CMS Business School
JAIN UNIVERSITY
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Batch 2018-20   **Semester III**

Subject: Digital and Social Media Marketing

Assignment 03: Social Media Campaign

CHAMPIONS
YACHT CLUB

Submitted to Krishna Koppa

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"CHRISTMAS HOLIDAY OFFERS" Social media campaign for www.championsyachtclub.com

Social Media Channels:

The social media campaign is designed for Instagram, Twitter and facebook as the target audience of Champions Yacht club are much engaged in these social media channels.

Objectives of Campaign:

- **Develop Brand Awareness:**
    1. Reach: Number of people who have received the post
    2. Impressions: Number of potential views the post has.
    3. Mentions: the number of times the brand comes up in social media conversation and the number of times these conversations are shared
    4. Social Sessions: the number of site visits.

- **Increase Size of Social Communities and Accurately Target Audiences:**
    1. Community Performance: The number of followers, or subscribers on different social media channel.
    2. Community Progression: The follower growth rate on different social media channel.

- **Engagement Strategies to Increase Customer Loyalty:**
    The number of interactions (likes, retweets, shares, etc.) and number of comments.

- **Monitor Customer Feedback:**
    In order to improve customer experience, it's necessary to capture consumer opinions regarding relevant products and measure consumer satisfaction and evolution over time

Social Media Campaign:

Make Social Media Profile Attractive:

The physical appearance of website entice the customers. To show the festive spirit, we should enhance social media profile.

We should update brand's profile and cover photos with festive-inspired text and visuals. This will gain the attention of customers, and we can also highlight special Christmas offers on facebook cover photo as shown in the below figure.

Fig 1: Facebook cover picture

Festivals are a season of greater purchasing spirit by people in general. Festive holiday discounts work as great offers and attract people to book online. Offers and discounts on Adventure sports activities, and advance booking for yacht holiday should be promoted using the promo codes when booking online and through telephone.

Fig 2: Christmas Holiday offer for Instagrm, Facebook and Twitter

Company can also create a Social Media hashtag campaign such as "#ChampionsChristmas" for business and promote that hashtag campaign on all social media platforms. Also, sharing hashtag with customers will inspire them to use company brand hashtag with their posts, when they will share anything related to Champions Yacht club brand and pictures on Yacht or writing reviews etc.

Fig 3: Posts for "Christmas Holiday Offer"

Measures for Measuring Social media Campaign:

Taking into account the data insights helps identify the metrics that are important to business. In short, these metrics can help improve the business performance.

Increase in the Number of Followers:

The number of followers on social media profile reflects the brand's popularity. A gain in the number of followers is a clear sign of social media campaign being successful.

Reactions on Post:

Evaluating audience's reactions on social media post can help to determine what it is that interests' audience the most. This way, company can focus more on what interests' users the most.

This is possible for every social media channel, whether its Facebook, Instagram or Twitter. The inbuilt analytics provided by these channels, helps to analyse the way users are reacting to the posts.

Examine Click Through Rate:

Click through rate (CTR) is also an important factor, as it is closely associated with direct conversions. This helps to determine whether the marketing campaign is on point.

Generally, a higher CTR means marketing campaign is effective. Because the more clicks the company get, the more visitors are drawn to the website. CTR is considered as one of the KPIs by a majority of the businesses. It is generally used in PPC ad campaigns, a link on a landing page etc.

Conclusion:

Social media marketing campaigns are a great option for businesses to remain relevant and promote their content effectively and efficiently. With the possibility of significant reach, ability to directly engage with followers and customers, the ease of sharing content with thousands of people, and the budget-friendly nature of the work, social media marketing campaigns are appealing to both businesses and consumers.

6.3 Social Media related recommendations

We see that, your social assets are not properly used and leveraged. We suggest for the systematic planning and execution of social media strategies. We recommend POST method[1] of building social media strategy.

We also suggest for the use of well-tested social media strategy framework that will work for your digital presence and result in improved audience engagement. Following are the relevant frameworks you may consider.

