

# Weekly Marketing Action Plan

Ready, set, go—it's time for a tidal wave of communication about our Virtual Conference! With the powerful team of YogaHub, speakers, studio partners, and affiliates all communicating about the event, we can reach all those across the globe who are interested in yoga, meditation and wellness.

Our combined effort to tell clients, friends, family, peers, co-workers and others about the innovative conference adds up to massive action. By sharing the conference with as many people as possible, we are handing them an invitation to learn tools for happy, healthy living.

And in the process you will also get exposure and earn revenue to support right livelihood. Get your unique link out there in cyberspace through your website banner, Facebook, Twitter, and your email list - don't forget the importance of the physical form to leverage enthusiasm.

To help keep focused, we have developed this weekly action plan. Complete it by filling in the blank spaces, then follow it during the week to guide your communication activities. We're here to support you. If you run into road blocks, just give us a call at (323) 662-3225.

**Week of:** \_\_\_\_\_

All Banners, tweets, and email templates can be found at <http://yogahub.com/affiliates>

- Send a "Stand Alone" solo email to your list. It has been proven that this is the most effective promotional tool. You can also send specific messages to individual sub-segments of your list if you think a customized message would get a better response rate. Write down the lists or sub-segments you plan to contact this week. Suggested content is available on the affiliate page.

Email / List #1: \_\_\_\_\_ Email / List #2: \_\_\_\_\_

- Add the conference banners to your website and/or blog.

Add Conference Banners to Website(s).

Add Banners to Blog and write a dedicated post about the conference.

- Post your link and multiple messages to your community on social media sites.

Twitter / Facebook

LinkedIn / Online Discussion Groups

Forums / Other

- Assistance of friends and partners to help you spread the word (just give them your affiliate link):

Partner 1: \_\_\_\_\_ Partner 2: \_\_\_\_\_

Please make copies of this so that you can continue the progress for the following weeks. You'll see how these simple steps will help you grow your own community.

\* If you require additional copies, please visit: <http://yogahub.us/marketing-plan>

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