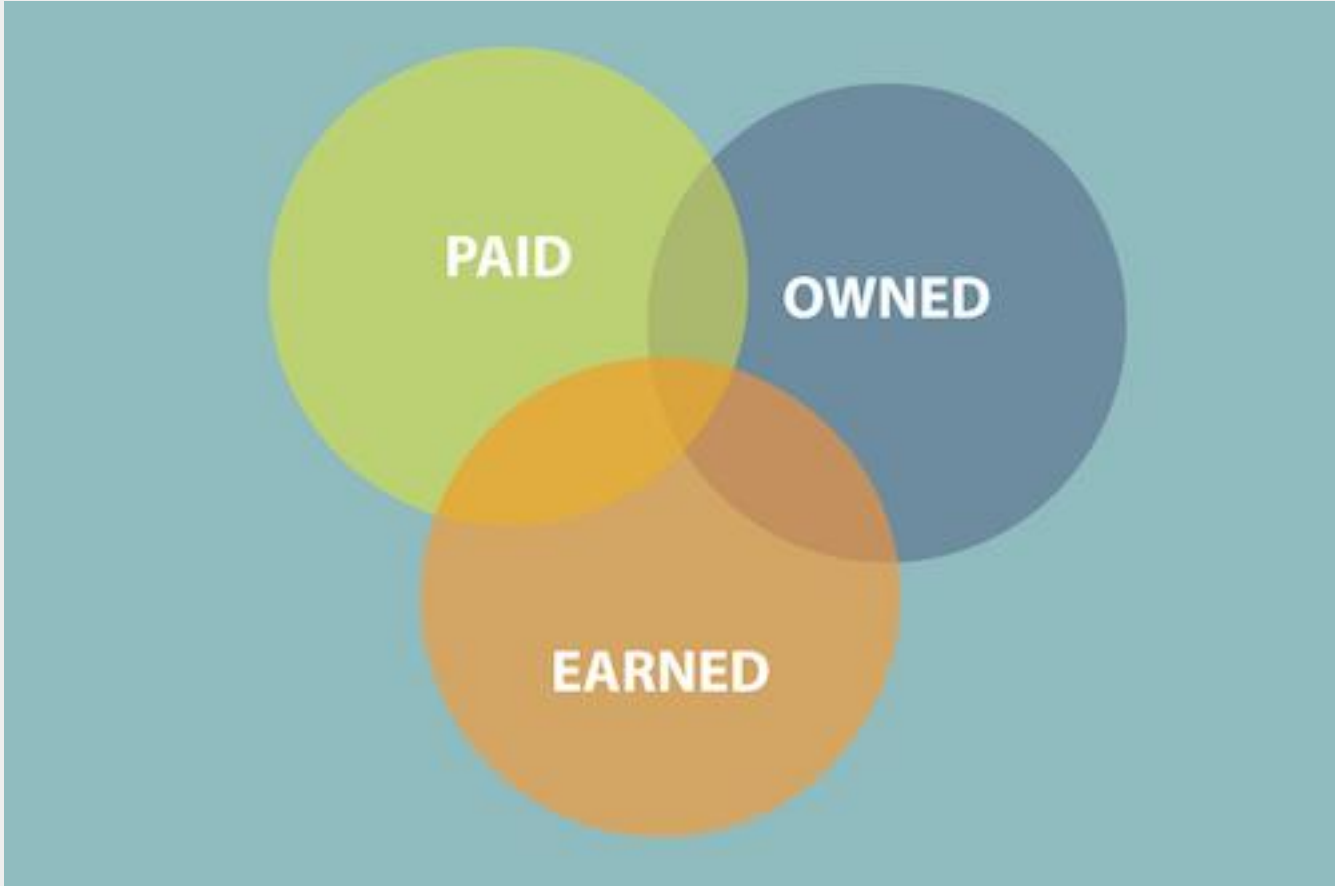
1. Commenting
2. Sharing
3. Reacting

THEREFORE OUR CONTENT SHOULD...

1. Connect like-minded people
2. Activate likeminded people through Facebook groups
3. Create meaningful interactions

**WHAT'S YOUR
CONTENT STRATEGY?**

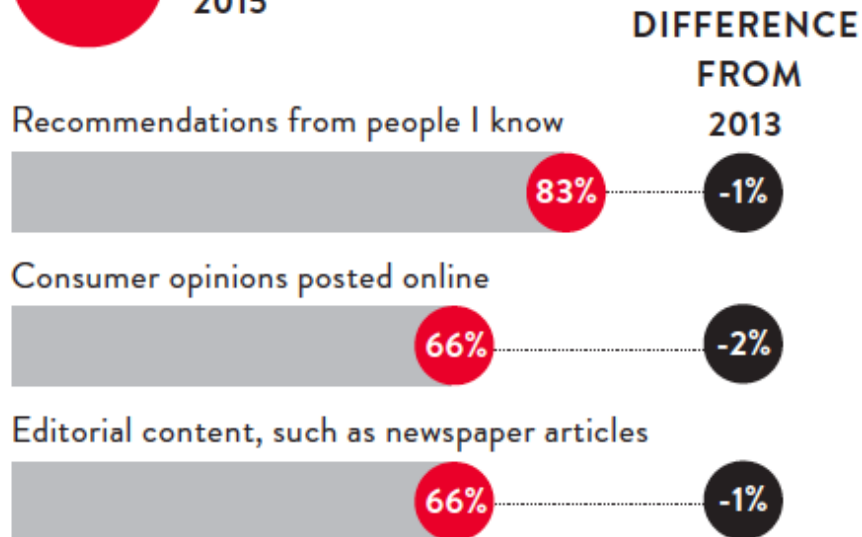
HOW YOU SAY IT: AKA CHANNELS



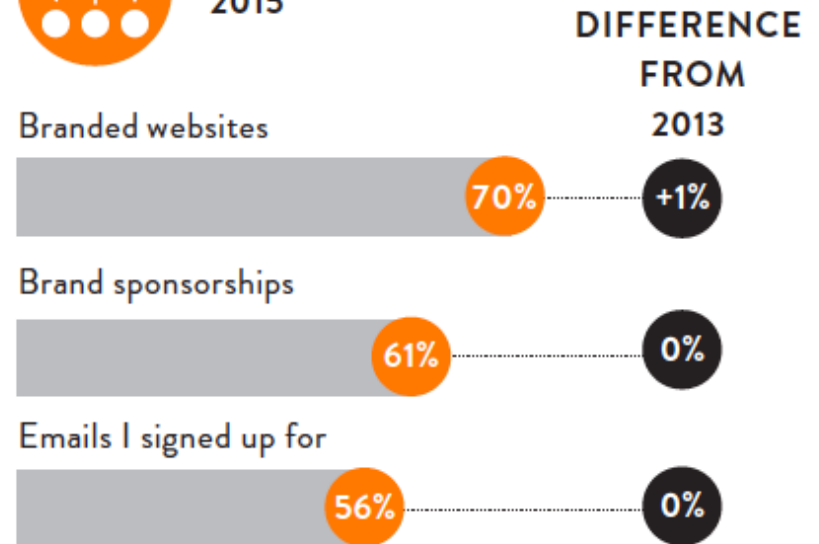
PERCENT OF GLOBAL RESPONDENTS WHO COMPLETELY OR SOMEWHAT TRUST ADVERTISING FORMAT