- Social Media Strategy Framework by HeadStream
- Social Media Strategy Framework by Mark Smiciklas
- Social Media Strategy Framework by Ross Dawson

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[1] The POST method developed by Forrester (People, Objectives, Strategy, Technology) is the base of their very popular book Groundswell.
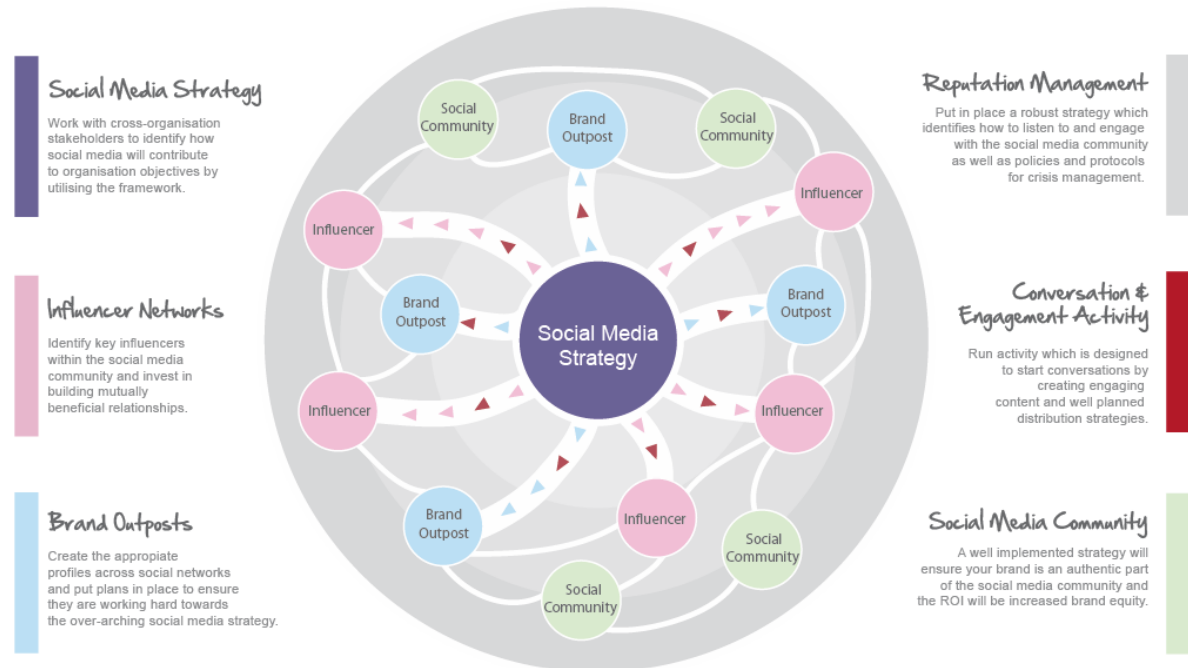
***Social Media Strategy Framework by HeadStream*[2]**

Social Media Strategy Framework

Steve Sponder: twitter/stevesponder - Version 1.0 - 07/08/2009

headstream
headstreampr.com - twitter.com/headstream

Social Media Strategy

Work with cross-organisation stakeholders to identify how social media will contribute to organisation objectives by utilising the framework.

Influencer Networks

Identify key influencers within the social media community and invest in building mutually beneficial relationships.

Brand Outposts

Create the appropiate profiles across social networks and put plans in place to ensure they are working hard towards the over-arching social media strategy.

Social Community · **Brand Outpost** · **Social Community** · **Influencer** · **Brand Outpost** · **Influencer** · **Social Community** · **Influencer** · **Social Community** · **Brand Outpost** · **Influencer** · **Brand Outpost**

Social Media Strategy

Reputation Management

Put in place a robust strategy which identifies how to listen to and engage with the social media community as well as policies and protocols for crisis management.

Conversation & Engagement Activity

Run activity which is designed to start conversations by creating engaging content and well planned distribution strategies.

Social Media Community

A well implemented strategy will ensure your brand is an authentic part of the social media community and the ROI will be increased brand equity.

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[2] Source: Headstream.
Social specialist and content agency Headstream has merged with Five by Five in August 2018.

Social Media Strategy Framework by Mark Smiciklas

DISCOVERY

- **Target Audience** - Assess audience needs and buying questions that can be addressed through social media
- **Objectives** - What are your goals?
- **Social Capacity** - Assess your ability to create content, maintain social tools and manage your communities
- **Governance** - What social media policies do you want in place?

