



# THE BUSINESS GROWTH PLAYBOOK

## Lever 3: Your Monetization Plan



# WHY PLAN YOUR PROMOTIONS

HOW A PROMOTIONAL CALENDAR UNLOCKS BUSINESS GROWTH



## EXCITEMENT

- Training Invites
- Social Giveaways
- Content Distribution
- Resource Downloads
- Early Bird Signups

## ACTIVATION

- Flash Sales
- Holiday Sales
- Price Increases

## MONETIZATION

- High-Ticket Offers
- Long Sales Cycle Products
- Product Launches
- Early Bird Sales
- 8 Day Double Down

# 3 TYPES OF BROADCAST PROMOTIONS



# PLANNED MARKETING CALENDARS DRIVE BUSINESS STRATEGY



# CALENDARS REQUIRE YOU TO LOOK AT THE BIG PICTURE



## PLANNING PROMOTIONS HELPS US...

- Ensure our Marketing Assets Are Created on Time
- Ensure We Aren't Being Repetitive
- Think About Relational Bank Balance
- Interconnect our Marketing Across Channels - It's More Than Just Email — It's all Communication — Email, Sms, Ads, Site Messaging/ Banners, Etc.





# OFFER INVENTORY

KNOW WHAT TOOLS YOU HAVE BEFORE YOU START





# WHAT'S IN THE (PROMOTIONAL) TOOLBOX?







# POTENTIAL FUNNELS/ CONTENT TO INCLUDE ON YOUR OFFERS LIST

- Lead Magnets
- Presell Pages
- Webinars or Video Mini-Classes
- Product Pages With Discount
- Flash & Holiday Sales
- ...Any Other Offers You're Building for Your Offer System :)



# OUR PROMO CAMPAIGNS CORRESPOND TO OUR OFFER



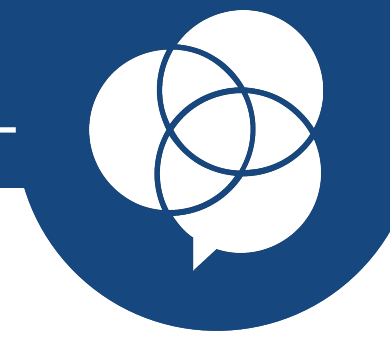
**(ESPECIALLY) IF YOU HAVE 1  
PRODUCT, PROMOTE  
DIFFERENT OFFERS FOR  
VARIETY**





