

BLOGHAPPYCLUB

Marketing Plan Roadmap

Project Name: _____

Date: _____

- | | | Yes | No |
|---|--|--------------------------|--------------------------|
| 1 | Have I decided on my target audience? Examples: Work from home, Earn Online, Cooking, Travel, Video, Social Media, etc. Decide your niche from the start. | <input type="checkbox"/> | <input type="checkbox"/> |
| 2 | Have I a free gift which is of value that I can offer people as a bribe for subscribing to my email list?
<i>Additional Reading: Is Your Opt-In Freebie Enticing Enough?</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 3 | Is my blog well branded, looking professional and ready to present to the world?
<i>Additional Reading: 15 Easy Ways To Make Your Blog Stunning</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 4 | Do I have something to sell and actually earn from? It could be my own offers, affiliate offers, digital products, paid newsletter subscribers, my books, consulting or training programs.
<i>Additional Reading: The Newbie Blogger's Fast Track Guide To Creating Your First Hot-Selling Product</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 5 | Do I have a follow-up series in place informing people about my brand, what I stand for and offer? | <input type="checkbox"/> | <input type="checkbox"/> |
| 6 | Do I have a solid marketing plan in place where I'll email my subscribers X amount of times per week with an offer/blog post/free gift. It's important your subscribers do not forget about you.
<i>Additional Reading: 12 Different Types of Marketing Emails You Can Be Sending</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 7 | Have I a traffic method in place so I can send visitors to my blog, videos and landing pages?
<i>Additional Reading: 18 Techniques to Help You Increase Your Blog Traffic Fast</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 8 | Have I a content plan to release new products, training videos and blog posts on a regular basis.
<i>Additional Reading: Content Planning Spreadsheets: A Super Easy Way To Create a Content Plan For Your Blog</i> | <input type="checkbox"/> | <input type="checkbox"/> |
| 9 | Am I utilizing the power of social media by interacting in relevant Groups, growing my friend's list with people interested in my business and updating my profile providing value and information that will help grow your business and brand.
<i>Additional Reading: The Ultimate Guide To Using Social Media To Grow Your Blog Traffic</i> | <input type="checkbox"/> | <input type="checkbox"/> |