

# Internet Marketing Plan Outline

**IMPORTANT: Before you start creating you MUST complete the Marketing Bootcamp found on my website at <http://eddysvelasquez.com/marketing-bootcamp/>**

## Marketing Strategies Review

### 1. Social Marketing

- Facebook
- Twitter
- YouTube
- BetterNetworker
- Blog
- UStream

### 2. Content Marketing

- Video Marketing
- Article Marketing
- Press Releases
- Squidoo / Hubpages etc

### 3. Paid Marketing

- Pay Per Click (Google, Yahoo, MSN others)
- Ezines / Solo Ads
- Banner Advertising
- Facebook Social Ads

## My Marketing Goals - Filling The Pipeline

GOALS	GOAL DATE	GOAL ACHIEVED
1. Generate My First 10 Leads		
2. Generate My First 100 Leads		
3. Generate 10 Leads Per Day		
4. Generate 25 Leads Per Day		
5. Generate 50 Leads Per Day		

## THE FUNDAMENTALS

- ❖ **Complete Marketing BootCamp** - Understand Attraction Marketing / Leadership
- ❖ **Personal Development** - 30 minutes each day
- ❖ **Exercise / Physical Fitness** - minimum 4 days/week
- ❖ **Telephone Time** - Follow Up, Building Relationships, Closing (30-90 mins a day)
- ❖ **Family / Personal Time** - do not neglect your WHY

*Based on your available budget and time, create your marketing plan, by choosing the appropriate marketing strategies you will use for your campaigns. It is better to choose fewer strategies and give more focused attention to 1 or 2 strategies rather than spreading yourself too thin. You will add more strategies once you are more proficient with your first 1 or 2 strategies and generating traffic and leads.*

### STEP 1 : Choose Your Level

**Beginner** - I am new to internet marketing, I have never generated a lead online.

**Intermediate** - I have tried internet marketing, I have never generated more than 20 leads per day on a regular basis.

**Proficient** - I have been doing this for some time. I have been able to generate more than 20 leads per day on a regular basis.

## **STEP 2 : Based on Your Level Create Your Plan**

### **FOR BEGINNER MARKETERS**

**1. Social Marketing:** Choose **only 1** from the options below:

- Facebook (recommended to begin with)
- Twitter
- YouTube
- BetterNetworker
- MySpace

\*\* If you chose Video Marketing for your Content Strategy then you should start by using only YouTube as your Social Marketing strategy, and only add a 2nd Social Marketing Strategy once you feel comfortable with YouTube

\*\* If you feel you can handle it, we would recommend you also get started with Twitter in addition to your choice above.

**2. Content Marketing:** Choose **only 1** from the options below.

- Video Marketing
- Squidoo
- Hubpages
- Article Marketing

**3. Paid Marketing:** You should have a minimum budget of \$250 -500 per month (for 3-6 months) to use these PAID Strategies

**START with ListBuilders** - Purchase the GOLD membership for [ViralURL](#) (\$197 one time for 12 months membership) Simple strategy, little time & effort plus an additional income stream of \$95 per sale

Next choose **ONLY 1** from the options below

- Google PPC (choose ONLY if you have a budget of more than \$1000 per month)
- Yahoo PPC
- MSN PPC
- Paid SOLO Ads

## FOR INTERMEDIATE MARKETERS

### 1. Social Marketing:

Choose **only 1** from the options below if you have less than 20 hours available per week.

Choose **only 2** from the options below if you have more than 25 hours available per week.

- Facebook
- YouTube
- BetterNetworker
- MySpace

\*\* If you chose Video Marketing for your Content Strategy then you should start by using only YouTube as your Social Marketing strategy, and only add a 2nd Social Marketing Strategy once you feel comfortable with YouTube

\*\* If you feel you can handle it, we would recommend you also get started with Twitter in addition to your choice above.

### 2. Content Marketing:

Choose **only 1** from the options below if you have less than 20 hours available per week.

Choose **only 2** from the options below if you have more than 25 hours available per week.

- Video Marketing
- Squidoo
- Hubpages
- Article Marketing

**3. Paid Marketing:** You should have a minimum budget of \$250 -500 per month (for 3-6 months) to use these PAID Strategies.