# PROMOTIONAL PLANNING CHECKLIST

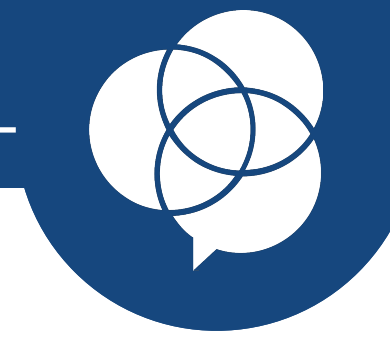
FAIL TO PLAN AND YOUR PLAN TO FAIL



# PROMOTIONS ARE ABOUT MORE THAN EMAIL...







# ...IT'S ABOUT PUTTING ALL THE PIECES TOGETHER

Launch Date	2/4/2022			
DATE DUE	STATUS	STAGE	TASK	OWNER
1/14/2022	NOT STARTED	▼ Planning	Identify Webinar Product	Leadership
1/14/2022	NOT STARTED	▼ Planning	Identify Webinar Offer	Leadership
1/14/2022	NOT STARTED	▼ Planning	Identify Webinar Date	Leadership
1/14/2022	NOT STARTED	▼ Planning	Identify Webinar Title	Leadership
1/14/2022	NOT STARTED	▼ Planning	Identify Webinar Hooks	Leadership
1/14/2022	NOT STARTED	▼ Planning	Identify Webinar Target Audience (Which lists do you mail & not mail, ad audiences)	Leadership
1/14/2022	NOT STARTED	▼ Planning	Record 5 minute overview of webinar contents for copy team	Leadership
1/14/2022	NOT STARTED	▼ Setup	Schedule Webinar (Google Calendar)	Email Specialist
1/14/2022	NOT STARTED	▼ Planning	Communicate Dates, Topic & Sales Details to CS Team	Leadership
1/14/2022	NOT STARTED	▼ Planning	Decide if we mail offer to Zipify list	Leadership
1/27/2022	NOT STARTED	▼ Copywriting	Identify Optin Page Images	Copywriter
1/27/2022	NOT STARTED	▼ Copywriting	Write Optin Page Copy	Copywriter
1/27/2022	NOT STARTED	▼ Copywriting	Write Post-Optin TY Page	Copywriter
1/27/2022	NOT STARTED	▼ Copywriting	Write Post-Optin TY Email	Copywriter
1/27/2022	NOT STARTED	▼ Copywriting	Write Webinar Replay Page	Copywriter
1/27/2022	NOT STARTED	▼ Copywriting	Write 5 Promotional Emails (4 Morning Emails + 1 Day-of Afternoon Email)	Copywriter
1/28/2022	NOT STARTED	▼ Media Buying	Write ad copy (2-3 variants)	Media Buyer
1/28/2022	NOT STARTED	▼ Media Buying	Get ad creative produced (3-5 variants)	Media Buyer
1/28/2022	NOT STARTED	▼ Setup	Create Custom URL for Ads & Linking	Email
1/28/2022	NOT STARTED	▼ Setup	Set Up FB Optin Event, Google Analytics Optin Event	Analyst
1/29/2022	NOT STARTED	▼ Setup	Create GoToWebinar Event	Email Specialist
1/29/2022	NOT STARTED	▼ Setup	Create Optin Page (Zipify)	Email Specialist
1/29/2022	NOT STARTED	▼ Setup	Create Post-Optin TY Page (Zipify)	Email Specialist
1/29/2022	NOT STARTED	▼ Setup	Create Post-Optin TY Email (Klaviyo)	Email Specialist
1/29/2022	NOT STARTED	▼ Setup	Create Product Discount (if offer includes discount)	Email Specialist
1/29/22	NOT STARTED	▼ Setup	Identify any design needs	Designer
1/29/2022	NOT STARTED	▼ Promotion	Launch ads	Media Buyer
2/1/2022	NOT STARTED	▼ Promotion	Send Webinar Optin Emails	Email Specialist
2/4/2022	NOT STARTED	▼ Copywriting	Write Post-Webinar Replay Emails	Copywriter
2/4/2022	NOT STARTED	▼ Content	Request feedback and screenshot responses for post-webinar emails to the flow (has)	Presenter
2/5/2022	NOT STARTED	▼ Copywriting	Write Post Webinar Close Emails	Copywriter
2/5/2022	NOT STARTED	▼ Setup	Create Webinar Replay Page	Email Specialist
2/5/2022	NOT STARTED	▼ Promotion	Send Post-Webinar Close Emails	Email Specialist
2/5/2022	NOT STARTED	▼ Promotion	Launch Facebook ads sharing webinar recording	Media Buyer
2/5/2022	NOT STARTED	▼ Media Buying	First thing AM - Turn off Webinar Optin Ads	Media Buyer
2/5/2022	NOT STARTED	▼ Setup	Redirect the webinar optin page URL to replay page (and turn off optin & TY page)	Email Specialist
2/5/2022	NOT STARTED	▼ Media Buying	Turn on Replay Ads	Media Buyer
2/12/2022	NOT STARTED	▼ Post Promo	First thing AM - Turn off Discount Code	Email Specialist
2/12/2022	NOT STARTED	▼ Media Buying	First thing AM - Turn off Replay Ads	Media Buyer
2/12/2022	NOT STARTED	▼ Setup	First thing AM - Redirect replay page to webinar product sales page	Email Specialist
2/15/2022	NOT STARTED	▼ Post Mortem	Host informal in-Slack post-mortem where team members can share wins, challenge	All