EARNED
2015



OWNED
2015



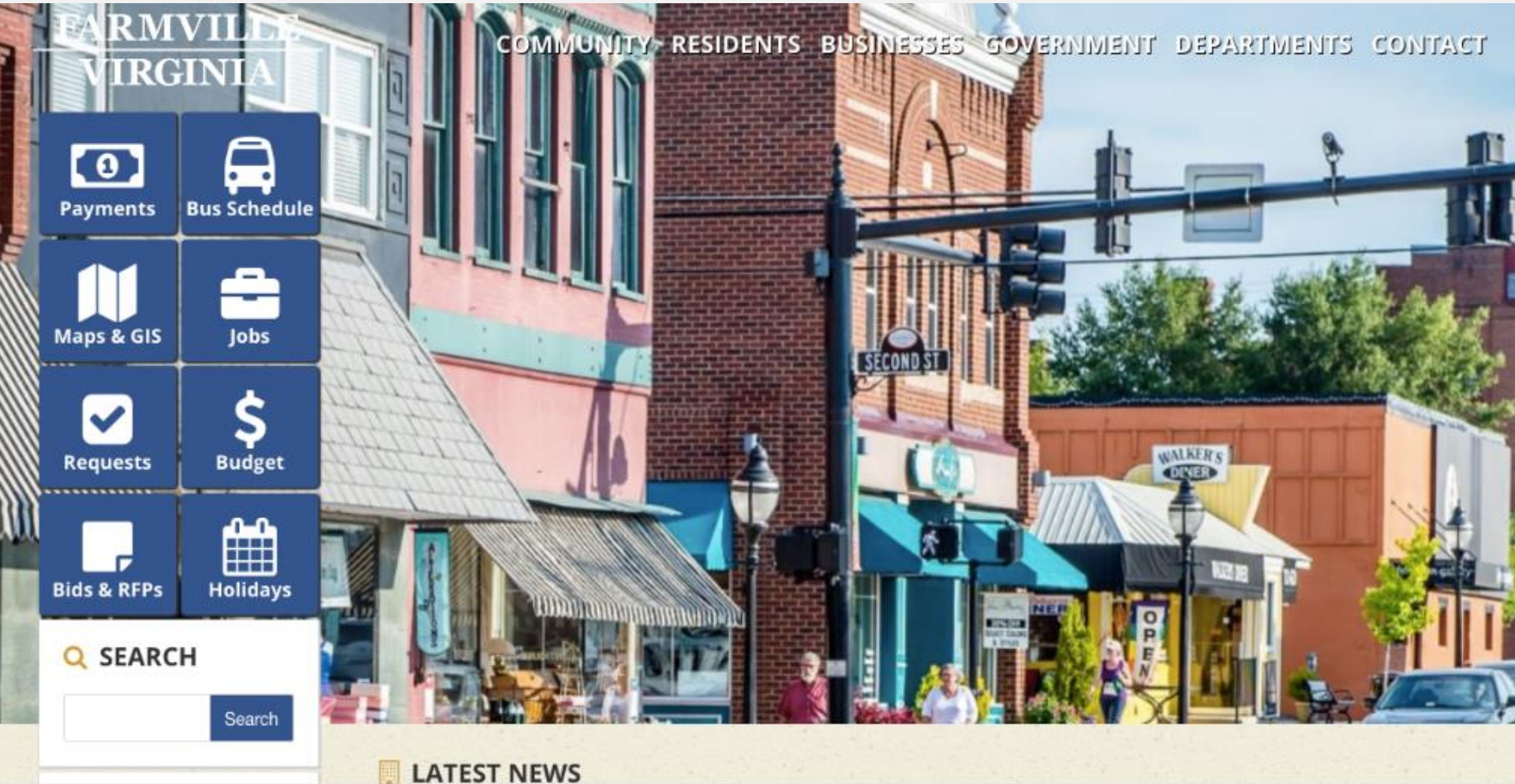
Nielsen Global Trust in Advertising Report, 2015



	GEN Z (AGES 15-20)	MILLENNIALS (AGES 21-34)	GEN X (AGES 35-49)	BOOMERS (AGES 50-64)	SILENT GEN (AGES 65+)
RECOMMENDATIONS FROM PEOPLE I KNOW	83%	85%	83%	80%	79%
BRANDED WEBSITES	72%	75%	70%	59%	50%
CONSUMER OPINIONS POSTED ONLINE	63%	70%	69%	58%	47%
EDITORIAL CONTENT, SUCH AS NEWSPAPER ARTICLES	68%	68%	66%	60%	55%
ADS ON TV	58%	67%	64%	55%	48%
BRAND SPONSORSHIPS	62%	66%	62%	52%	42%
ADS IN MAGAZINES	57%	62%	61%	50%	46%
ADS IN NEWSPAPERS	57%	62%	62%	55%	53%
ADS BEFORE MOVIES	54%	60%	55%	42%	31%

OWNED: WEBSITE

Aesthetic Appeal



User Friendliness

Farmville Presbyterian Church

[Home](#) [About Us](#) [News and Events](#) [Ministries](#) [Sermons](#) [Mission](#) [Contact Us](#)

Join us on Sunday!
Weekly worship at 11 AM

[Learn More](#)

We want to invite you to come any day, but especially on Sundays at 11 a.m., to experience the warmth of greeting, and more. This is a group of people who take seriously – and joyfully – Jesus’ call to “love one another, as I have loved you.” (John 13:34)

But we also seek to be a ‘missional’ church, a church which does not keep the good news of Jesus Christ solely within our walls. We are taking Christ’s love with us wherever we go, and are seeking to discover ways that God is on the move in Farmville, in Virginia, in the world. We want to travel on that way, and we invite you to join with us.

Upcoming Events

Alcoholics Anonymous
Tue, November 13, 8:00 AM – 9:00 AM

Adult Choir Practice
Wed, November 14, 8:00 PM – 9:00 PM

In The News

Jun 6, 2013
Habitat Presents First-Ever Golden Hammer Awards

The Farmville Presbyterian Church and four members were recognized at The Farmville Area Habitat for Humanity’s first-ever Golden Hammer Awards

Content

SoVa Living

Farmville Tour Listings Virtual Tours Events Blog Meet Navona



FARMVILLE:
WORK. LIVE.
PLAY.



