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STRATEGIC MARKETING PLAN

CLIENT NAME OMITTED - Healer's Process Program + Retreat

Event Details

Date: June 5th-Aug 21st (12 weeks) Coursework

Promo Dates: March, April, May 2018

Retreat Date: Aug. (TBD)

Location: Online and Orange, CA

Price Per Ticket:

- 3 Payments of \$397 (\$1,191)
- \$897 Pay in Full

Desired amount of attendees: 12

Min. baseline budget: \$10,764

Challenges

CLIENT NAME OMITTED needs to secure a minimum budget of \$10,764. Currently, the budget comes from **one** source:

- Attendees

The challenge is a matter of outreach: More people need to know about the programs and events so that they can sign up and/or attend

Target Audience

Attendees: CLIENT NAME OMITTED's programs appeal to women (71%) and men (27%) interested in enhancing their personal and professional energy work and/or practice.

Attendee Location: USA

Demographic: Women (71%) 25-44, Men (27%) [stats](#)

Location(s): Portland, San Diego, Los Angeles, Denver

Her clients are: Spiritual, Intuitive, Holistic Health and Wellbeing Practitioners (i.e. reiki, acupuncturists, chiropractors, life coaches, intuitive healers). Typically, these individuals are interested in yoga, meditation, naturopathy, psychic wellbeing, energy work, nature, awareness-building, introspection and meditation, alternative health, new age philosophy, divinity, etc.

Desired PR/Media: Podcasters, Instagram Influencers, Journalists, Bloggers, Writers, Editors, and media personnel from platforms and publications who cater to a similar audience base would be interested in this event. Holistic health and spirituality influencers.

Sponsors, Partners & Distributors: Companies interested in partnering with CLIENT NAME OMITTED who cater to a similar audience, i.e. Essence oil companies, yoga studios, Spiritual/holistic health practitioners or brands, healing

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centers, meditation centers, alternative health and naturopathy products. These organizations can serve a multitude of functions in helping you reach your goals: Financial sponsorship, partnership, and distribution.

Solution: Foundation and Strategic Marketing Plan

Outreach and getting the word out will be critical to the success of the program and retreat. Essentially, we want to drive as many people as possible to the website or landing page, which is where people will sign up for the program and event.

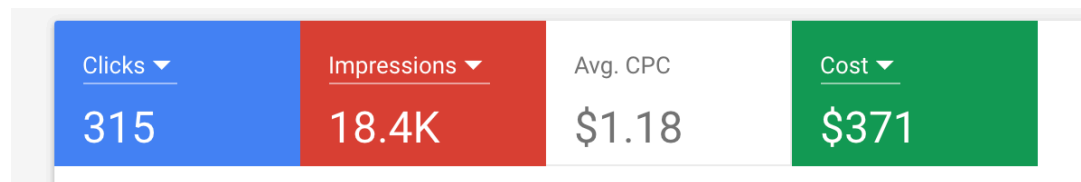
As the first order of business, we wanted to make sure that people had an easy time navigating your website and signing up for the events. We redesigned the website and integrated SEO, made it user and mobile friendly.

Important Steps: We plugged in your Google Analytics code and created an Adwords account to measure your website visitors and data. We need to integrate Demographics. (My acct. access seems limited to make these changes). These metrics are vital in understanding what pages your clients or attendees visit, for how long, and why, letting you adjust the website to better suit your audience's wants and needs, either now or for future events. It will also help you understand how people visit your site, be it by typing in your URL, via a link on Facebook, etc.

Since the sign-up process is online and since your target audience is likely Internet fluent, we began and continue to **beef up your presence and flow on social channels.**

Paid Online Placements: One of the most direct ways to drive traffic to your website is via Pay-Per-Click (PPC), where you purchase ad space on Google Search and on partner websites (which we've done already), called the Google Network (YouTube is part of this). You can increase or decrease your monthly spend based on the event and how much you'd like to promote it. Through research, I have created your Adwords account with targeted keywords. We can tailor the ads to run during certain times of marketing calendar based on your programs and events happening.

As a general rule of thumb, I recommend businesses to invest at least 10-15% of income to marketing efforts. We have set aside \$500 per month for advertising fees. To date, you have spent: \$371 on Google Adwords



And \$390 on Facebook (-\$239 lower than original projected ad spend)

Event	Status	Link Clicks	Event Respon...	Page Likes	Post Engage...	Per Link Click	Per Event Res...	Per Page Like	Per Post Enga...	Total Spent	Date
Event: Light Warrior Retreat	Completed	21	835	1,239	\$0.95	\$20.00					03/15/2018
Open Your Channel Event	Completed	31	1,876	2,498	\$2.39	\$74.04					02/07/2018
KB Page Growth Engagement	Completed	382	7,101	12,201	\$0.68	\$258.58					02/28/2018
Post: "Often when people start to awaken and open ...	Completed	22	309	313	\$0.10	\$2.20					01/31/2018
Post: "Here is what I am learning from teaching Open...	Completed	346	2,961	3,553	\$0.10	\$36.14					02/06/2018
Results from 50 campaigns ⓘ		—	12,182 People	19,804 Total	—	\$390.96					