<https://go.smart-marketer.com/tmes-webinar-template>





# QUICK PROMOTIONAL PLANNING CHECKLIST

- Destination Page Ready (and any Subsequent Pages)
- Product Ready & Available (or a Plan for Fulfillment)
- Post Purchase Emails Written
- Promotional Emails Written
- Support Marketing Created



# FILLING OUT YOUR PROMOTIONAL CALENDAR

THE STEP-BY-STEP PROCESS TO CREATING A PROMO CALENDAR



# YOUR PROMOTIONAL CALENDAR TEMPLATE

Color Key:	HOLIDAY	Content Email	Content Email - Segment	Promotional Email	Promotional Email - Segment	Other	[Custom Label]
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
January 2024							
J A N U A R Y		1	2	3	4	5	6
		NEW YEARS DAY					
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31			





**YOU CAN PROMOTE TO  
YOUR LIST MORE OFTEN  
THAN YOU REALIZE**



**1 PROMOS/WEEKS**



**2 PROMOS/MONTH**



## EXCITEMENT

- Training Invites
- Social Giveaways
- Content Distribution
- Resource Downloads
- Early Bird Signups

## ACTIVATION

- Flash Sales
- Holiday Sales
- Price Increases

## MONETIZATION

- High-Ticket Offers
- Long Sales Cycle Products
- Product Launches
- Early Bird Sales
- 8 Day Double Down

# 3 TYPES OF BROADCAST PROMOTIONS





## **LEVEL 1 PROMOTIONAL PLANNING:**

- 1 Content Mail Every 2 Weeks To Podcast, Video, Blog Post, Etc.
- 1 Monetization Promotion Every 4-7 Weeks
- 1 Excitement Promotion Every 4-7 Weeks



# LEVEL 1 PROMOTIONAL CALENDAR - BOOM BEAUTY

February 2024							
F E B R U A R Y					1	2	3
	4	5	6	7	8	9	10
			Content Email				
	11	12	13	14	15	16	17
		Boom Valentine's Day Sale Open (Monetization)	Boom Valentine's Day Sale (Monetization)	Boom Valentine's Day Sale (Monetization)	Boom Valentine's Day Sale (Monetization)	Boom Valentine's Day Sale (Monetization)	Boom Valentine's Day Sale (Monetization)
	18	19	20	21	22	23	24
	Boom Valentine's Day Sale (Monetization)	Boom Valentine's Day Sale Close (Monetization)	Content Email				
	25	26	27	28	29		



# LEVEL 1 PROMOTIONAL CALENDAR - BOOM BEAUTY

M A R	March 2024						
						1	2
	3	4	5	6	7	8	9
		Boom Gloss Giveaway (Excitement)	Boom Gloss Giveaway (Excitement)	Boom Gloss Giveaway (Excitement)	Boom Gloss Giveaway (Excitement)	Boom Gloss Giveaway (Excitement)	
	10	11	12	13	14	15	16
			Content Email				
	17	18	19	20	21	22	23





LEVEL 1 PROMOTIONAL CALENDAR - SMART MARKETER

February 2024							
F E B R U A R Y					1	2	3
	4	5	6	7	8	9	10
			Content Email				
	11	12	13	14	15	16	17
		SM Valentine's Day Sale Open (Monetization)	SM Valentine's Day Sale (Monetization)	SM Valentine's Day Sale (Monetization)	SM Valentine's Day Sale (Monetization)	SM Valentine's Day Sale (Monetization)	SM Valentine's Day Sale (Monetization)
	18	19	20	21	22	23	24
	SM Valentine's Day Sale (Monetization)	SM Valentine's Day Sale Close (Monetization)	Content Email				
	25	26	27	28	29		



# LEVEL 1 PROMOTIONAL CALENDAR - SMART MARKETER

M A R C H	March 2024						
						1	2
	3	4	5	6	7	8	9
		YouTube Channel Contest Launch (Excitement)	Content Email	YouTube Channel Contest Launch (Excitement)	YouTube Channel Contest Launch (Excitement)	YouTube Channel Contest Launch (Excitement)	
	10	11	12	13	14	15	16
	17	18	19	20	21	22	23
			Content Email				
	24	25	26	27	28	29	30
						GOOD FRIDAY	
	31						