TOUR FARMVILLE



SHARE THE LOVE EVENT

FARMVILLE TOUR



FARMVILLE CHRISTMAS PARADE

FARMVILLE TOUR



HAMPDEN-SYDNEY COLLEGE

FARMVILLE TOUR

CLEAR COMMUNICATION



Open Positions

Farmville, VA - Full Time

Charge Nurse LPN

Registered Nurse (RN)

Certified Nurse Assistant (CNA)

Certified Medication Aide

PRN Charge Nurse

[Apply Now](#)

Welcome to nursing at The Woodland where we believe your job is a way of life. At our beautiful facility in the heart of Farmville, Virginia, you will be surrounded by other dedicated, caring nurses and staff who are committed to helping you succeed. The Woodland offers great benefits, competitive pay and a fulfilling career providing excellent care to our residents. We invite you to join our team and find out what The Woodland Way of living is all about.

All of our nursing staff enjoy access to:

- Competitive pay, benefits, 401K and more
- State-of-the-art facilities, including pools and a gym, as well as an on-site coffee shop and 1950s-style diner

Transaction Capabilities

[HOME](#)[ABOUT ▾](#)[RESOURCES ▾](#)[NEWS](#)[CALENDAR](#)[CONTACT](#)[APPLY NOW](#)

Lets get to work.

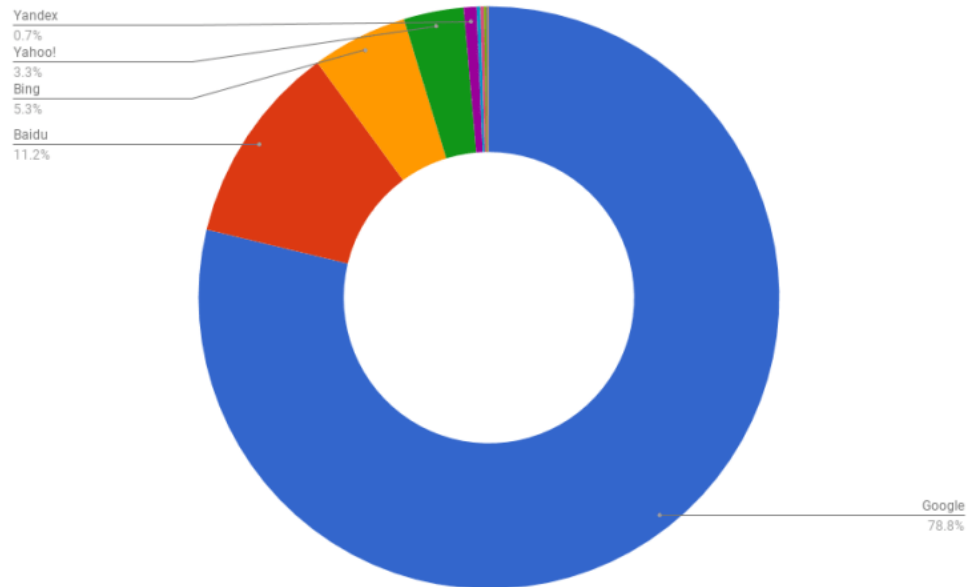
GO Virginia is a business-led economic development initiative with funding to invest in collaborative projects that bring more business and opportunities to the commonwealth and lead to high-paying jobs in the region.

[Start Grant Application](#)

Search Engine Optimization



January 2018 Search Engine Market Share



DEEP DIVE WEBSITE

**OWNED: EMAIL AND
NEWSLETTER**

WHY EMAIL MARKETING ISN'T DEAD:

- It drives conversions. In 2017 email marketing recorded a 73% conversion rate.
- It's a permission-based channel: an invitation directly into your customer's home.
- If nurtured correctly, it can have amazing results and build brand loyalty.
- Email marketing was cited as the most effective digital marketing channel for customer retention in the United States. (eMarketer)
- The rate at which e-mails prompt purchases is not only estimated to be at least three times that of social media, but the average order value is also 17 percent higher. (ExactTarget)

NOSHON.IT'S GUIDE TO THANKSGIVING 2013

Last Minute Turkey Tips

Ready to get that turkey in the oven tomorrow? We want to make sure you're well-equipped with everything you need to know to get your turkey from the fridge to the table with picture-perfect presentation. Check out our tips below for how to truss, cook, and carve a turkey with ease.

Happy Thanksgiving from our family to yours,
~ The NoshOn.It Team



How to Easily Truss a Turkey

Trussing helps cook a turkey evenly and makes the final presentation picture-perfect. Here's the easy way to do it.

[Tie it up >](#)



Turkey Times & Temps

Everything you need to know about roasting a turkey including a cooking time calculator, temperature guide, and more.

[Roast away >>](#)



How to Carve a Turkey

Learn the right way to carve and present a turkey with step-by-step instructions. Plus, learn our trick for keeping the skin crispy even after resting.

[Hand me a knife >>](#)

PRO TIP: THE RULES OF GOOD EMAIL MARKETING

1. Start collecting emails now!
2. Don't bombard their inbox. Once or twice a month is plenty.
3. Use lots of images and keep text brief. But, don't use just one big image.
4. Only 30% of your email's content should be "sales".
5. Your emails are optimized for mobile.
6. Find out the best time for your audience!



NOW DO IT: NEWSLETTER

How could you start growing your email list right now?

Website?

Store Counter?

Facebook Page?

EMAIL SIGN UP COUPON

Offer an incentive to sign up for
your email newsletter!

