

The Holidays are Coming!

*A workbook on how to complete your company's
online marketing objectives*



You understand your company mission and vision, and what you provide to your customers and clients that is unique. You have a product or service you would like to gain exposure from during this holiday season and know you should be marketing online, but either lack the motivation, knowledge, money, or time.

This work book is designed to take your intentions and help them come into fruition by planning, valuing efficiency, and measuring effectiveness. To prepare for the upcoming season, you will work through how to...

1. Plan | Create and follow a marketing calendar
2. Value Efficiency | Utilize technology and delegate
3. Measure | Track results based on your objectives

Plan | Marketing Calendar

Create a marketing calendar that is made available to your team members. Do this in advance, but be prepared to make changes as time goes by.



Items to plan include:

Social Media

- Facebook Page
 - Profile Pages
 - Headshot/Logo
 - Description/Info
 - Landing Page Links
 - Photos
 - Events
 - Status Updates
- Twitter
 - Profile Design
 - Headshot
 - Description
 - Landing Page Link
 - Tweets
- Youtube
 - Profile Design
 - Headshot
 - Description
 - Landing Page Link

Website

- Updating pages
- Landing Pages
- Lead Generating

Email Marketing

- Contacts
 - Import
 - List Topics
 - Join List
 - Welcome Email
- Emails
 - Design
 - Topics
 - Objectives

Blogs

- Design
- Topics
 - Posts
- Analytics

PPC/PPI Campaigns

- Launch Dates
- Budget

Analytics

- Website
- Blog
- Email Marketing
- Twitter/Facebook
- Ads, leads generated

Networking

- Events
 - Hosting
 - Attending
- Followup

Meetings

- Staff
- Clientele
- Subcontractors

Create a color code for each action you place on your marketing calendar. For example, writing down a launch date for a landing page for your website would be highlighted in bright purple while the social media promotional actions would be highlighted in yellow.

Color Code

Facebook/Twitter

Meetings

Networking

Blogs

Video

Email Marketing

Website

Analytics

PPC/PPI Campaigns

On the next few pages transfer your list to the calendars provided. Color code each action and list the corresponding goal, audience, action, and dates.

OCTOBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

GOALS	AUDIENCE	ACTIONS	DATES

NOVEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

GOALS	AUDIENCE	ACTIONS	DATES

DECEMBER

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	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		

GOALS	AUDIENCE	ACTIONS	DATES

JANUARY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
					1	2
3	4	5	6	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						

GOALS	AUDIENCE	ACTIONS	DATES

Transfer your work planning the season to a tool that you can use daily and will provide you with reminders as well as one that will keep your team on the same page.



Tools

- Google Calendar** : Free, easy to use calendar that you can color code, share with your team, and sync to your desktop and smart phone calendars.
- Hardcopy Planners**: If you are a write it down type of person, use what you are comfortable with.
- Scheduling Release**: Many of the above actions such as Twitter, Email Marketing, and Blogging allow you to now schedule when you would like to release the tweet, email, or post. Schedule a day during the week where you write all of your blog posts for the week and schedule them to come out at a later time!
- Smart Phones**: Sync your Blackberry or iPhone with your desktop inbox and calendars so that when you update a calendar or reply to an email out at lunch, your actions are reflected onto your workspace in the office.
- White Boards**: Use them in your office, even if it is a home based office. Write down actions, deadlines, and more as a reminder for yourself and your team. Even if you are a solopreneur, the act of writing down a goal and having it hang in the room is great accountability. Plus, crossing it off is a reward in itself.
- Morning Action Cards**: Develop a system for writing down the day's intentions on an index card every morning and use it company wide. Include a brand reminder on the front or back to ensure each intention is in someway moving your brand forward.

How will you remind yourself/team what your objectives are on a day to day basis?

How will you remind yourself/team of your longterm plans and the steps needed to complete them?

All of these actions can be accomplished, even during a full season of the holidays when you value efficiency by utilizing technology and welcome the possibility of delegating certain tasks..

Value Efficiency | Utilize Technology and Delegate



There are many free and almost free applications online that make keeping on top of your online marketing objectives possible. Do some research and find out which work best in your business.

TOOLS

Twitter..... Hootsuite (timed release), Tweetie (iPhone App), Connect your Facebook Page to your Twitter account, TwitterBerry (Blackberry) Text a Tweet from any Cell Phone.

Facebook..... Make use of the Applications for Smart Phones

Email Marketing Use an existing system to create, schedule, and track emails: ex. Constant Contact, iContact, and Vertical Response

Blogs..... Many blogs let you schedule out your posts and send them from email ex. WordPress, TypePad, and Blogger. Use a feed service like Feedburner and submit your blog

Website..... Make sure your site employs some form of a Content Management System where you can login from anywhere to make changes ex. Sitebuilder, WordPress, etc.

If your business is setup to do so, **delegate** your marketing plan components to members of your team or outside subcontractors. This will allow you to focus on what ultimately makes you money.

Tip! *Don't pass off your social media work. Assign 1 or a few people to tweet/update Facebook and let your followers and fans know who it is. Twitter and Facebook are designed to allow businesses the ability to communicate directly with their fans in an effective and meaningful way.*

Who will you delegate your social media networking to?