**START with ListBuilders** - Purchase the GOLD membership for [ViralURL](#) (\$197 one time for 12 months membership) Simple strategy, little time & effort plus an additional income stream of \$95 per sale

Next choose **ONLY 1** from the options below, if budget less than \$2000 per month

Choose **2 strategies** if budget more than \$2000 per month (Google & Yahoo recommended)

- Google PPC (choose ONLY if you have a budget of more than \$1000 per month)
- Yahoo PPC
- MSN PPC
- Paid SOLO Ads

### Additional Marketing Option:

- Blogging - If you have the time and you feel you can handle it, I would recommend you begin to work on a personal blog to build your presence and your credibility.

## **FOR PROFICIENT MARKETERS** (assuming 30-40 hrs per week)

### **1. Social Marketing:**

You should be using **Facebook, YouTube** and **Twitter** as part of your marketing plan.

If you have the money available, outsource as much of this work as possible.

You may also choose 1 or 2 from the options below.

- BetterNetworker
- WarriorForum

### **2. Content Marketing:**

Choose **2 strategies** from the options below.

If you have the money available, outsource as much of this work as possible.

- Video Marketing
- Squidoo
- Hubpages
- Article Marketing

**3. Paid Marketing:** You should have a minimum budget of \$250 -500 per month (for 3-6 months) to use these PAID Strategies.

**START with ListBuilders** - Purchase the GOLD membership for [ViralURL](#) (\$197 one time for 12 months membership) Simple strategy, little time & effort plus an additional income stream of \$95 per sale

Next choose **ONLY 1** from the options below, if budget less than \$2000 per month

Choose **2 strategies** if budget more than \$2000 per month (Google & Yahoo recommended)

- Google PPC (choose ONLY if you have a budget of more than \$1000 per month)
- Yahoo PPC
- MSN PPC
- Paid SOLO Ads

### **Additional Marketing Option:**

- Blogging - At this point you should have a personal blog to build your presence and your credibility.
- Ustream - create a weekly live streaming tv show on Ustream.tv to build credibility and trust and a loyal following

### **Additional Considerations**

- Begin a weekly or bi-weekly training call for your team, and perhaps even invite the leads on your list as well

# My Marketing Plan

Strategy	Tasks	Weekly Hours
<b>FUNDAMENTALS</b> 1. Personal Dvlpt 2. Exercise 3. Follow UP		4 2 4
1. Facebook	- create profile - add friends - post on groups - connect, communicate	3 1 2
2. Youtube	- create & edit videos -post & distribute videos (traffic geysers) - add contacts - communicate	4 1 3 2
3. Twitter	- add 250 contacts per week - post 2-3 tweets per day	4 1
4. Google	- create campaigns - manage and adjust - study	4 2
5. Yahoo	- create campaigns - manage and adjust	2
6. Articles	- write articles -submit & distribute	4 1

## My First 30 Days Plan

Strategy	Hours / Week	Week 1 Due May 9	Week 2 Due May 16	Week 3 Due May 23	Week 4 Due May 30
<b>Facebook</b>	2	Study Training, Create Profile, Add Personal Friends & Contacts,	Join groups, begin adding friends, connect with those online,	Join 2 groups, interact, Add 100 friends, leave comments	
<b>YouTube</b>	4	Create Account, start adding videos	Add no less than 5 videos, add 200 friends	Add no less than 5 videos, add 200 friends	Add no less than 5 videos, add 200 friends
<b>Twitter</b>	2	Create Account, Start adding contacts, post tweets	Post 3-4 daily tweets, add 200 new contacts	Post 3-4 daily tweets, add 200 new contacts	Post 3-4 daily tweets, add 200 new contacts
<b>Google PPC</b>	4	Study PPC Videos, buy Perry Marshall's book, create first campaign	use ppc tool to import 10,000+ keywords...	learn from back office how to analyze ppc data to get cost per conversion down	Manage campaign and reduce costs
<b>Yahoo PPC</b>	2		Create first campaign	Import effective adgroups	Manage and reduce costs
<b>Article Marketing</b>	2	Watch the Keyword research tutorials and choose my targeted keywords	Write first 5 articles and submit to directories	Write 5 articles and submit	Write 5 articles and submit