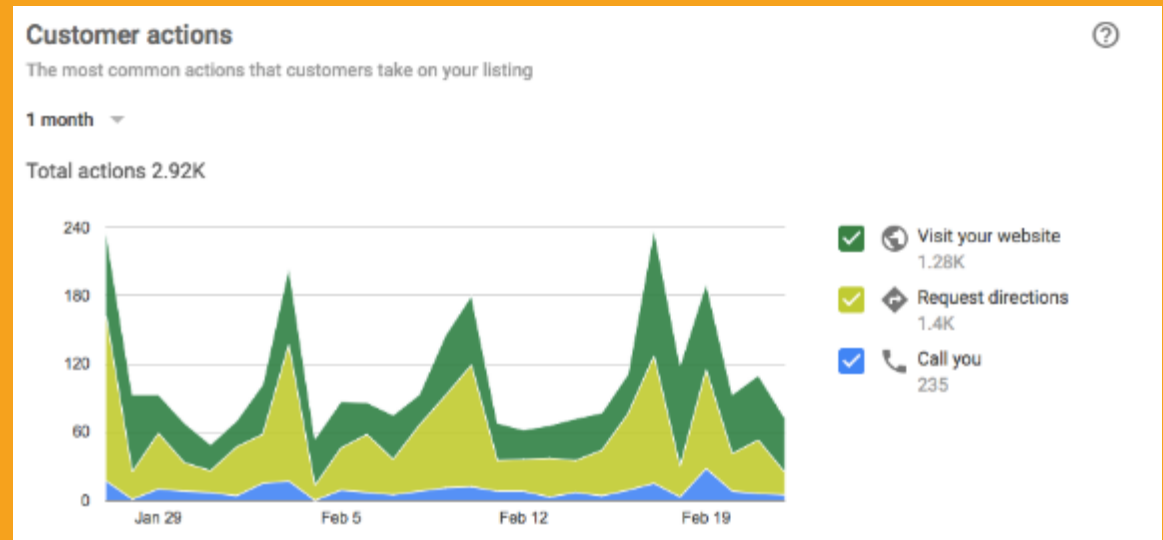
Sign up and be entered to win...

Show confirmation email and receive...

MINI CHANNEL: GOOGLE MY BUSINESS SET UP

1. Claim Your [Business](#).

2. Verify Your Business.



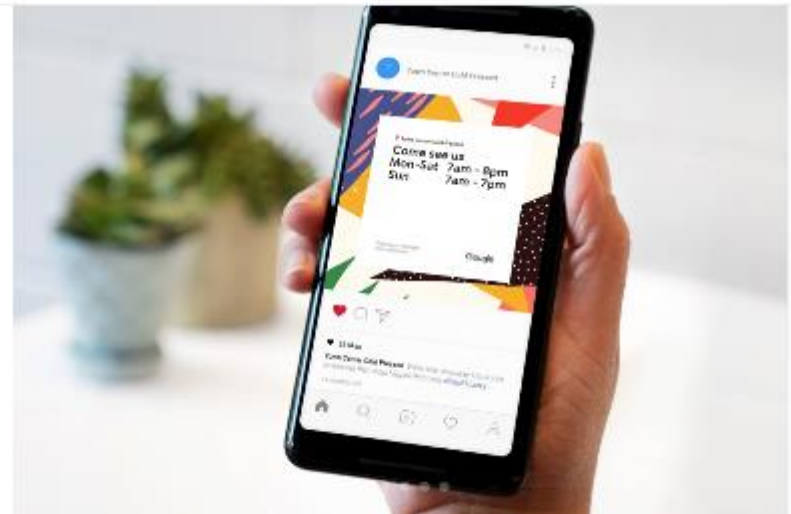
SMALL THANKS WITH GOOGLE

New! Receive a free marketing kit by mail. Search for your business to get started. [Learn More](#)

Small Thanks with Google

Attract new customers with
personalized posters, social posts,
and more from Google

Enter business name



**OWNED: BROCHURES AND
FLYERS**

Letterpress Communications

Looking for marketing that is
focused, fierce, distinct?

We are steeped in the power of collaboration,
wrapped in the fabric of community and driven
to deliver beyond your expectations.

We are **Letterpress Communications.**

Our agile team of creative professionals
brings your message to life, while our marketing
strategies will pinpoint your ideal audience
and command their attention.

WHAT WE DO YOUR STORY + OUR EXPERTISE

BRANDING

Your story is a powerful thing.
Use it to propel your business forward.
We can show you how.

CONTENT MARKETING

Need more foot traffic? Are you stuck in
an increasingly cluttered marketing
space? Our team of writing specialists
excel in cutting through the noise.

INTEGRATED MARKETING STRATEGIES

Not every platform is for every brand.
Our experts consult with your team to
find the perfect combination of digital
and print marketing efforts to tell your
story in a compelling way.

PUBLIC RELATIONS

We'll guide you in discovering
your story and craft a strategic
plan to share it with the world
through word of mouth,
traditional and digital platforms.

SOCIAL MEDIA STRATEGIES

We stay on the cutting edge of
all the current social media
trends so your story shines.

WEBSITE DEVELOPMENT

The needs of your business
or organization are unique
and your website should be too.
We'll walk you through every
step of the process.

LETTERPRESSCOMMUNICATIONS.COM

Letterpress Communications



OUR TEAM

As a boutique marketing firm, Letterpress is able
to provide a customized level of service at a fair
market rate. Our team offers you skilled professionals
in various marketing and communications
specialties including writers, website designers
and developers, social media managers,
photographers, videographers, and public
relations specialists allowing us to take on clients
and projects both large and small.

CONTACT US

Isa Loeser, Principal
isa@letterpresscommunications.com
434.414.6206

Office Location:
103 North Main Street, Suite 202A,
Farmville, VA 23901

Mailing Address:
P.O. Box 693, Farmville, VA 23901

OWNED: TEXT MARKETING



- Dunkin launched a text message promo and saw an increase in in-store traffic to the Boston locations by 21%

MOBILE MARKETING DEETS

- 97% of mobile subscribers read a text within 15 minutes of receiving it
- Use opt in= highly targeted audience
- Be careful with frequency of texts. Don't spam.
- Cost \$.01-.05 a message
- With software you can:
 - Schedule
 - Auto reply
 - Create subgroups

TEXT IDEAS

- Consider using texting for
 - Event Promotion
 - Physical Location
- Make your message valuable. Offer exclusive coupons/deals.
- Be careful with frequency of texts. Don't spam.

OWNED: REWARD PROGRAMS

Sign up for Stride Rite Rewards and get discounts today.

stride rite



you've earned points, sign up now.

FREE SHIPPING ON ORDERS OVER \$30 & FREE RETURNS.



stride rite
rewards

You've got 60 points waiting for you!
And when you sign up for Stride Rite
Rewards you'll get an additional 50 points
(that's \$5 off your order, today!) Sign up
is quick and easy.

SIGN UP NOW

more ways to earn points.

WHAT ARE YOUR OWNED
CHANNELS?


EARNED: REVIEWS

Green Front Furniture

316 N Main St, Farmville, VA

 Write a review

4.6  242 reviews 

Sort by: Most relevant 

- All
- rugs 25
- buildings 21
- warehouses 16
- delivery 11
- +6



Steven Watson

Local Guide · 19 reviews · 5 photos

 3 months ago

This place is great. I own a furniture store and I recommend this one over any and all! We stumbled on this a year ago. My wife and I returned when we moved into our new home to buy a 10' dining table!! We drove down without the kids this ... [More](#)

 Like

Response from the owner 3 months ago

Thanks for the awesome review, Steven! I'm glad you enjoyed your experience, I hope you can shop with us again.



