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Electronic Marketing Planning Guide



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WHAT DO YOU HAVE?

- Website
- Blog
- Newsletter
- Social Media
- Article Marketing
- E-Products
- Teleseminars
- _____
- _____

WHAT DO YOU NEED?

- Website
- Blog
- Newsletter
- Social Media
- Article Marketing
- E-Products
- Teleseminars
- _____
- _____

WHAT DO YOU WANT?

- Website
- Blog
- Newsletter
- Social Media
- Article Marketing
- E-Products
- Teleseminars
- _____
- _____

Once you have taken an inventory of what you HAVE, NEED, and WANT, it is time to begin thinking about how you will develop and/or manage those assets.

Scripture teaches us to “count the cost” before we launch any project, and your electronic marketing efforts are no different. And while there is definitely a financial cost to some of these projects, the primary cost to you will be time and effort. What I’ve learned the hard way is that whatever doesn’t get scheduled ends up sliding off the plate.

Putting the systems in place, in many cases, is really the fun/easy/exciting part. Maintaining them is where the work comes in. Here are just a few things to think about for each category:

Website:

- ❖ Can you make changes yourself? If not, then who will do it? What will it cost?
- ❖ Who checks the stats/analytics? Who evaluates the data? What do you do with it?
- ❖ Who makes sure new pages are search engine optimized?
- ❖ Who creates links and drives traffic?

Blog:

- ❖ How often will you post?
- ❖ What will you post?
- ❖ How will you drive traffic?

Newsletter:

- ❖ Who will publish it?
- ❖ How often will you distribute it?
- ❖ Who will write the content?
- ❖ How will you get a list of subscribers?
- ❖ Will you need graphics?

Social Media:

- ❖ Which ones will benefit you most?
- ❖ Will you have a Fan Page?
- ❖ Are your profiles robust?
- ❖ How frequently will you update?
- ❖ What will your updates consist of, and who will manage them?

Article Marketing:

- ❖ What will you write about?
- ❖ How often should you submit? And to where?
- ❖ Who will do the submissions?
- ❖ What will your resource box offer to attract clicks to your website/blog?

Teleseminars:

- ❖ What is your purpose? What are your topics?
- ❖ How often?
- ❖ Will you Joint Venture with someone?
- ❖ How will you advertise and get signups?
- ❖ Do you need a “radio program?”

Products:

- ❖ Digital or Physical products?
- ❖ Audio, Book/eBook or eCourse?
- ❖ How will you price it?

Resources:

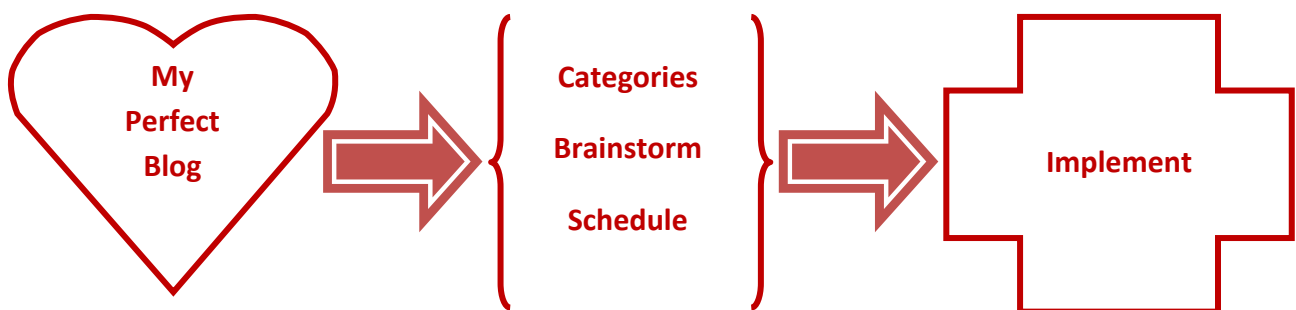
- ❖ How much time and money can I devote to the projects I have chosen?

