

Week 2 Marketing Plan

Goal:	Build visibility and start conversations without pitching. Clear community Value Add		
Day	Main Action	Bonus 10 Minutes	Notes (optional)
Monday	Start the week by posting the ONE thing you love most about your job, invite your followers to share theirs as well		
	Share the Google Review page of a local business and invite your audience to leave a positive review if they have ever been to that business		
Tuesday	A recent win that inspires you to help your community more		
	Do a coffee on me giveaway to your audience to your favorite coffee shop - shout them out. Make it interactive, name your favorite drink there OR name a person you need to grab a cup with and catch up	Tag several people from your CRM that YOU want to grab coffee with to get the giveaway momentum (AND follow through)	Collaborate with a local coffee shop to make this a regular, sponsored activity
Wednesday	Mid-week check in, your favorite way to stop and reflect during the week - ask others to share to help you get ideas		
	Send five cards to local business owners thanking them for their gift of business to the community	Re-share 3-5 local business posts with positive feedback/comments	
Thursday			
Friday	Friday Shout out, post a picture/selfie with a local spot that you love to celebrate the wins of the week. Ask others to share more that you could enjoy		
Reminder:	You don't need better marketing. You need fewer decisions.		