Lynne Lynne

Local Guide · 76 reviews · 71 photos

 9 months ago

EARNED: REVIEW WEBSITES

Why?

- Consumers trust online reviews.
- Folks are already talking about you there. You might as well know what they are saying.
- Control your image as much as possible.



DELETES FACEBOOK COMMENTS

**ACTS LIKE NOTHING EVER
HAPPENED**

PRO TIP: RESPONDING TO COMPLAINTS

- Keep it SIMPLE.
- Be AUTHENTIC.
- APOLOGIZE.
- FOCUS on that customer and future customers.
- DON'T delete comments. Use “hide” feature if you must.

EARNED: PR

PRESS RELEASES AND AWARDS

THE GAZETTE-VIRGINIAN
connected to you
YourGV.com

58° Cloudy Search...

Coronavirus Obituaries News Sports Lifestyles Business Opinion Multimedia e-Edition Special Sections Classifieds

Subscribe

Keep learning to grow your skills. Explore courses Linked Learning

Regional economic program partners to search for a leader

From staff reports Jan 27, 2020

The Gazette-Virginian is providing free access to coverage on the coronavirus as a public service. Click here to support local journalism by subscribing to the print edition or digital-only access.

GO Virginia Region 3 in partnership with the Weldon Cooper Center for Public Service at the University of Virginia has a win-win opportunity for the right program director.

"Since the beginning we've talked about having someone in the region that would wake up every day asking themselves, 'What can I do to make a difference in Southern Virginia through GO Virginia?'" said Randy Lall, chairman of the Region 3 Council. "Having the ability to partner with the Cooper Center gives us access to expanded resources, networks throughout the commonwealth, and the opportunity to recruit somebody who has a longer view."

The program director's two key functions will be facilitation and communication, roles that will develop a robust project pipeline for the region.

For a great deal on your next vehicle!
TERRY SOUTH BOSTON
1428 Wilborn Ave. - South Boston, Va. - 888-859-0070

As a facilitator, the director will help manage and provide assistance with GO Virginia funding and initiatives across the 13-county/two-city GO Virginia Region 3.

As a communicator, the program director's role will be to engage, educate and champion the stakeholders who represent southern Virginia businesses and entrepreneurs, localities, education, nonprofits and private foundations.

Open a Marcus high-yield CD today
1-Year CD
1.60% APY Learn More
Marcus: BY GOLDMAN SACHS

SPECIAL OFFER FOR SIX MONTHS!
IT'S ONLY **\$10** A MONTH!
CLICK HERE TO SUBSCRIBE!

Trending

- 1 Positive coronavirus case confirmed at Sentara Woodview Nursing Home in South Boston
- 2 UPDATE: Halifax adds another case for total of 17; Mecklenburg at 94 with 9 deaths
- 3 Population dwindles at Halifax County jail during COVID-19 pandemic
- 4 Commonwealth's attorney asking parole board to reconsider release of Halifax County woman sentenced in 2011 death
- 5 Northam unveils blueprint of targets to reach before easing restrictions in Virginia

**EARNED: WORD OF
MOUTH/REFERRAL PROGRAM**

1. Dropbox

Dropbox's famous referral program gives you and your friends 500MB of additional free storage space, up to 16GB total.



Get up to 16 GB free space by inviting your friends to Dropbox!

For every friend who joins and installs Dropbox on their computer, we'll give you both 500 MB of bonus space (up to a limit of 16 GB)!
If you need even more space, [upgrade your account](#).



 **Invite your Gmail contacts**

OR

Add names or emails

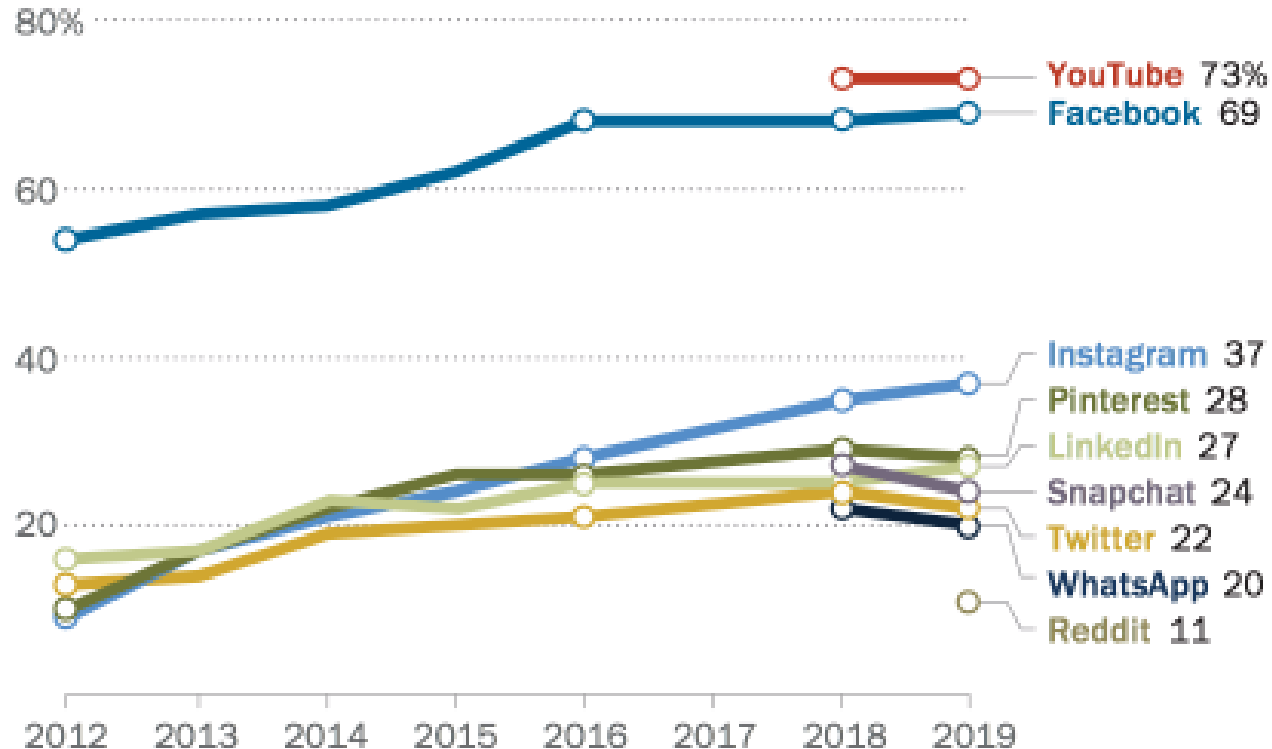
 **Send**

 We won't store your password and your contacts are secure.