STRATEGY

- **Listening** - What are people saying about your brand? Listening to stakeholders offers the information required to produce relevant content and shape your social media strategy
- **Social Tools** - Which channels fit your strategy?
- **Content Strategy** - Content is the most important component of a social media campaign. It must be relevant/useful to your target audience and adaptable across social media channels
- **Blog Strategy** - Develop a voice; Help build two-way conversations with your audience; Host discussions; Facilitate sharing of information and spreading the word about your brand; Have a clean, functional, usable layout with ability to insert widgets, links, sidebars, etc.

Implementation

Creative Services ⟷ Tools & Tactics

MANAGEMENT

- **Data Collection** - Use analytics tools to measure engagement i.e. leads, sales, page views, visitors, subscribers, followers, fans, comments, etc.
- **Results vs. Goals** - Measure results vs. objectives; Why did you succeed or fall short?
- **Refine** - Assess data; Adjust your strategy; Test new ideas

Results VS Goals

Social Media Strategy Framework by Ross Dawson
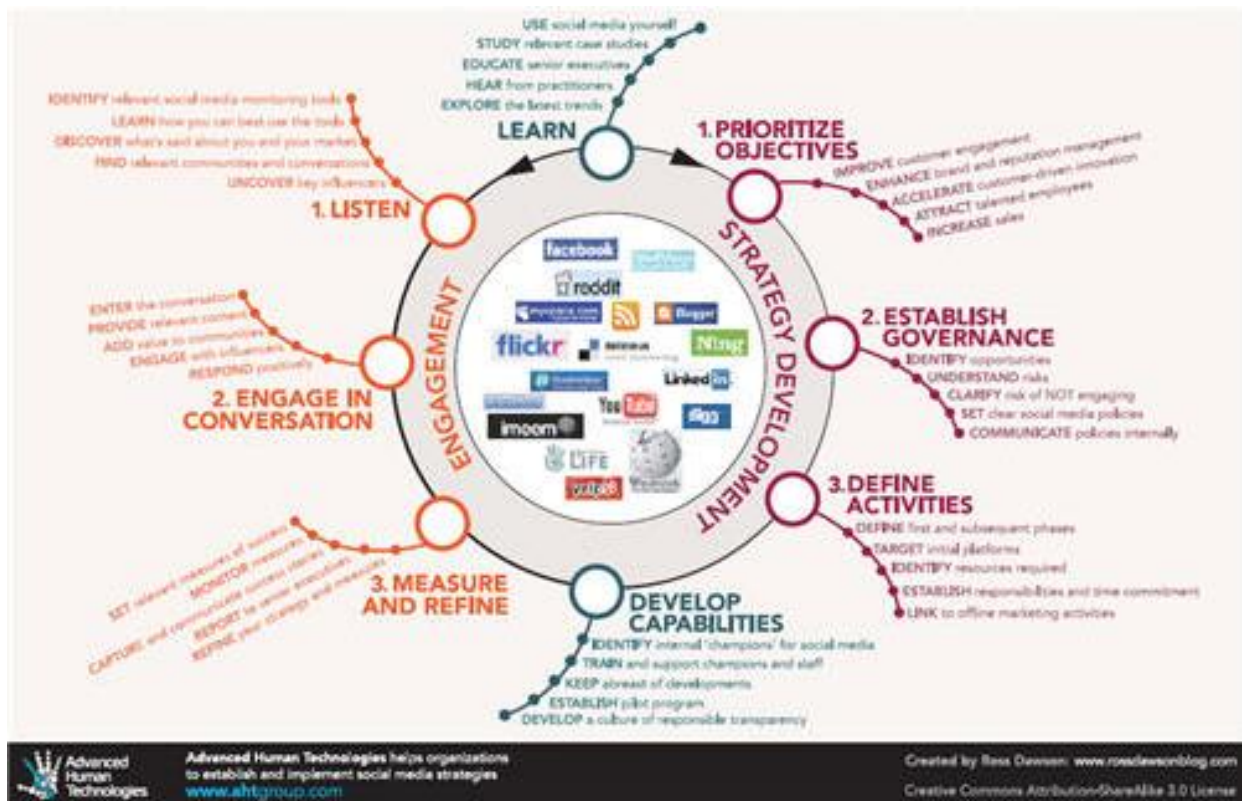
We recommend you to use any one of these three frameworks to build and execute social media strategy.

Following are various Social Media Tools available for consideration;

- Social media Submission Sites
- Forum and Discussion sites
- Media sharing sites
- Review and rating sits
- Social Network sites
- Blogs
- Podcasts
- Wikis
- Microblogging

We suggest, based on the persona of the targeted customer and engagement objectives, following tools / platforms for you.