Google

'CLIENT NAME OMITTED' pops up first on Google when I search for your name; already a great start. However, if I type "Programs for Healers", "spiritual retreat San Diego" or "healers retreat," it doesn't return your website or landing pages in search results. Unless people know you by name, they won't know you exist. We are working on this but we need to get you paired with bigger search terms and by making sure your website and programs carry those key terms/phrases people are searching for. In the previous analysis I sent, it lists the keywords people are searching for. We have already created some great search terms for you in AdWords but we need to expand this to cover your other programs.

(example: "workshop for lightworkers")

Extra Placement Opportunities:

[meetup.com](https://www.meetup.com) is great resource (with great SEO) to gather people looking for your offerings. If you are not already on Meetup, we should definitely add you.

EventBright is a great place to advertise your events or workshops. The SEO is good and many people in your local area may be looking for a workshop you're offering.

[medium.com](https://www.medium.com) you'll get more reach with your articles and expertise here that people won't find even through Google.

Social Media: These platforms are where you get to highlight various aspects of what you do, the events, mini-blogging platforms. Currently, CLIENT NAME OMITTED is on YouTube, Facebook, Twitter, Pinterest, Instagram. Taking advantage of all of these platforms' PPC Ads will be beneficial.

Perks and results of the current social platforms:

YouTube There is no better place than YouTube for a brand to be positioned. Now more than ever, people are consuming video at much higher rates than even photos or reading. What we can do more of:

- Create short, engaging videos that solve a problem or answer a question in immediacy. This will create a winning springboard for a call to action back to your website, event page or landing page.
- Utilizing YouTube ads to boost visibility (which we have already done) will be a great way to spread the word about your event. In the first 3 seconds, you will want to grab your audience. Make sure the first 3 seconds grab. The cannot have a long intro. Getting to the point, engaging and compelling is key to retaining that audience.
- **Create professional quality promo videos** for each program and retreat. This will be very beneficial. Often times, it is better to pull your audience in, show people what you are doing instead of telling them and hoping they will respond.

Examples:

<https://www.youtube.com/watch?v=eOtflokOZ7A>

<https://www.youtube.com/watch?v=qvLAoAty0FI>

<https://www.youtube.com/watch?v=RXQMNfMj14o>

<https://www.youtube.com/watch?v=V1UZMhRrTW8>

- So far, we have enhanced your channel and video thumbs, art, tags. It looks like you have researched a lot of great content topics. Implementing those for YouTube will be a great ROI.

Facebook is great for more substantial messaging. As often as possible, point back to the website.

- Messaging: Inspire engagement and involvement on behalf of your fans
- Links: Website and/or relevant articles
- Frequency: Several times a week –daily
- We have scheduled posts on CLIENT NAME OMITTED Page for several times a week. We'll want to work together to create a calendar of posts based on objectives for each event.
- Since Jan. 29th 2018, we have grown your Facebook fan base to 1,100 followers, up +433. We should keep fan growth ads running monthly to create a solid audience foundation.

Twitter lets people stay on top of news and trends; posts must be frequent to avoid being silenced by constant flurry of new tweets.

- Messaging: Short and sweet; give people the scoop
 - Links: Website and/or relevant articles
 - Frequency: At minimum daily; during the event, hourly
- I see you are on Twitter, but it looks like this platform needs to be updated.

Pinterest is great for letting people connect the dots and for expanding your framework by partnering with related sites and parallel endeavors. Use Pinterest as a mega source for driving traffic to your site and **focus on the inspirational and highly visual**, the type of content that gets people thinking or speaks to higher ambitions. **So far, we have:**

- Enhanced your Pinterest account to put your brand, content and offerings in the spotlight.
- We've added visually appealing images that are platform appropriate to correspond with your website's content.
- Converted to a business account to measure analytics.

Instagram brand presence is fueled and grown by consistent, beautiful and inspiring photos, visual cohesion and engagement with followers and people who are not yet following.

- We have transferred your account to a business account to take advantage of ads and analytics
- We have amped up your Instagram feed with daily posts to grow and reach your audience.
- Utilized IG stories. Continuing this type of post is vital as well. **IG also has live stories, too. So this is a great way to engage your audience!**
- We'll want to integrate PPC ads.
- We Post daily at the same time in the time zone of targeted audience and measure the results of each post via Instagram and Planoly.
- Creating a "shoppable" IG will allow us to provide a direct link in the post for potential clients to take action.

To stay on top of social media efforts, be organized and coherent with your messaging and outreach, I have created an **editorial calendar** in Sprout Social that outlines what you want say when and where. We can track responses and engagement, thereby letting you better grasp what people do and don't respond to. (We have already started doing this for Instagram and Facebook. We are able to measure results on Planoly and Facebook Insights as well. Let me know if you ever have questions in this area of your metrics).