## **LEVEL 2 & 3 PROMOTIONAL PLANNING:**

- 1 Content Mail Every 2 Weeks (at Least) To Podcast, Video, Blog Post, Etc.
- 1 Monetization Promotion Every 4-7 Weeks (Optional To Go to Segment)
- 1 Activation Promotion Every 4-7 Weeks (Optional To Go to Segment)
- 1 Excitement Promotion Every 4-7 Weeks





LEVEL 2/3 PROMOTIONAL CALENDAR - BOOM BEAUTY

February 2024							
F E B R U A R Y					1	2	3
	4	5	6	7	8	9	10
			Content Email				
	11	12	13	14	15	16	17
		Boom Valentine's Day Sale Open (Monetization)	Boom Valentine's Day Sale (Monetization)	Boom Valentine's Day Sale (Monetization)	Boom Valentine's Day Sale (Monetization)	Boom Valentine's Day Sale (Monetization)	Boom Valentine's Day Sale (Monetization)
	18	19	20	21	22	23	24
	Boom Valentine's Day Sale (Monetization)	Boom Valentine's Day Sale Close (Monetization)	Content Email				
	25	26	27	28	29		



# LEVEL 2/3 PROMOTIONAL CALENDAR - BOOM BEAUTY

M A R C H	March 2024					
						12
	3	4	5	6	7	89
		Boom Gloss Giveaway (Excitement)	Boom Gloss Giveaway (Excitement)	Boom Gloss Giveaway (Excitement)	Boom Gloss Giveaway (Excitement)	Boom Gloss Giveaway (Excitement)
	10	11	12	13	14	1516
			Content Email			
	17	18	19	20	21	2223
		Rose Nude Flash Sale to Non- Buyers Open (Activation)	Rose Nude Flash Sale to Non- Buyers (Activation)	Rose Nude Flash Sale to Non- Buyers Close (Activation)		
	24	25	26	27	28	2930
			Content Email			GOOD FRIDAY
	31					
	EASTER					



LEVEL 2/3 PROMOTIONAL CALENDAR - SMART MARKETER

February 2024							
FEBRUARY					1	2	3
	4	5	6	7	8	9	10
			Content Email				
	11	12	13	14	15	16	17
		SM Valentine's Day Sale Open (Monetization)	SM Valentine's Day Sale (Monetization)	SM Valentine's Day Sale (Monetization)	SM Valentine's Day Sale (Monetization)	SM Valentine's Day Sale (Monetization)	SM Valentine's Day Sale (Monetization)
	18	19	20	21	22	23	24
	SM Valentine's Day Sale (Monetization)	SM Valentine's Day Sale Close (Monetization)	Content Email				
	25	26	27	28	29		





LEVEL 2/3 PROMOTIONAL CALENDAR - SMART MARKETER

March 2024						
M A R C H					1	2
	3	4	5	6	7	8
		YouTube Channel Contest Open (Excitement)	YouTube Channel Contest (Excitement)	YouTube Channel Contest (Excitement)	YouTube Channel Contest (Excitement)	YouTube Channel Contest Close (Excitement)
	10	11	12	13	14	15
			Content Email			
	17	18	19	20	21	22
		Ambassador Blueprint Flash Sale to Non- Buyers Open (Activation)	Ambassador Blueprint Flash Sale to Non- Buyers (Activation)	Ambassador Blueprint Flash Sale to Non- Buyers Close (Activation)		
	24	25	26	27	28	29
			Content Email		GOOD FRIDAY	
	31					



# FLASH SALE (ACTIVATION) TEMPLATE

[https://go.smart-marketer.com/bgp\\_flashsale](https://go.smart-marketer.com/bgp_flashsale)

**SEND TIME:** Roughly 72 hours before discount expires

**EMAIL 1:** Introduce the discount and the expiration date while introducing the reason for sale & relevance

**SUBJECT:** Want **DESIRED END RESULT**? (Save \$**AMOUNT** for a limited time)

I've got a question for you, **[NAME]**,

Do you want **DESIRED END RESULT**?