EARNED: SOCIAL MEDIA CHANNELS

Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



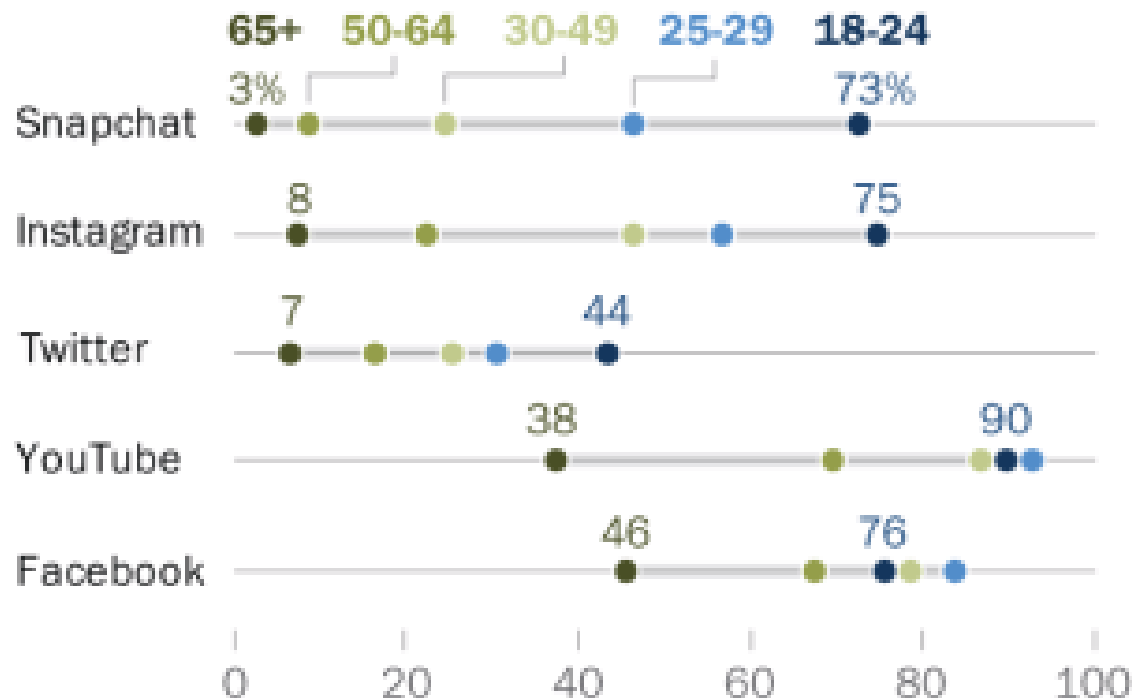
Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Snapchat and Instagram are especially popular among 18- to 24-year-olds

% of U.S. adults in each age group who say they ever use ...



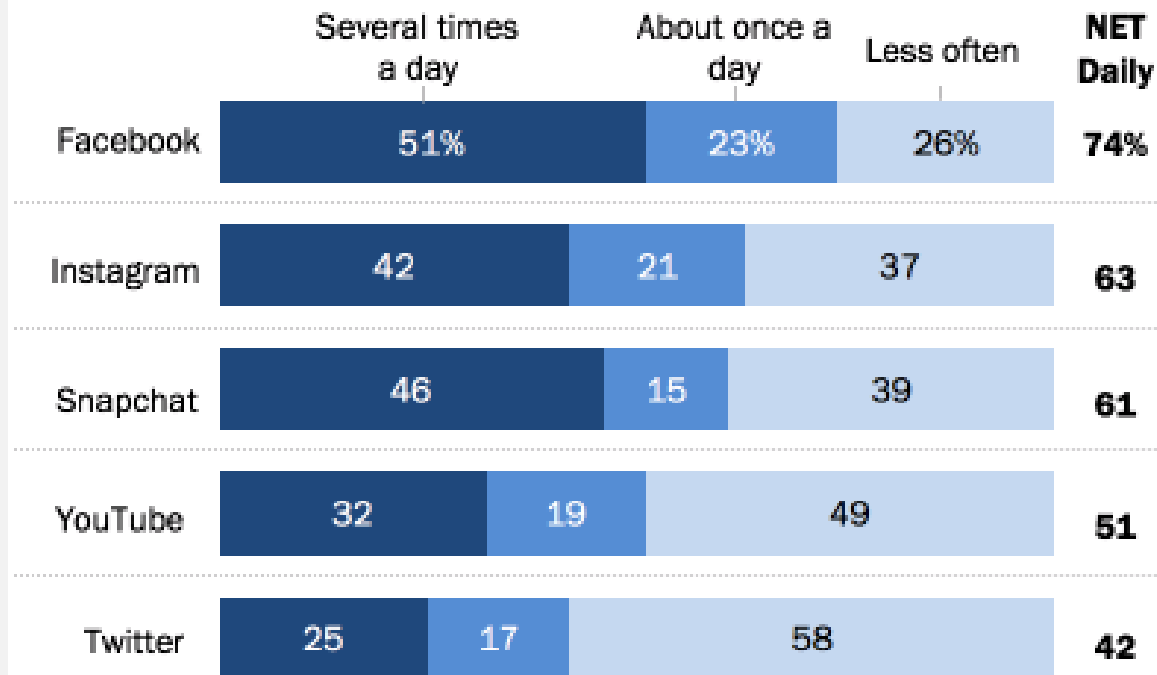
Note: Respondents who did not give an answer are not shown.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

Roughly three-quarters of Facebook users visit the site on a daily basis

Among U.S. adults who say they use ____, % who use each site ...

