

Weekly Marketing Schedule

Regular activities designed to win customers and boost sales.

Monday

What can I do today to market my business?

- Write a new blog post
- Engage with social media followers
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Tuesday

What can I do today to market my business?

- Send an email newsletter
- Follow 5 influencers and engage with them
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Wednesday

What can I do today to market my business?

- Give something away/run a contest
- Create a live drop-in webinar
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Thursday

What can I do today to market my business?

- Create a live drop-in webinar
- Ask for feedback from new customers
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Friday

What can I do today to market my business?

- Send a personal thank you to a customer
- Post about next week's action plans
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Using this worksheet

Marketing is all about understanding who your customers are, where you can reach them, and what your message is.

At the beginning of each week, set aside half an hour and jot down any potential activities that will help you to win new customers and boost your sales.

We've already added several ideas to get you started, but just fill in the sheet with your own ideas. The ideas we've suggested are primarily based on social media, but don't forget that there are many channels available for you to explore, including print advertising, SEO, public relations (such as press releases), promotional flyers, competitions etc.

Run different types of campaigns to determine which activities result in winning the most interest.

Make sure you keep referring back to it each day. Ideally, pin it to your wall next to your computer where it will be visible every day.

Remember, it's the goal of marketing to keep your brand visible regularly.

Consistency is key. If you suddenly stop becoming visible then you risk losing all your hard work. Keep going, with the goal of creating a few prospective customers every day, and you'll be heading in the right direction.

Other ideas

Jot down other potential ideas for marketing your products