Yourself?

Team Members _____

Why is he/she/they responsible for the company social media?

How to make a product, service, or event available for online purchase fast and cheap for Holiday shopping.



Sitebuilder: Templated website with a built in shopping cart. Everything is completed within your website. Your visitors will never have to leave your website to checkout!

Sitebuilder has a built in shopping cart with easy one step access to PayPal. This can be set up in a day. No SSL certificate required.

1. Begin building out your template. Add an Eshop in the Pages stage.
2. Add your products and assign categories
3. Sign up for Paypal with email
4. Add the email you login to PayPal with to the Shopping Cart options. Other merchants are available, however, PayPal is widely accepted by online shoppers, and
5. Publish! That's it! There is even a system in place that you can customize that automatically sends the recipient and yourself a receipt of purchase.

Tip! For an easy custom, low budget site add PayPal buttons to your site. No SSL certificate required and a fast setup!

eBook Sales: eJunkie.com

"E-junkie provides shopping cart and buy now buttons to let you sell downloads and tangible goods on your website, eBay, MySpace, Google Base, CraigsList and other websites using PayPal Standard, PayPal Pro, Google Checkout, Authorize.Net, TrialPay, ClickBank and 2CheckOut."

If you would like to sell an eBook this holiday season, try eJunkie. This site will automate and secure the purchase and delivery of your eBook online. You can add purchase buttons on any website, on Facebook, and much more.

Why would you write an eBook? Your options are endless. One example is to provide a limited version of an in person coaching program at an affordable rate targeted towards the do-it-yourself shopper. You could also use this as a marketing tool in place of the cost, as an incentive for newsletter signups, or becoming a Fan on Facebook.

Ticket sales: eventbrite

Eventbrite is an "online event management and ticketing services. Eventbrite makes it easy for anyone to hold a successful event of any type and size. Eventbrite is free if your event is free. If you sell tickets to your event, Eventbrite collects a small fee per ticket. So just like you, Eventbrite wants your event to be a big success."

You create an event page on eventbrite.com, but you can also embed a smaller version of that page right into your site so that the attendee can complete the transaction alongside your branding.

- Have more than one ticket types
- Utilize discount codes
- Collect donations
- Eventbrite only charges your for their service when a ticket is purchased. The fee is \$0.99 + 2.5% of the ticket price for every ticket sold.
- Integrate your Eventbrite event with your Facebook Page!
- You can also send out invitations all from within Eventbrite.

Measure | Track results based on your objective

Be sure to track whatever it is that you are spending your resources on to promote your business online. By...



1. First, writing down what your goal is in each action you have under the Plan section.
 2. After you have put the campaign into action, track and note your results. Some results to track in each campaign may include: click throughs, unique visits, amount of time spent on site, geographic area of your visitors, leads generated (potential client contact), or an increase in fan/followers/subscribers. Which areas of your campaigns will you track?
-
-

There are a number of tools to utilize online that will provide you with valuable information on your visitors and the performance on different components your campaigns. For example,

Website, blog, etc.

- Google analytics: add a quick piece of code to your site and simply track how many visitors you receive daily, or create custom reports to monitor specific goals.

Twitter

- Links: sites like Hootsuite.com will track the click throughs of every link you shorten through their dashboard.

Email Marketing

- Use an email marketing tool that will provide you will information on each emails' click through, opens, subscription, and unsubscribe totals. Note that you must comply with CAN-SPAM Act in sending emails to your lists: provide an accessible opt-out method.

Surveys

- Find insights on your audience by surveying your potential and current client base. Create surveys to promote via email, website, blog, Twitter, and Facebook. Offer an incentive for completing the survey.
 - Constant Contact
 - Survey Monkey
 - Miscellaneous Widgets

Tip! Create vanity urls to use in your print materials to track their effectiveness ex. Site www.ovaleye.com vanity url ovaleye.com/holidays. Copy- receive a coupon for a free domain name by visiting ovaleye.com/holidays. Or use a coupon code..

Some fun and effective holiday online marketing concepts:

- Change your Twitter Profile and website, adding holiday pieces.
- Blog about company/personal holiday traditions.
- Ask for food bank donations at the door of your events
- Market using a cliché holiday past time ex. 12 Days of Christmas
- Holiday Cards
- Promotional items that people can use over the holidays, new years, and winter season
- Gift cards
- Holiday parties
- Be sure to include thank yous in your campaign- a season of giving, a season of thanks.



Tip! Print this work book out and 3 whole punch. Create a marketing binder to store your work in along with important contact, info, clippings from your competition, and folders to hold notes, etc.

About OvalEye Web Solutions

OvalEye offers domain names, packaged hosting services, websites, and other online tools to motivated, small businesses. We appreciate being given the opportunity to work with businesses across the nation and work hard to earn their trust in delivering quality results, personalized customer service, and innovative solutions.

(425) 844-2303 | (877) OVALEYE | info@ovaleye.com
<http://www.ovaleye.com> | <http://www.twitter.com/ovaleye> | <http://www.ovaleye.com/facebook>