



### Promotion: WHAT WE'D WOULD LOVE TO DO IN AN IDEAL WORLD!

#### THE BARE BONES:

##### Who/What/Where/When/How:

Which is foundation for:

- Poster
- Flyers
- Facebook event / Banner

##### 8 Blogs Copy:

Which becomes:

- 8 Ezine's
- Social Media Posts Content

##### Images:

To be used everywhere!

- 1-3 Main images
- 8 or more additional images

##### Quotes/Testimonials:

To be used everywhere!

- 3 or more

##### Videos (30 second to 2 min)

- Spoken video telling people about it
- Video of actual content

##### 2 Press Releases:

- Taking highlights from all the above

##### 2 Direct Emails for others to share:

Include Poster and W/W/W/W/H

- Family/Friends
- Professional

##### Landing page with event online:

Link to this on everything!

Which can include all highlights from above (minus blog content)

#### THE LISTS TO TICK OFF!

##### 8 Weeks Before:

- Landing page
- Spoken Video on to You Tube
- Posters/Flyers to Print
- Blog post 1
- Ezine 1
- 3 -5 tweets a day
- 7 - 10 Facebook posts over week

##### 7 Weeks Before:

- Facebook Event
- Send out Posters/Flyers
- Blog post 2
- Ezine 2
- 3 -5 tweets a day
- 7 - 10 Facebook posts over week

##### 6 Weeks Before:

- Press Release 1
- Blog post 3
- Ezine 3
- 3 -5 tweets a day
- 7 - 10 Facebook posts over week

##### 5 Weeks Before:

- Direct Email 1
- Blog post 4
- Ezine 4
- 3 -5 tweets a day
- 7 - 10 Facebook posts over week

##### 4 Weeks Before:

- Video of content on YouTube
- Blog post 5
- Ezine 5
- 3 -5 tweets a day
- 7 - 10 Facebook posts over week

##### 3 Weeks Before:

- Press Release 2
- Blog post 6
- Ezine 6
- 3 -5 tweets a day
- 7 - 10 Facebook posts over week

##### 2 Weeks Before:

- Direct email 2
- Blog post 7
- Ezine 7
- 3 -5 tweets a day
- 7 - 10 Facebook posts over week

##### 1 Weeks Before:

- Radio interview?!
- Blog post 8
- Ezine 8
- 3 -5 tweets a day
- 7 - 10 Facebook posts over week