- Media Sharing sites
- Social Media submission sites
- Social Network sites
- Review and rating sites
- Blogs
- Microblogging

Few guidelines for harnessing the social media

- Look, Listen, Learn– familiarize before you act
- Integrate Social media components to your website
- Harness collective wisdom of the users
- Allow customers/users to collaborate with you
- Encourage and enable community to share queries and solutions
- Be Open, honest, Authentic
- Be relevant, interesting, entertaining
- Respect 'rules' – follow guidelines of the media you have chosen
- Respond to feedback – don't ignore

6.4 Email Marketing

E-mail marketing is element of digital marketing tool box that lets businesses communicate easily with customers on a personal level through widely accepted media of e-mail. This tool is all about sending e-mail containing sales pitch / call-to-action (CTA) to customer list.

Based on the profile of targeted audience and set digital marketing objectives, we recommend email marketing for the following goals[3];

- Email should engage users by providing them with images, graphics and videos.
- Promoting special discount coupons
- Informing existing clients on new services

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[3] Email marketing can have following purposes
- Promoting special discount coupons
- Informing existing clients on new products / seminars / services etc
- Informing customers about referral programs
- Downloading of apps / reports / etc
- Others based on RACE objectives

E-mail marketing is suggested to build and manage customer relationships. We suggest following framework to plan and implement Email marketing.

We suggest the list of guidelines to build effective Email campaigns

- Preplanning
  - Building Email lists
    - Remember, people don't respond to random mails
    - Prepare list of people who want to receive mail
    - Website, hub of digital marketing, can be used to sign up customers for opting to get mails from you. They would accept if you and your content, offers are real worthy
    - Facebook, Twitter, other media too can encourage to sign up
    - Encourage customers to get their friends sign up
    - Get the list from 'specialist' marketing company
    - Make e-mail ID submission as mandatory component of transactions
    - Provide 'opt-out' option too
  - Legal requirements
    - Be familiar with law in your jurisdiction. Laws exist to protect customers' privacy
    - Spamming is against law – in many countries
    - Recipients must be given an option to 'opt-out' of receiving mails in the future
    - Source of the mail must be traceable
    - Subject lines must not be deceptive / cheating

- o Logistical problems
  - Sometimes, mail doesn't get through due to
  - ISP incorrectly treats mail as spam
  - Gets filtered in to junk-mail folder
  - Some spam filters don't even allow genuine and legitimate mails !
  - Reduce False Positive ratio (False Positive: Legitimate mail blocked by a spam filter)
  - Make sure your mail does not look and read like spam
- o Email formats
  - Your mail may not get delivered as the recipients' email clients – software or website – don't recognize!
  - Trade off between plain text, rich text and HTML
  - HTML is becoming the standard today…. But many e-mail block external images for security reasons
  - Your e-mail message works even without any image
  - Encourage readers to automatically allow images from your address for further e-mails
  - Use MIME (Multipurpose Internet Mail Extension) – for allowing recipients to see in the best way it can.
- Planning Stage
  - o Focus on 'great' content
    - Establish brand continuity between e-mail templates and web site design
    - Design is important…but e-mail content is supreme. Design must complement with content and compete with
    - E-mail copy must be
    - Punchy
    - Scannable
    - Snackable
    - Engaging
    - Content must have 'CTA' – Call To Action element
  - o When and how often to send mails
    - Send too infrequently – you will be out of customers' radar
    - Send too frequently – you start irritating customers
    - Mails would become spam if the frequency goes beyond expectations. Customers may 'opt-out' or unsubscribe.

- Keep getting feedback on the data generated and take actions on frequency and when to send mails.
- o Email Design
  - Most of the principle applicable for website design are applicable for e-mail design too
  - Must be effective and consistent across different platforms- varying screen sizes. Just like Responsive Web Design
  - Make sure e-mail 'degrades' gracefully (working without the images and is making sense even with plain text)
  - Adapt 'above the fold' approach of newspaper. Good stuff explained early and in top.
  - Email clients show part of message along with subject line in Inbox. Make use of it.
  - Use rich media judiciously: Rich texts/HTML is good but may get filtered out for security reasons
  - Mobile users too read e-mails: With small space, you have to 'hook' the reader early with killer content
- o Writing 'killer' email copy
  - Design and look are important..But copy gives results
  - Include brand/company name in 'from' field. Same as what reader subscribed for
  - Subject line must be catchy and CVP driven, compelling – seen before even clicking
  - Main copy must
  - Talking customers' language
  - CTA and CVP are critical
  - Keep text shorter. Punchy
  - Friendly and approachable
  - Proofread many a times – both in text & HTML
- o Email Delivery
  - Delivery of message is crucial
  - Send the mail to 'test' or 'seed' addresses (like your own and find out if mails are getting delivered as you wanted
  - Do accept and take 'unsubscribe' requests and take actions – remove them from mailing lists
  - Understand why mails to certain recipients are bouncing
  - If bouncing is too much, coordinate with ISP and get it resolved

