

PART 2: MARKETING STRATEGY



WORKBOOK

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Marketing Checklist

Offline Marketing

Informative Flyers

Networking Events

Trade Shows

Radio/TV Ads

Newspaper/Magazine Ads

Direct Mail

Fairs/Live Events

Telemarketing

Billboards

World of Mouth

Online Marketing

Website/Blog

Ad Networks

Email Newsletter

Social Media

Influencer Marketing

Webinars

Google Ads

SEO

Facebook Ads

Affiliate Marketing

Freebie / Optin

YouTube / Video Marketing

PART 1

Keyword Strategy

In this part you will do some basic keyword research.

Keyword Research

Determine what topics you want to rank for in the search engines. You can look at what your competition is ranking for and with what content to give yourself a head start. Think of what people looking for your product/service are searching for in Google? What do they want to know? What problems are they looking to solve?

Make a list of 10 topics that are related to your niche and relevant for your audience

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For the next section you can use some keywords related to the above topics and type them in google search box and then let google autocomplete the sentence (these are some high volume keywords that you can use). You can also search for a certain keyword and then scroll down to "related searches" for more ideas. Or you can use google keyword planner. Aim for the long tail keywords (3+ words)

Make a list of 20 keywords related to your service/product.

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SEO Checklist

On Page Optimization

Keyword in URL

Alt Text for Images

Keyword in Title

Mobile Friendly

Outbound Links (2+)

Fast Loading Speed

Social Share Buttons

Multimedia (video, gifs etc) in blog posts

Off Page Optimization

Guest Post

Be active on relevant forums/FB groups

Share your posts on social media

Post helpful comments on social media

Reach out to Influencers

Make social media profiles and link back to your site

Post on relevant boards (Reddit, Quora etc.)

Broken Link Building

Please note:

It's important to note that off page SEO outweighs any onsite optimization by a long shot. The main things you can control and focus on should be creating highly useful content for your audience - something that will get noticed and shared automatically - that's what will get you backlinks, social mentions and ultimately ranked in Google Search.

PART II

Content Strategy

In this part you will gain some insight into what type of content you should post & think through your call to actions.

Content Ideas

Social Media

01

Share Portfolio Item

02

Share Behind the Scenes

03

Share Your Inspiration

04

Share a Client Testimonial

05

Share a Helpful Tip in your Niche

06

Share an Affirmation

07

Ask a Question

08

*Comparison Post
(This vs. That)*

09

Customer Photo of Your Product

10

Share Your Own Story and Beliefs

01

PDF Guide

02

eBook

03

Planner

04

*A PDF List
(ex. "50 best email headlines")*

05

Useful Worksheet

06

Discount Offer

07

Assessment Test

08

Toolkit or Resource List

09

Free Trial

10

Quiz/Survey

01

Write About Your Process

02

Tutorial

03

Do a Guest Post

04

Use Questions on Quora as Ideas for Blog Posts

05

Make "Top Ten" Style Blog Posts

06

*List of Hacks and Time Savers
(niche related)*

07

What are the Things You've Stuggled with?

08

Must have Skills in your Niche

09

Use Youtube Videos as Ideas for Blog Posts

10

Write a Review

Blog Content

Web/Blog Goals

Website Goal

It's important to keep in mind what the main purpose of your website is. By knowing your end goal, you can design all the content on your website to serve the main purpose. The end goal can be anything from making a sale to getting visitors to sign up for a newsletter.

What do you want to happen when you get a visitor to your website?

*Blog/
Web page*



*Call to
Action*



*Landing
Page*



*Main
Goal*

Blog Goal

Before getting your visitors to the main goal of your website you must attract them with compelling content. That's when your blog comes into play. Write down below how your blog is going to be useful for your readers. What are you offering that they can't get anywhere else?

How is your blog going to serve its readers? What unique content will you share?

Email Marketing Planner

Email Title:

Main Goal:

What content will be included in the email:

Write a rough outline/bulletpoints.

Draft the layout of the email:

Call to Action:

Social Media Strategy

Social Media Channel:

Main Goal: ex. Create awareness for product/service. Convert viewers to leads

Strategy/Content Ideas:

ex. Describe what kind of content would be most useful for your audience, how often you will post, how to you plan to source the content, will you use some software to manage your account etc.

Keywords/Hashtags to use:

Social Media Channel:

Main Goal: ex. Create awareness for product/service. Convert viewers to leads

Strategy/Content Ideas:

ex. Describe what kind of content would be most useful for your audience, how often you will post, how to you plan to source the content, will you use some software to manage your account etc.