Because for the next 3 days, we're offering you the best way to make that happen:

Save **AMOUNT** when you [buy \*\*PRODUCT NAME\*\* in the next 3 days!](#)

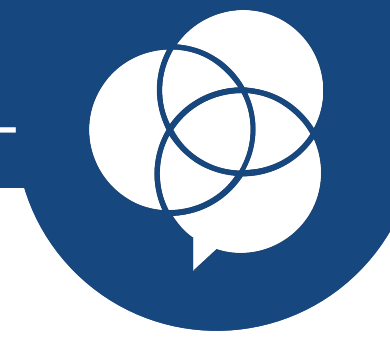
**PICTURE THAT REPRESENTS THE PRODUCT.  
IDEALLY PRODUCT BEING USED OR PRODUCT SHOT  
WITH APPROPRIATE BRANDING**

**SHARE 1-2 SENTENCE EXPLANATION (1 LINE PER SENTENCE) OF WHAT THE RELEVANCE FOR THIS SALE IS.**

That's why we are offering this limited-time chance for you to [save big when you grab \*\*PRODUCT NAME\*\*](#).

**GIVE THE ELEVATOR PITCH FOR THE PRODUCT, FOCUSING ON END RESULT IT ENABLES. TRANSITION TO BULLETS:**

- **BENEFIT RICH BULLETS EXPLAINING**



# 8 DAY DOUBLE DOWN (MONETIZATION) TEMPLATE

[https://go.smart-marketer.com/bgp\\_8day](https://go.smart-marketer.com/bgp_8day)

**SEND TIME:** Roughly 72 hours before discount expires

**EMAIL 1:** Introduce the discount and the expiration date while introducing the reason for sale & relevance

**SUBJECT:** Want **DESIRED END RESULT**? (Save \$**AMOUNT** for a limited time)

I've got a question for you, **[NAME]**,

Do you want **DESIRED END RESULT**?

Because for the next 3 days, we're offering you the best way to make that happen:

Save **AMOUNT** when you [buy \*\*PRODUCT NAME\*\* in the next 3 days!](#)

**PICTURE THAT REPRESENTS THE PRODUCT.  
IDEALLY PRODUCT BEING USED OR PRODUCT SHOT  
WITH APPROPRIATE BRANDING**

**SHARE 1-2 SENTENCE EXPLANATION (1 LINE PER SENTENCE) OF WHAT THE RELEVANCE FOR THIS SALE IS.**

That's why we are offering this limited-time chance for you to [save big when you grab \*\*PRODUCT NAME\*\*](#).

**GIVE THE ELEVATOR PITCH FOR THE PRODUCT, FOCUSING ON END RESULT IT ENABLES. TRANSITION TO BULLETS:**

- **BENEFIT RICH BULLETS EXPLAINING**





# YOUR PROMOTIONAL CALENDAR TEMPLATE

Color Key:	HOLIDAY	Content Email	Content Email - Segment	Promotional Email	Promotional Email - Segment	Other	[Custom Label]
	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
January 2024							
J A N U A R Y		1	2	3	4	5	6
		NEW YEARS DAY					
	7	8	9	10	11	12	13
	14	15	16	17	18	19	20
	21	22	23	24	25	26	27
	28	29	30	31			



# THE BUSINESS GROWTH PLAYBOOK

## Lever 4: Your Mindset



## 5 QUESTIONS TO ASK YOURSELF

1. Do you believe the goal you set will actually happen?
2. Are you keeping the big picture in focus at all times and can you keep it almost 50/50 with the tactical work?
3. Are you protecting your energy?
4. Are you staying connected to your people?
5. What do you need to do to stay in balance?



**THANK YOU!!!**