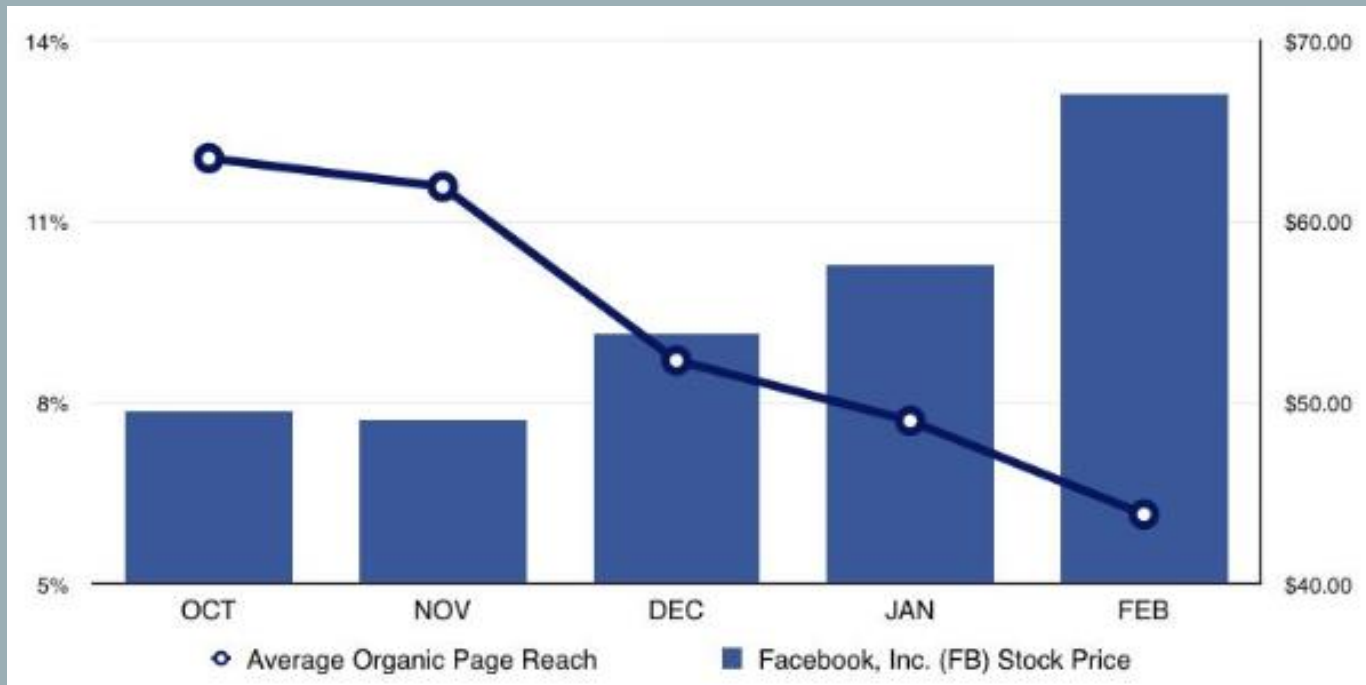


Note: Respondents who did not give an answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 8-Feb. 7, 2019.

PEW RESEARCH CENTER

IF IT SOUNDS TOO GOOD TO BE TRUE....



FACEBOOK POST FREQUENCY

- It's better to post less frequently with posts that engage, than to post more frequently with posts that fall flat.
- Facebook actually subtracts points on your score for posts that don't engage.
- Having said that, **once a day is a good goal.**

TWITTER

Interests: up-to-the-second updates on current events, sports, and entertainment

Users: eager to share with others

Bare Minimum:

- Monitor constantly
- Tweet two-three times a day
- Interact and retweet/@reply frequently
- Tweet links, pictures and use hashtags

Great For:

Thought leaders, authors, politicians, idea/concept brands

INSTAGRAM

Interests: visual, visual, visual

Users: looking for either revealing/inspiring visual content. Ready to respond with their own photos.

Bare Minimum:

- Post once a week
- Check analytics
- Use @mentions and #hashtags
- Tag locations

Great For:

Creative types, visually oriented businesses, businesses targeting a younger audience

LINKEDIN

Interests: networking, networking, networking

Users: looking to advance their career and connections

Bare Minimum:

- Active once a week
- Maybe be a LION, but hide very personal information
 - There are risks
- Find your people: join groups
- If publishing, publish a few times a month

Great For:

Professional services, B2B, to reach c-level clients

PINTEREST

Interests: DIY, beauty, design, moms

Bare Minimum:

- Algorithm changing, be prepared
- Pin three or four times a week instead of one big effort
- Cross promote with your other social channels
- Tag locations

Great For:

Those selling visually interesting product online, trying to reach middle-class moms

TOOLS

- Schedule Posts
- Draft Posts
- Ads Manager
- Other:
 - Canva
 - Lumen

Canva

Popular templates



Lumen 5

Fortunately, college essentials from **Green Front's** The Gift Shoppe help students make it all look easy, in bold, ready-for-the-world style.