- Don't get surprised or worried on 'auto responses' you start getting
- Use BCC while sending to a list from your desktop directly

We suggest a list measures of success for your Email campaign(s);

- Open-Rate: How many people opened the mail?
- When did people opened the mail?
- CTR: What links people tended to click on?
- Click-to-Open Rate: % of people opened and then clicked through to the web site
- How many people did not open the mail? Who are they?
- Types of e-mails with best conversion rates
- Tracking mails that regularly bounce
- Unsubscription Rate: % of people unsubscribing to your mails

6.5 Content Marketing

Content marketing is a strategic marketing and business process focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience and ultimately drive profitable customer action. Content marketing, ideally, is the art of communicating with your prospects and customers without having to sell to them.

We make use of content related work done by HubSpot and recommend the steps for developing an effective content strategy.

1. *Define your goals*: You may use the goal setting template given here for setting your SMART goals for developing content strategy.
   Referring to widely used template from HubSpot, we have provided a template for you to set content related smart goals.

Example:

Customer lifecycle stage and aims	SMART objectives	Strategies to achieve goals	Key performance indicators
Reach Increase brand awareness and visits to company websites, apps and social network sites.	Increase new monthly visits to the website by +25% in 12 months	With help of partners, create a resource center filled with free long form content on topics relevant to our audience	New organic visits to site %
Act Increase audience interactions with content on company-owned media platforms to generate leads.	Reduce our average cost per lead by 5% in the next 9 months by increasing the amount of traffic we get from organic and reducing traffic from paid Generate 10% more leads from each whitepaper created	Make whitepapers more valuable for social promotion by developing an influencer program and adding expert commentary to maintain our thought leadership. Paid social media distribution for whitepapers	Number of leads per whitepaper created
Convert Increase conversion rates from leads to sales volumes achieved online or offline.	Increase our lead to customer conversion rate from 2.3% to 4% in 12 months	Create lower funnel assets (explainer videos) to improve the performance of our lead nurture programs. Leverage technology to improve personalization for returning leads. Create content ROI reports to better understand the return on our content marketing efforts.	Lead to customer conversion rate %
Engage Increase long-term customer engagement and loyalty leading to repeat sales and advocacy.		Leverage technology to improve personalization for returning leads.	

Your SMART goals;

Customer lifestyle stage and Aims	SMART Objectives	Strategies to achieve goals	Key Performance Indicators
REACH	Increase new monthly visits to [Increase new monthly] 30%	Provide the customers with relevant content based on the topics that interests the customers.	New organic visits to the site % Increased number of searches for brand
ACT	Conversion rate optimisation: Increase the percentage of leads by increasing the amount of traffic from organic and reducing paid media by effectively optimising landing pages and home pages.	Make high authority blogs and whitepapers more valuable for social promotion and providing the customers with links to the desired landing pages on social media, so that leads can be generated.	Number of leads, number of page views/visit,
CONVERT	Increase lead customer conversion rate in 12 months by using the best lead generation techniques.	Creating relevant videos to improve the performance of lead nurture program. Using the technology to improve the personalisation for returning leads. Create content ROI reports to understand the return on content marketing efforts.	Lead to customer conversion rate %
ENGAGE	Engaging customers by providing with relevant content, using the social CRM, mobile marketing customer service and support	Using the technology and social media to improve personalisation and providing the best customer support and service.	% of active customers % of decreased bounce rate n Brand mentions

2. **Conduct Persona research**: Here persona of target audience is clearly defined. The persona of the target audience is given in 4.2. The content must be targeted at this audience. Audience will always look for *value* in the content (WIIFM – what is it for me)