Keywords/Hashtags to use:

PART III

Planning

In this part you will clarify what you're daily actions should look like
to align with your goals

MONTHLY PLAN

WEEK 1

Goal

WEEK 2

Goal

WEEK 3

Goal

WEEK 4

Goal

WEEK 1

Action

WEEK 2

Action

WEEK 3

Action

WEEK 4

Action

WEEK 1

Notes

WEEK 2

Notes

WEEK 3

Notes

WEEK 4

Notes

MONTHLY PLAN

WEEK 1

Sell 50
Workshops

WEEK 2

Sell 50
Workshops

WEEK 3

Sell 50
Workshops

WEEK 4

Sell 50
Workshops

WEEK 1

Run Facebook
Ads to Offer

WEEK 2

Email blast to
list with offer

WEEK 3

Guest podcast
to promote
offer

WEEK 4

Add bonus for
workshop
registrations

WEEK 1

Budget:
\$50/day

WEEK 2

Include CTA to
workshop offer

WEEK 3

Invite listeners
to register for
offer

WEEK 4

Create new
Facebook ads
with bonus offer

Date:

DAILY ACTIONS

Most Important Task of the Day (The first priority)

Secondary Tasks (Doing these makes your day even better)

Additional Tasks (ONLY if your primary and secondary tasks are completed)

DAILY ACTIONS

Most Important Task of the Day (The first priority)

Create ad in canva

Secondary Tasks (Doing these makes your day even better)

Select template for landing page

Edit landing page

Additional Tasks (ONLY if your primary and secondary tasks are completed)

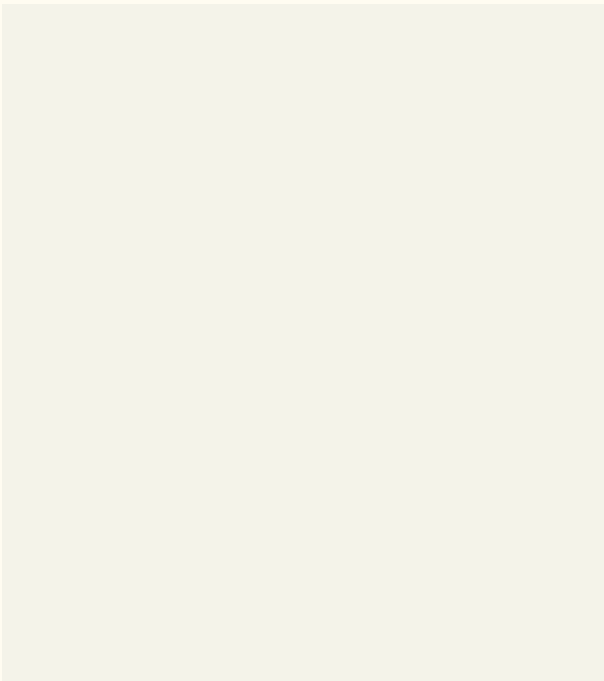
Select Thank You page template

Publish landing page

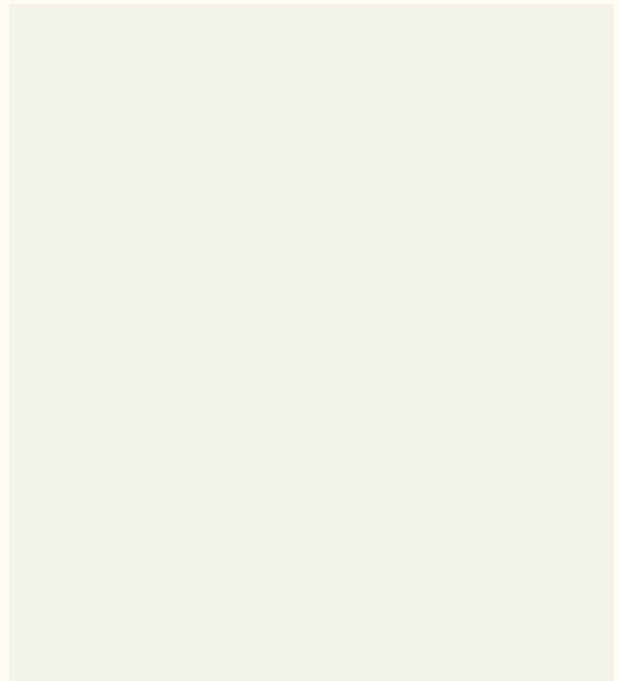
Test Opt-in

Weekly Review

YOUR BIGGEST WIN



THINGS TO IMPROVE



PROGRESS TRACKER

Task 1

0%

25%

50%

75%

100%

Task 1

0%

25%

50%

75%

100%