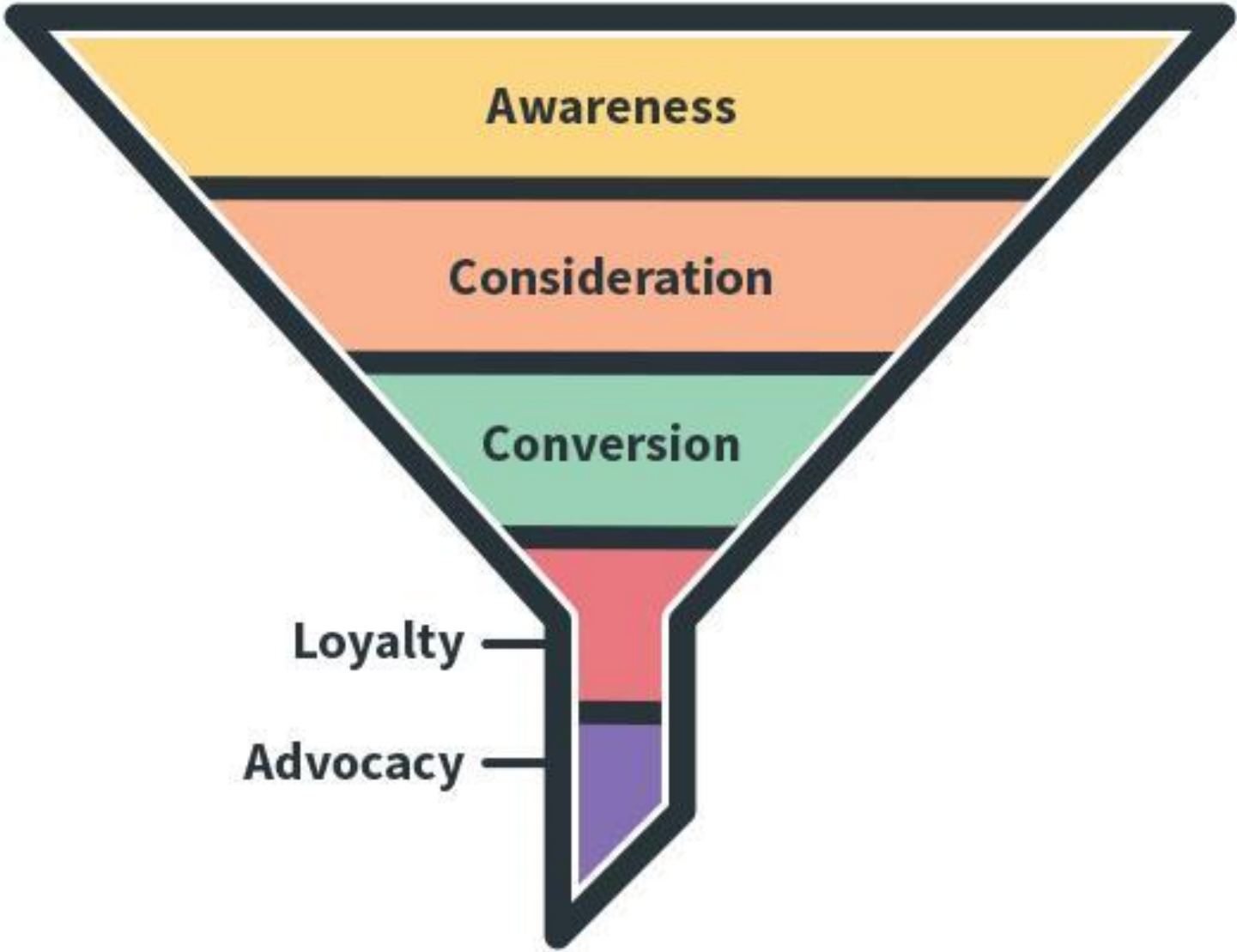
FRIPP

WHERE'S YOUR ADVENTURE

DEEP DIVE SOCIAL MEDIA

WHAT ARE YOUR EARNED
CHANNELS?

**PAID: TRADITIONAL
ADVERTISING**



Awareness

Consideration

Conversion

Loyalty

Advocacy

PRO TIP: WHERE TO SPEND YOUR ADVERTISING DOLLARS FIRST

- **Where you are already seeing success.** That one social media channel you have chosen as your target would be perfect.
- **On online tools and good content first.** Canva, WeVideo, MailChimp, or a marketing firm will produce good content that will make your online marketing tasks more effective.
We have limited success with Hootsuite and Buffer.
- **Where you can quickly assess success and pivot if needed.** This is like a start up. Begin lean and if you see a lot of success and return on your investment, jump in!

Traditional Outlets

- Radio
- Print: Newspaper & Magazine
- Broadcast
- Out of Home

DIGITAL AD LINGO

- Impressions
- Clicks/Click Through Rate
- Conversion

Audience	Goal	Budget (per day)	Potential Reach (Total)	Reach (per day)	Link Clicks (per day)
Nova - Newly Engaged (1 Year)	Link Clicks	\$5	23000	370-1200	5-34
Nova - Newly Engaged (6 months)	Link Clicks	\$5	13000	350-1100	5-31
Nova - Newly Engaged (3 months)	Link Clicks	\$5	6700	230-600	4-26
Nova - Engaged	Link Clicks	\$5	51000	420-1300	6-39
Nova - Wedding Planner	Link Clicks	\$5	130000	430-1400	7-42

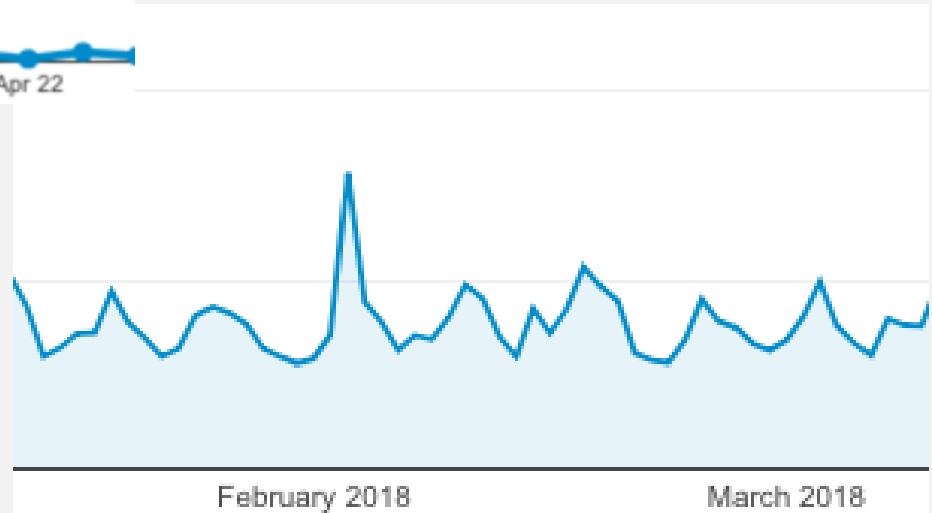
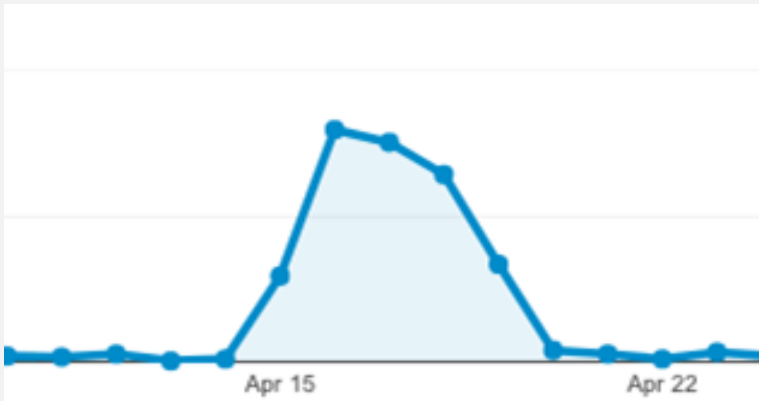


PRO TIPS: ADVERTISING

- **Hone!** Focus your ads where they will most directly hit your target consumer.
- Have **clear goals**. What do you want? Registration to an event? Emails? Purchases?
- **Experiment!** There are a hundred ways you can explore your market and advertising techniques. Use them!



REVIEW THE RESULTS & LEARN!



Do What Works For You

- Keep it **SIMPLE** and **ACHIEVABLE**.
- Stay **FOCUSED** on your customer.
- Be **AUTHENTIC**.
- **MEASURE** results.

WHAT ARE YOUR PAID
CHANNELS?

**WHERE YOU'RE HEADED:
AKA MARKETING PLAN**

Don't Forget Content Marketing!

“Don't sell anything – just be useful.”

WHAT ARE YOUR GOALS?

WHAT ARE YOUR OPPORTUNITIES?

WHAT'S YOUR BUDGET?

HOW MUCH TIME DO YOU HAVE?

WHAT'S YOUR MARKETING
PLAN?

Developing a Campaign

- Opportunity
- Channel
- Content Type
- Content Frequency
- Call to Action
- Budget
- Who Does It?

Choosing a Campaign

- Branding
- Community
- Sales

Timing

- Daily
- Weekly
- Monthly
- Quarterly

THERE ARE NO EGG-SPERTS...
ONLY STUDENTS



Do what
works for you!

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Questions?



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