



SIMPLE STEPS TO CREATE A 30-DAY MARKETING SYSTEM THAT GENERATES RESULTS ALL YEAR LONG



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Oh, the things a great marketing system can accomplish!

Are you ready to create your 30-day marketing system that generates long-lasting results? A plan is fine, but it is your marketing system that will determine your business' success. Your marketing plan determines where your company wants to go, but your marketing system is what helps you get there.

So, how do you create a 30-day marketing system that generates results all year? I am so glad you asked!

Begin by answering these top three questions:

- ✓ Where are we now?
- ✓ Where do we want to be a year from now?
- ✓ How do we plan to get there?

Define your top 3-5 marketing strategies.

- ✓ What is best for your business?
- ✓ Allows you to reach your target audience?
- ✓ Is most likely to generate the results you're looking for?

Time to map it out! This is the fun part.
AND, I got you covered with a simple and easy to use [Marketing Calendar Template](#) too!

3 Simple Steps.

Nº 1

Using the simple monthly marketing calendar template I've included [HERE](#), add the days of your marketing outreach and the medium that will be used.

For example: Facebook Ad January 15-20

Nº 2

Then it's time to reverse engineer the development process.

Working backwards from the actual day of outreach where your marketing will be live and in action, factor in every step of the process allowing for creation, development, design, review, scheduling (anything that must be done to pull all the pieces together). The color menu in the monthly marketing calendar template outlines this process so that you can color code your calendar to clearly communicate the steps and timeline that needs to be followed to effectively execute your marketing outreach.



Nº 3

Then it's time to jump back ahead to factor in the most powerful piece of the process. I call it 'Marketing Metrics Day'.

Time to measure results. Each marketing medium used will be measured differently: how many website clicks, how many sales, how many LIKES, SHARE or comments, it all depends on the objective aim of your marketing efforts.

If you hit the mark, it's time to leverage results and do it again. Factor in the same process for the next run. If you didn't achieve the results you were looking for, now's the time to make adjustments. Tweak messaging, modify dates and times of your outreach, or adjust investments levels.

The key here is that you are making informed decisions based on results. That's how to leverage and learn how to create a marketing plan that delivers ongoing results.

Ready to give it a try?

Set your goals, map out strategies, and leverage metrics and watch your 30-day marketing system generate results all year long.

Cheers to your marketing system success!

Cindy May