3. **Run a content audit**:
   a. **Onsite Content**: Onsite content is just that: content that lives on your site. Examples include: homepage and landing page text, error messages, button text, FAQs, videos, whitepapers, product descriptions, pricing information, and contact details.
   b. **Off-site Content**: Offsite content is merely any content that is not on your site. It's your brochures, email newsletters, social media, mailing envelopes.
   c. *You may use content matrix template to identify 'gaps' and create desired content types.*
      Example of current content matrix (of you and your competitors)

Desired content mix matrix plan for you. (Please fill based on the gaps identified)

4. **Brainstorm Content Ideas:** The ideas for content and content titles can be arrived using tools like;
    a. BLOGABOUT
    b. BuzzSumo
    c. Feedly
    d. HubSpot's Blog Idea Generator
    e. Blog Post headline generator

Using some of the tools, we suggest a list of ideas for creating content;

A. Videos on water sports activities
B. Offer related content
C. Testimonials
D. Blogs about Things to do in Goa, places to visit in Goa etc.
E. Infographics on various packages and services

F. Guides about safety and measures to be followed during water sports avtivities

5. ***Types of content***: There are variety of contents you may create to meet goals. Different kinds of contents are listed;

   a. Blog Posts
   b. Ebooks
   c. Case Studies
   d. Templates
   e. Infographics
   f. Videos
   g. Podcasts
   h. Social Media
      i. Facebook
      ii. Instagram
      iii. Twitter
      iv. LinkedIn
      v. Pinterest
      vi. Snapchat
      vii. YouTube
   i. Other types
      i. How-to's
      ii. Lists (Listicles)
      iii. Case Studies
      iv. Charts / Graphs
      v. FAQs
      vi. Webinars
      vii. Guides
      viii. Interviews
      ix. Meme
      x. Online Game
      xi. Tools
      xii. Opinion posts
      xiii. Vlogs
      xiv. Videos
      xv. Surveys
      xvi. Slideshares
      xvii. Quotes
      xviii. Press releases

   xix. User generated content

   xx. Timelines

Based on the objectives and expectations of your target audience, we recommend following content types for your digital marketing initiatives.

- Blogposts
- Infographics
- Videos
- Social media
- Guides

6. ***Publish and manage your content***: You must also know how to manage content apart from creating it. You may use editorial calendars created by *HubSpot* for each of the content types.

Illustrative sample templates are given here which can be referred to create your own content management system

A. *Blog Editorial Calendar*

HubSpot	Blog Editorial Calendar						
Publish Date	**Due Date**	**Author**	**Topic/Title**	**Content/Details**	**Keyword(s)**	**Target Persona(s)**	**Offer/CTA**
1-1-19	12-29-18	Clifford Chi	12 Revealing Charts to Help You Benchmark Your Business Blogging Performance	Explain importance of blogging and how to benchmark your efforts to guarantee success	business blogging, blogging benchmarks	Marketing Mary	How to Get 100,000 Readers for Your Blog
1-2-19							
1-3-19							
1-4-19	12-30-18	Caroline Forsey	Top SEO Tips Straight From the Industry Experts [INFOGRAPHIC]	Highlight SEO tips with expert advice while promoting on-page templates	search engine optimization, SEO	Marketing Mary	On-Page SEO Template
1-5-19	12-31-18	Meredith Hart	9 Tips for Creating Quick Graphics for Your Social Media Posts	Provide tips and tricks to creating graphics without the burden of learning Photoshop	marketing graphics, social media graphics	Sales Leader Alex	How to Design Graphics that Convert
1-6-19							
1-7-19							
1-8-19							
1-9-19							
1-10-19							
1-11-19							

B. Social Media Editorial Calendar

Social media - Monthly Calendar

KEY:
Holiday
Campaign
Ebook
Webinar
Blog Post
SlideShare
Product Launch
Experiment
Other

[INSERT MONTH + YEAR]

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		New Product Launching		Holiday SlideShare Holiday Blog Post		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Ebook Social Media Blog Post				
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign	

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				Holiday		
	Holiday Campaign	Holiday Campaign	Holiday Campaign	Holiday Campaign		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Facebook Experiment	Facebook Experiment	Facebook Experiment		

