



## Creating Your Strategy

Maybe you are already working on your Freebie or you have it all ready, but if you don't know the Marketing behind, nothing happens!!

So, even if you haven't started your Freebie creation or you are in the middle of it, this is a good time to think of your Marketing Strategy. This is again the same concept of starting with the End in Mind... and so, I will take one more step back.

Even BEFORE you're thinking on how to promote, you need to write a copy that will work on your marketing to attract the ideal Leads!

If you don't have your copy ready, please go back to the previous lesson and work on your copy.

### Your Marketing Strategy

There are different ways to promote your services or products, both online and printed. You must choose a mix of different channels for your

promotion, not only one. It depends on what you are promoting, if you choose free or paid ads and other pieces to the puzzle.

## Step 1 - Promotion

Decide where you want to do your promotion

### Online

- Facebook groups
- Facebook, Instagram lives
- Facebook, Instagram stories
- Facebook, Google ads
- Pinterest pins
- YouTube videos
- Podcast
- Email
- Others

### Printed

- Flyers
- Posters
- Newsletters
- Postcards
- Others

## Step 2 - Design

- Create the design of your posts, stories, ads, printed materials
- Write your emails

## Step 3 - Starting Date and Frequency

To start your promotion you have to have ready your Offer and your Freebie. Decide how much time in advance before your launch you will start your promotion and the frequency.

Planning in advance is the key for success.

Here are different scenarios to give you an idea, you choose the one that suits your purpose.

- 2 weeks before your launch, every day in 3 channels
- 1 month before your launch, 3 times per week in 4 channels
- 3 weeks before your launch, 5 times per week in 5 channels

## Step 4 - Budget

Decide how much you will invest on marketing.

You can do a marketing campaign for free, invest on paid ads or do a combination of both.

Make sure your flyers, posts, emails, etc. cover all the elements to be successful, that is, they need to answer What is your offer, the When, Where and Why of your offer. Remember to use effective communication texts in all your content to attract your Ideal Leads!

This is all about creating a good mix and match, the important thing is to decide the best for your purpose to reach your TLC goals!

Best Marketing Wishes!

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