

“New Campaign Name”

Date (of last edit of the document)

A. **Before the Event**

1. What is the Marketing Idea?

2. Why - What is the goal for my Business?

a. Why is this a good idea for my business?

b. Why offer this product/service now?

c. What do I expect to achieve in my business with this campaign?

d. What is the goal?

- ☐ To increase leadership and awareness
- ☐ To increase exposure
- ☐ To Increase Lead Generation
- ☐ To Nurture existing leads
- ☐ To convert existing leads into clients
- ☐ Other?

3. **Why** - Why do my clients want/need this?

a. What pain point is it answering

b. Why is it the right time now?

c. What will people gain from it? What will be the results? The Promise?

4. **When** - When is it happening?

- ☐ Which Quarter _____
- ☐ Which Month _____
- ☐ Which Day(s) _____
- ☐ Which date(s) _____
- ☐ What time _____
- ☐ For how long _____
- ☐ What is the frequency _____

5. **For Whom** - Who is this event for?

Who are you targeting with this event? Is it your Ideal Client profile? Who will benefit the most from this Event?

- ☐ Women / Men
- ☐ Language spoken
- ☐ Country they live in
- ☐ City they live in
- ☐ Age range
- ☐ Family situation
- ☐ other characteristics

6. **What** - What is the content?

What questions is it answering? What problem is it solving? What help is it providing?

7. **What** - What is the Event of the Campaign [Context]?

What is the main reason why you are inviting people to this event, what are they invited to?

- ☐ Podcast episode recording/Interview
- ☐ Webinar
- ☐ Masterclass
- ☐ BootCamp
- ☐ Challenge
- ☐ Live Training
- ☐ Lab
- ☐ Meetup
- ☐ Lecture
- ☐ Conference
- ☐ Others

8. **What** - What is included in the Event [Context]?

What will happen in this event, what is the format of the event? What are you offering inside the event above?

- ☐ Live Teaching
- ☐ Recording
- ☐ Q&A
- ☐ Ask Me anything
- ☐ Doing it together
- ☐ Accountability
- ☐ Competition
- ☐ Worksheet
- ☐ Lectures
- ☐ Guest Speakers
- ☐ Group activities
- ☐ Workshop
- ☐ Party, celebration
- ☐ Others

9. **Where** - Where is this Event happening [Context]?

- ☐ Online and Live
- ☐ In person
- ☐ Zoom, Live on SM
- ☐ Online and Recorded
- ☐ Others

B. Registration Process

In the beginning of your Business, the registration process must be easy to implement for you and for your lead. Do a Landing page only if you know how to do it or if you have a VA who will do it for you, if not keep it simple and contact the people individually until you have too many to contact one by one.

10. Event Branding

- a. Event Branding - visuals and colors
- b. Event Logo
- c. Landing page
- d. Event Banners (your Social Media, FB event, LI Event)

11. Simple Registration Process

- a. Reaching out to the Leads that express an interest
- b. Ask for their email
- c. Add them to your list
- d. Give them the link to the event
- e. Follow up with them to make sure they come

12. Automated Registration Process

- a. Create a Landing Page
- b. With a Registration form to the event
- c. Thank you page
- d. Text of Email confirmation

13. Registration Form

It is important to have required fields in the registration form to make sure to have all the information you need, but you can also add more questions that are not required, depending on what you would like to know or what you will use in the future

- a. First & Last Name
- b. Email
- c. Phone (if it is important for you)
- d. Country (if it is important for you)
- e. Where did you hear about us (important for metrics and if you have strategic partners)

14. Landing Page

Only use a Landing page if you have an outsource help, or a VA to make sure they connect it with all the other elements of your Marketing. If not, do it manually, and one by one. Below is example of content you can use for the sections of your landing page

- a. Do you feel that
- b. Letter of introduction
- c. Video of you
- d. Here is the result you will achieve
- e. Here is how it works
- f. Testimonials in Quotes/videos from
- g. Registration form
- h. FAQ

C. Promotion

15. Calendar of promotion

Write down on a Calendar the dates of your Campaign and the tasks that are related to it

- a. When is the promotion starting
- b. When is the Event starting
- c. When is the registration closing
- d. Other dates?

16. Organic Promotion

- a. Mailings to your list
- b. Your Social Media
- c. FB event
- d. Linked in event
- e. FB Groups
- f. PM
- g. Whats app groups

17. With Whom - your strategic partners

Your Strategic partners could be anyone you know, and believe in what you do, from your past clients, or people you work with, or in your first and 2nd circles

- a. Send information to your strategic partners on the Event
- b. Send them the link to send to their audience

- c. Talk to them about referral fees

18. Paid advertising

Typically you only start with Paid advertising only when you have finished contacting your 1st and 2nd circles and when you are ready to reach your 3rd Circle. It is strongly advised to start investing in advertising only up to the ratio of revenue, and to take a professional to help you implement it

- a. FB Ads
- b. Linked In Ads
- c. Other sources of advertising

D. Post Registration

19. Prepare a sequence of emails to send after registration

- a. One email right after the registration
- b. Once email a few days later
- c. One email the day before the event
- d. One email on the the day of the event

E. During the Event

20. Delivering Content

Make sure that you have everything ready to deliver your content

- 1. Slides from powerpoint or key notes
- 2. List of people who came - to make sure you write who came
- 3. Prepare the tool where you share - Zoom, Streaming live, other
- 4. Have the link of the event ready for people who ask at the last minute
- 5. Leave time for questions
- 6. Have the link to upsell ready

21. Upsell

The goal of the upsell is to give an incentive to the people who came to participate in your event, to continue the conversation with you to the next step. You can decide to upsell to different next steps, in this example, we will chose the upsell with Scheduling a Call

1. Have a calendly link ready with options to schedule a call
2. With questions inside the calendly
3. With Automated emails with more info on you + testimonials
4. With reminders before the call

F. After the Event

22. Prepare a sequence of emails to send after the Event

- a. One email right after the event
- b. One or more emails a few days later after the vent

23. Follow up with Hot Leads

24. Sales Calls to schedule

25. Onboarding Process of new clients

- a. Fill in a Questionnaire - evaluation - audit
- b. Link to scheduling
- c. Join FB group
- d. Text of Welcome email