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		Social Media Webinar				

Social media – Content Repository

CONTENT TYPE	TITLE	LINK	INTERESTING SNIPPET	IMAGE	EXPIRATION
Website Page	The Return on Investment of Using HubSpot	http://www.hubspot.com/roi	In 2015, an MIT Sloan MBA student completed a research study on the ROI of using HubSpot's marketing software. Highlights include: 3.15x more visitors per month within one year, 4.77x more leads per month within one year, and 72% of customers saw an increase in sales revenue within one year.	TBD	N/A
Blog Post	The Ultimate Social Media Holiday Calendar for 2019 [Temp	https://blog.hubspot.com/marketing/social-media-holiday-calendar-2	Plan your social media posts for the biggest digital days of the year. Learn more about 2019's social media holidays.	TBD	31-12-19
Template	The Social Media Content Calendar Template	https://offers.hubspot.com/social-media-content-calendar	Download this template to plan a year's worth of social posts and campaigns.	TBD	N/A
Website Page	HubSpot Social Media Inbox Tool	https://www.hubspot.com/products/marketing/social-inbox	Spend more time connecting with the people who matter most with time-saving tools that help you prioritize your social interactions.	TBD	N/A

Social media – Twitter Updates

DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE	CHARACTER COUNT
MONDAY							
	02-01-20	9:00:00	Don't batch and blast. HubSpot's social m	http://www.hubspot.com/produ	Social Inbox	Paste a web link to your image (size: 1024 x 512 pixels)	145
	02-01-20	12:00:00	Free Twitter Kit for Businesses	https://offers.hubspot.com/how	Twitter		31
	02-01-20	15:00:00	Featured Blog: What is Twitter?	https://blog.hubspot.com/mark	Twitter		31
	02-01-20	17:00:00					0
TUESDAY							
	03-01-20	9:00:00					0
	03-01-20	12:00:00					0

Social media – Facebook Updates

DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE
MONDAY						
	02-01-20	9:00:00	Don't batch and blast. HubSpot's social m	http://www.hubspot.com/produ	Social Inbox	Paste a web link to your image (size: 1200 x 628 pixels)
	02-01-20	12:00:00	How to Use Facebook: A Beginner's Guid	https://blog.hubspot.com/mark	Facebook	
	02-01-20	15:00:00				
	02-01-20	17:00:00				
TUESDAY						
	03-01-20	9:00:00				
	03-01-20	12:00:00				

Social media – LinkedIn Updates

DAY	DATE	TIME	MESSAGE	LINK	CAMPAIGN	IMAGE
MONDAY						
	02-01-20	9:00:00	It's frustrating to not be able to tell your boss whether you'll meet y	http://www.hubspot.com/products/s	Social Inbox	Paste a web link to your image (size: 1584 x 396 pix
	02-01-20	12:00:00	The Best Time to Post on LinkedIn	https://blog.hubspot.com/marketing	LinkedIn	
	02-01-20	16:00:00	29 LinkedIn Tips for Professional Networking, Business & Marke	https://blog.hubspot.com/blog/tabid	LinkedIn	
TUESDAY						
	03-01-20	9:00:00				

Social media – LinkedIn Updates

DAY	DATE	TIME	CAPTION	LINK FOR BIO	CAMPAIGN	IMAGE
MONDAY						
	02-01-20	8:00:00	Are you trying to build your brand on Instag	http://blog.hubspot.com/mark	How-to	Paste a web link to your image (size: 1080 x 1080 pixels)
	02-01-20	10:00:00	Instagram Marketing: How to Create Capti	https://www.hubspot.com/ins	Instagram	
TUESDAY						
	03-01-20	8:00:00				

Content plan timeline

Example of such template

Month: January

CONTENT CAMPAIGNS

Type	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
White Papers: Original 3 Revamp 1				■	■	■	■	■	■	■	■	■							■	■	■	■	■	■						
Blog posts: Original 6 Revamp 3				■	■	■	■	■	■	■	■								■	■	■	■	■							
Slide share: 1																			■	■	■	■	■							
Infographic: Original 1 Spinoff 0				■	■	■	■	■	■	■																				
Expert Interviews 3													■	■	■	■	■	■												
Product Video 2																										■	■	■	■	■

CONTENT DISTRIBUTION

Type	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30
Social Media Distribution (existing assets)	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■	■												
Social Media Distribution (new assets)																						■	■	■	■	■	■	■		
Adwords			■	■	■	■																■	■	■						
SEO																						■	■	■			■	■	■	
Email Offers			■	■	■	■																■	■							
Lead Nurturing																		■	■	■	■	■	■	■						