Collabs

One of the key ways to leverage social media success is get other people talking about you in organic and natural ways. Ask your friends and spiritual community to help spread the news.

- Collaborate with key influencers in your space. Likely, they already have a captive audience base.
- Ask attendees to talk about their upcoming work with you, feeding interest as the months go on. If they generate content via blogs or a website and you are driving your followers to their websites, make sure those sites have a mention of your event. We can add these to your PR and Media page on the website as well.

MARKETING TIMELINE / CALENDAR

Below is a rough outline of timing for key outreach and organizational efforts:

- *January - DONE*

- o. Theme: Let's get moving
- a. Action items:
 - ⇒ Paid placements:
 - Outline key terms and search parameters (where and when to post, etc.)
 - Determine budget
 - Develop ads
 - ⇒ Social media:
 - Develop editorial calendar
 - ⇒ Press and media coverage:
 - Identify key press and media partners
 - ⇒ Partnership:
 - Identify key and potential partners
 - ⇒ Promotional:
 - Identify newsletter database potential
 - Develop promotional collateral
- February
 - o. Theme: Building Platforms and Awareness
 - p. Get Website redesigned for Mobile and user friendly ease of use.
 - q. Action items:
 - ⇒ Paid placements:
 - Begin first campaign(s) OYC
 - ⇒ Social media:
 - Global Branding
 - Begin posting regularly with the goal of building of the fanbase, engagement and traffic to the website
 - YouTube Channel Thumbs
 - Create promo videos for programs and retreats
 - ⇒ *Press and media coverage: NONE*
 - *Draft pitch letters*
 - *Begin reaching out to key partners*
 - ⇒ *Partnership: NONE*
 - *Draft pitch letters*
 - *Begin reaching out to key partners*
 - ⇒ Promotional:

- Send event info to potential sponsors
- Send direct mail and e-blasts to potential attendees
- Consider content placement

- **March**

o. Theme: Get Ready For **Healers Process Program**

Action items:

- ⇒ Paid placements:
 - Begin campaign (Healers Process)
 - Google AdWords, Facebook Ads, Instagram Ad, YouTube Video Promo.
- ⇒ Social media:
 - Continue posting regularly with the goal of building of the fanbase, engagement and traffic to the website
- ⇒ Press and media coverage:
 - Draft pitch letters
 - Create/Send Electronic Press Kit (EPK)
 - Continue reaching out to key partners for collabs
- ⇒ Partnership: (If desired)
 - Draft pitch letters
 - Continue reaching out to key partners
- ⇒ Promotional:
 - Send information packets to potential distributors
 - Send direct mail and e-blasts to potential attendees
 - Consider content Marketing placement (Medium, EventBrite, Blog, Meetup)

- **April**

o. Theme: New Beginnings, SPRING

Action items:

- ⇒ Paid placements:
 - Begin second campaign for Healer's Process
- ⇒ Social media:
 - Continue posting regularly with the goal of converting to sign ups, building of the fanbase, engagement and traffic to the website
- ⇒ Press and media coverage:
 - Draft/Send pitch letters

- Continue reaching out to key partners
- ⇒ Partnership:
 - Draft/Send pitch letters and EPKs
 - Continue reaching out to key partners
- ⇒ Promotional:
 - Send EPKs to potential distributors
 - Send direct mail and e-blasts to potential attendees
 - More content placement/feeding
- **May**
 - o. Theme: Final Countdown!
 - o. Action items:
 - ⇒ Paid placements:
 - Begin third campaign (summer)
 - ⇒ Social media:
 - Continue posting regularly with the goal of converting to sign ups, promoting final days to sign up for event, building of the fanbase, engagement and traffic to the website
 - Consider selecting a top key Influencer to help promote CLIENT NAME OMITTED and the event (i.e following is 15,000+)
 - ⇒ Press and media coverage:
 - Draft pitch letters
 - Continue reaching out to key partners
 - ⇒ Partnership:
 - Finalize partnerships (if any)
 - ⇒ Promotional:
 - Consider follow up direct mail and e-blasts to previously contacted potential attendees
 - Reach out to interested but non-committal parties
- **May (Final Days to Program Start)**
 - o. Theme: It's here!!

o. Action items:

- ⇒ Paid placements:
 - End campaigns
- ⇒ Social media:
 - Continue posting regularly with the goal of building of the fanbase, engagement and traffic to the website

- Aug (Retreat)

- ⇒ Press and social media coverage:
 - Post stories, testimonials and event photos or videos and coverage
 - ⇒ Partnership:
 - Thank you messages
 - ⇒ Promotional:
 - Encourage followers to sign up and attend the next program
- o. Compile recap of event with key insights:
- ⇒ Financials
 - ⇒ Social media engagement
 - ⇒ Analytics for ads, PPC
 - ⇒ Summary of events
 - ⇒ Lessons-learned / changes for next year