Let the Planning Begin!

Now we get to the fun part! But first, a newsflash: There is no Blog Fairy, no Writing Fairy, and no Update Fairy. It's all on you – though you are allowed to outsource.

Regardless of the project(s) you choose, you must remember this:

A failure to plan is a plan for failure.



As Steven Covey says, “Begin with the end in mind.” Know what you want your finished product to look like, and then brainstorm what you will need to do to get there.

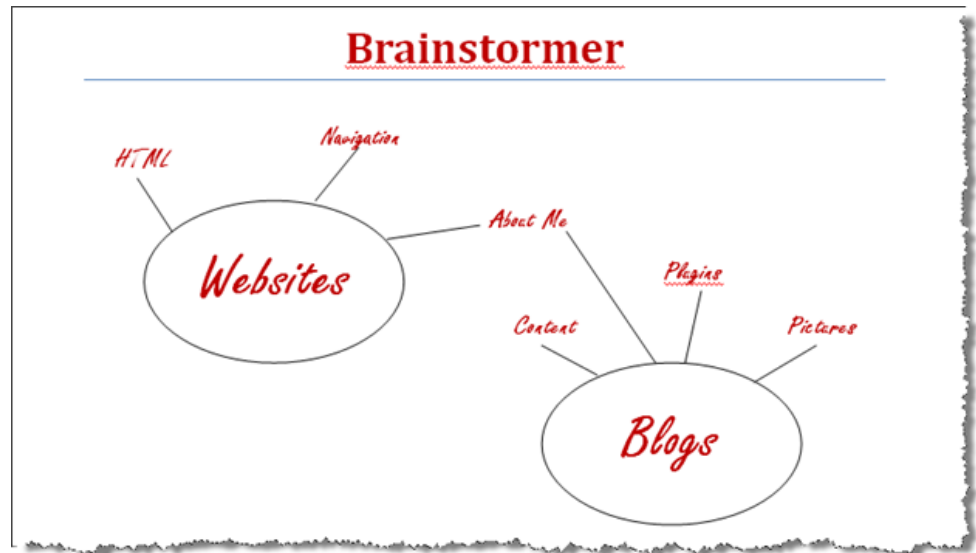
On the next page you will find an example of planning, and then the page after that is a brainstorming worksheet for you to print out and use.

Example: I want to start a blog about my business. My primary goals are (1) to give good information, and (2) to attract new clients. Once I have the infrastructure in place (the blog is set up and ready to go), I begin thinking about what to write.

First I set up my categories using the Brainstormer, and then I write ideas extending out from each one.

Once I have several ideas for posts hooked to each category, then I can begin to organize them.

Do I want to post every day? Three times a week?



Maybe I want to assign a particular topic to a day of the week. Like Website Wednesday, Blog Madness Monday, or Figure It Out Friday. Or maybe I want one week a month to deal with Websites, another week that focuses on creating an ezine or electronic newsletter, and so on...

Once I have decided what I want to post, then comes the nitty gritty of actually scheduling it all. There are forms all over the Internet that you can download, but my secret weapon for this is Google Calendar. If you don't have a Google/Gmail account, go to Google.com and get one! It is free, and has tons of great features.

When you create a planning calendar – and you can create many – you can schedule all of your posts, using the repeating event function. And don't forget to schedule time to write all those posts, too.

Sun 7/4	Mon 7/5	Tue 7/6	Wed 7/7	Thu 7/8	Fri 7/9	Sat 7/10
	Websites	Newsletters	WRITE	Social Media	Tech Tip	

A monthly calendar will work for scheduling your Blog, a weekly newsletter, and article submissions. For projects that are not so frequent, try a 6-month or year view calendar.

If you need help getting started, planning, implementing, or learning new skills in this area, please feel free to contact me. I would love to be a part of your electronic marketing success!

Brainstormer

