

VIRTUAL TRAINING

ANNUAL MARKETING PLAN COURSE



Create an Entire Year Advertising Calendar in Weeks



Learn to Build Your Social Media, Blogs, Vlog & E-Blasting to Support Campaigns



Create 12 Monthly Cross Promotions



Create Quarterly Sales Events



Receive 12 Graphics for Your Cross Promotions



Utilize Tools to Review ROI on Current Marketing Efforts



Develop Your Own 12 Month Annual Marketing Plan

Choose a Cross Promo Graphic & Contest Graphic for Each Month!

#	Sample Annual Marketing Plan	J	F	M	A	M	J	J	A	S	O	N	D	Campaign	Offer or Date	Savings
1	Monthly Specials - This Mo Only	J	F	M	A	M	J	J	A	S	O	N	D	Post on website, FB, in office, E-blast each Tuesday.	Limited to...people	Value of offer?
1.1	10 Years Younger This Year													Free Botox with Clear & Brilliant Series	5	\$ 200.00
1.2	Lips and Lashes for Cupid													Free Latisse with any filler	5	\$ 160.00
1.3	Shed your spots for spring													Free Microderm with IPL Series	10	\$ 300.00
2	FaceBook Monthly Contests	J	F	M	A	M	J	J	A	S	O	N	D	Post 1st, award month end	Varied Prizes	Value of offer?
2.1	Botox													Free Botox 20 units		\$ 200.00
2.2	Filler													Free Latisse with any filler		\$ 160.00
2.3	IPL													Free IPL		\$ 300.00
3	2 Blogs/2 Vlogs Per Month	J	F	M	A	M	J	J	A	S	O	N	D	You Tube, Website, Blog, Social Media	Week 1 & 3	Week 2 & 4
3.1	10 Years Younger This Year													Free Botox with Clear & Brilliant Series	Toxin	Clear & Brilliant
3.2	Lips and Lashes for Cupid													Free Latisse with any filler	Latisse	Filler
3.3	Shed your spots for spring													Free Microderm with IPL Series	IPL	Microderm
4	Quarterly On Site Events	J	F	M	A	M	J	J	A	S	O	N	D	Concept and Prizes	RSVPs	Sales Goal
4.1	New Year New You													Body Event, 20% Savings, Grand Prize	30	Goal \$50,000
4.2	Look 10 Years Younger													Injectable, Lasers, Retail, 20% off, Grand Prize	30	Goal \$30,000
4.4	Exclusive VIP Event													Swag Bag, Discount Packages, Invite Only	30	Goal \$40,000
5	Website Maintenance	J	F	M	A	M	J	J	A	S	O	N	D	On Going Website Tasks	Due Date	By Whom
5.1	Event Calendar													Update content, winners and blogs and photos	Quarterly	Office Manager
5.2	Monthly Specials													Post all in January for the year or quarterly	Quarterly	Office Manager
5.3	Gift Certificate Contests													Post first, award 31st. Select monthly amounts	Monthly	Office Manager

* You select from our design catalogs, but images are as is without customization.