

Napkin Marketing Plan

1

Build Audience

MAIN FOCUS: MULTIPLE
SOURCES OF TRAFFIC (MSOT)

1. Facebook Ads
2. Banner Ads
3. YouTube Ads
4. Solo Ads
5. Google Ads
6. Bing Ads
7. Content Marketing
8. Influencer Shoutouts
9. Press Releases



3

Market & Sell

MAIN FOCUS: MULTIPLE
SOURCES OF CONVERSIONS (MSOC)

1. Webinars
2. Live Events
3. Promotional Social Media Engagement
4. Promotional Emails
5. Video Sales Letters / Promotional Videos
6. Strategy Sessions / Phone Followup
7. Tripwires
8. Automated Sales Funnels

