



Lyric Marketing & Design
“Celebrity Voice” Building Your Strategic Plan

SESSION #1: STRATEGIC MARKETING REVIEW OF BUSINESS

OVERVIEW OF YOUR BUSINESS MARKETING AND ASSESSING YOUR NEEDS:

- Type of marketing:
 - PR
 - Blogging
 - Content Marketing
 - Newsletter Campaigns
 - Social Media
 - Web and SEO
 - Post Card Mailings
 - Direct Mail Campaigns
 - Email Drip Campaigns
 - Email Announcements
- Frequency of Marketing
- Marketing Message
- Target Audience
- Marketing Plan
- Database Marketing
- What is your current advertising budget and frequency of ads?
- How do you get referrals?
- What is your service advantage?
- How do you prospect?
- What is your competitive advantage?
- How do you network?
- What community activities are you involved in?
- Are you a member of any professional or trade organization(s)?

SESSION #2: SELECTING YOUR NETWORKS

REVIEW:

- PUSH Marketing strategy
- Using Social Media
- Getting your tools together including Facebook, LinkedIn, Youtube, Website/Blog
- Why Content Marketing?

SESSION #3: BUILDING YOUR STRATEGIC PLAN

REVIEW:

- Building your strategic plan
- Maximizing your networks on Facebook and LinkedIn
- Creating the content to syndicate over social media
- Building and interacting with your networks
- Setting measurable goals
- Creating your profiles and editorial calendar
- How to implement your plan:
 - Time
 - Budget
 - Resources

SESSION #4: PUTTING IT ALL TOGETHER

REVIEW:

- Finalize the strategic plan
- Options for implementing your plan

Individual coaching services provided by Sandy Hibbard, CEO and Creative Director for Lyric Marketing and Design. Contact Sandy at 214-208-3987 or email sandy@lyricmarketing.com.