

the launch your planner:

Marketing Plan and Content Guide

LAUNCHYOURPLANNER.COM

MARKETING GUIDE

CHANNEL:

Marketing Strategy

TOPIC:	TONE:		
DISCUSSION POINTS:			
GOAL:			
DESIRED ACTIONS (CALL TO ACTION):			
CHANNEL:	DATE:	TIA	AE:
TOPIC:	TONE:	,	
DISCUSSION POINTS:			
GOAL:			
DESIRED ACTIONS (CALL TO ACTION):			
MARKETING TACTICS			COST

DATE:

TIME:

MARKETING GUIDE

Marketing Checklist

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Marketing Notes

CONTENT GUIDE

Content Idens

You can use these content planners for both social media posts and blog posts. The little prompts will help you come up with general ideas for your content (what it's about, what value does it offer, who needs it, etc). and a rough timeline for posting.

Post Title:	Post Title:
Date to Post:	Date to Post:
Keywords:	Keywords:
Content Ideas:	Content Ideas:
Post Title:	Post Title:
Date to Post:	Date to Post:
Keywords:	Keywords:
Content Ideas:	Content Ideas:

Content Jolens

	Share Your Mock-Up	Share Behind the Scenes
A D	Share What Inspired You to Create Your Planner	Share a Customer Testimonial
CIAL ME	Share A Helpful Tip That Niches Your Planner	Share a Positive Affirmation
SOCI	Share a Story of Your Struggle When Making Your Planner	Do a "Ask Me Anything" Session
	Share a Customer Photo of Your Planner	Share a Story of How You Got Started
	Teaser	Countdown
MEDIA	Sneak Peek	Launch Party
CIAL M	Planner Reveal	Shipping Day
SOCI	Giveaway	Unboxing
	Quiz/Survey	Planner Arrival
	Write About Your Planner Creation Process	How To Use Your Planner
H Z	Share Your Thoughts	Feature An Influencer Who Used Your Planner
00	Planner Benefits	Planner Features
310G	About The Creator	Why Your Planner Is The Best
Δ	Why You Created Your Planner	Feature A Customer Who Used Your Planner

CONTENT CALENDAR

for the month of

SUN	MON	TUE	WED	THU	FRI	SAT

NOTES:

CONTENT CALENDAR

for the month of

SUN	MON	TUE	WED	THU	FRI	SAT

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