



ROAD MAP to POSTING ON SOCIAL MEDIA CHANNELS

EMAIL MARKETING



1. Send to your contacts who have not opted-in free coaching tips: **1 Email every month** email for Invitation to Free Online Coaching Tips.
2. Send two **Emails per week** with Free online Coaching Tips Videos. Each email has 2 links: One taking your lead to download your program flyer and the other to take your lead to Book and Exploration Session with you.
3. **Every 6 coaching tips your leads will receive 1 Email** inviting them to book an Exploration session with you. (Through any automated booking app like calendly).
4. Send **Monthly Newsletter Email** linking all posted articles/ blogs to generate traffic back to your website. This email will have a link to landing page invitation for Free Online Training.

LINKEDIN



- Two, 30" Video Promo Posts per week** that will take them to full videos on website/YouTube. In every comment area you will have a link to Landing page opt-in invitation to the Webinar. You will also include a Google ranking link to rate every video to gather testimonials.
- Two Article or blog posts per week** with a click here to read the full article link, this will take the reader to your blog or website. In the article page add a banner to Live Webinar Landing page or Sign up for Free Online Training.
- 4 Image Quotes or Infographic Posts per week** Taking them to the mission Page on your website. On the mission page they will have a Webform to get Free Training online.

TWITTER



- One, 30" Video Promo Posts per week** that will take them to full videos on website/YouTube. In every comment area you will have a link to Landing page opt-in invitation to the Webinar. You will also include a Google ranking link to rate every video to gather testimonials.
- Two Article or blog posts per week** with a click here to read the full article link, this will take the reader to your blog or website. In the article page add a banner to Live Webinar Landing page or Sign-up for Free Online Training.
- 4 Image Quotes or Infographic Posts per week** Taking them to the mission Page on your website. On the mission page they will have a Webform to get Free Training online.

YOUTUBE



- 2 Full Video Posts (2-3 minutes) per week**. In the comment area of each video you will add a link that will take them to Live webinar Landing page to register. Also in the comments area for each video you will add a link to the landing page to subscribe for the Free Online Training.



TRAINER'S BOX®