

JAMES SCHRAMKO

3 Steps for Creating an Annual Marketing Plan

1. Strategy: where do you want to end up?

The first part is always about figuring out the goal. Where do you want to be when the year ends?

This requires looking at two things:

a. What offer or offers are doing the heavy lifting?

Where is your actual revenue coming from? What are the things that are working and how can you amplify those?

b. What are your lead generation sources?

You want to be looking at, what's your actual traffic source? Is it coming from Facebook ads, from partners? Is it coming from one specific referral partner? Or what's the 80:20 of your referral partners? Is it coming from organic traffic?

Then, if you're working with clients, you also want to be looking at commonalities. Do they all live in the same part of the country? Are they all men? Are they all women? If you're a certain kind of coach, are they all in a certain niche, business for example?

When you know that, you know who you need to focus on to really enhance your revenue.

2. Math: How much do you need to sell?

The next part is figuring out, how many offers do you need to sell in order to hit your revenue goals?

So if your goal is to make a million dollars, and you have a \$10,000 program, you know you need a hundred sales to hit your goal.

You can take it further by working out on a spreadsheet how many hours it would take to deliver your product, bearing in mind that the spreadsheet might kill a plan before it starts.

Planning itself is half the battle, because it will give you a lot of insights. But of course, it's even better to be able to execute.

The math will fuel your promotional plan, of which an important part will be an evergreen content machine.

This will be the content you put out on a regular basis, on social media and on email. The other part of it is continually making offers on a regular basis in various mediums.

3. Calendar: Scheduling things

When all that's covered, then you create your promotional calendar.

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This is the ABC method of promotions...

You have, first, A promotions, basically big launches that you might do between two to four times a year. Three times per year is optimal.

An A promotion is where you make a bigger scene, maybe spend a couple of weeks promoting one of your products. You may or may not be rounding up affiliates.

Then you have what's called B-level promotions. A great example is a week-long webinar type promotion.

Or you might have a webinar that starts on a Thursday, and you start promoting it on Monday. Then you might have an offer that's available through the weekend - that's essentially a B-type promotion.

Then there are the C promotions, which are always shorter promotions and typically email-based. They might just be doing a little promo where they offer free coaching calls if you work with clients, or maybe just a 24-hour flash sale, or a Black Friday type sale.

The rule of thumb is to put the big rocks in the calendar at the beginning of the year. So these are two to three bigger A promotions.

You may do one in January, one in June, and one in December, just to keep things clean and symmetric.

Then in between A promotions, you can do one B-type promotion per month, or two C promotions equals a B promotion.

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