

# Napkin Marketing Plan



## **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





## **Build Relationship**

#### MAIN FOCUS: MULTIPLE SOURCES OF ENGAGEMENT (MSOE)

Blog Posts
Content Videos
Social Media Engagement
Value Based Emails
Free Guides
Contests / Giveaways
Private Forums / FB Groups





### Market & Sell

#### MAIN FOCUS: MULTIPLE SOURCES OF CONVERSIONS (MSOC)

Webinars
Live Events
Promotional Social Media Engagement
Promotional Emails
Video Sales Letters / Promotional Videos
Strategy Sessions / Phone Followup
Tripwires
Automated Sales Funnels

