dunndirectmedia
New Media Marketing & Business Development

Sample 60 Day, Social Media Strategy

A. GOALS for a Coaching Business:

- Take YOUR BUSINESS's existing videos and content, and build following at Fan Page at Facebook to drive a primarily women based market to participate in the YOUR CAMPAIGN NAME Challenge, a 30-day free program to build a business and get focus. Use Twitter to generate Facebook Fans, more than focusing on emails to existing list.

- Use this 2-month process (one month videos and building buzz, the second month sharing the Challenge in Social Media over 30 days) to build awareness of YOU, YOUR BUSINESS, and get them to directly participate in the Challenge. Start using social media as an important source of traffic and business, which currently has been managed part-time and ineffectively.

- **RESULTS:** Drive 1,000 registered users a month to BIZNAME's YOUR CAMPAIGN NAME Community, where they will put these words into action with an active community. Convert 5% of these registered users to paid members of the $49 a month community, where they get all BIZNAME's books plus coaching support for their business.

B. AUDIENCE = **WHO?:** The target audience is 30-60, primarily women in the US, Canada, UK, and Australia. Some are familiar with the Internet, though at least 50% are very easily challenged by the simplest of technical matters (like watching Flash Videos).

Month 1 Draft Viral Marketing for Review

A. Wake up the community and get them out of social media and into YOUR CAMPAIGN NAME Challenge, the social network with support from peers and coaches.

Suggested Tasks: Production	Details
Startup	Direct team to locate videos for YOU, create short posts and Tweets, and deliver 4 week plan to release 2 videos a week, plus create and begin daily weekday management of social media program for growth. Drive traffic from Facebook to YOUR CAMPAIGN NAME Community.
Virtual Assistant	Spend 1.5 hours a day, 5 days a week, on Twitter and Facebook posting video content twice a week, answering Facebook questions, and building Fan Page followers.

- **Develop an overall theme for the videos,** which include the following (please feel free to change the order, this is just suggested):

  - **Video 1. Overview of Your Problem / Solution and Product**

- **Video 2: The Problem/Solution Template (business audience).**

- **Video 3. What is the PRODUCT NAME all about**? (Target Secret readers, Law of Attraction and spiritually minded coaches, personal development folks, and the coaches in general).

- Create Facebook posts, Tweets, and integrate YOUR CAMPAIGN NAME community with Facebook (easy), so that we get people talking, and doing…while introducing who you are and why what you are doing is so new and important, and start people talking and acting, and registering for YOUR CAMPAIGN NAME if they like it).

- Drive people to register and get more videos, put them in free social network, the YOUR CAMPAIGN NAME 30-Day Challenge.

- Build up to a 30 day campaign, focusing on the YOUR CAMPAIGN NAME Challenge and THEN the sale of your coaching book and program.

Month 2: Take the YOUR CAMPAIGN NAME 30-Day Challenge in Social Media

Production	Details
Startup	Review initial Challenge PDFS and YOUR CAMPAIGN NAME community; take excerpts for Team to deliver over 30 days, 10 total lessons in all (each PDF file is 5 or so pages, and has excellent content to be adapted for social media distribution).
Virtual Assistant	Spend 1.5 hours a day, 5 days a week, on Twitter and Facebook posting Challenge content twice a week, answering Facebook questions, and building Fan Page followers (over 5,000 friends, so many back requests for Friendship exist)

- ❑ **Take the YOUR CAMPAIGN NAME 30-Day Challenge autoresponder sequence and documents (10 total), and run a live Challenge in Social Media. Use this as the basis for posts and tweets.**

- ❑ Send visitors to YOUR CAMPAIGN NAME so they can get the Challenge via autoresponder over 30 days, and take the Challenge.

- ❑ Each month we select winners for the Challenge, getting a 1 year free subscription. For this month maybe BIZNAME can select 1 winner a week, highlight them, and let people know about the next step beyond YOUR CAMPAIGN NAME.

Thank you for reviewing this sample proposal, part of a whole suite of business tools I share with entrepreneurs to help develop their businesses and grow profits.

Please feel free to contact me directly via email, info@dunndirectmedia.com, or visit http://declandunn.com

You can also call 888-278-9133 to schedule a free, 15 minute session with Declan Dunn personally. Please suggest 2 dates, with best time to call and your phone number.

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