

STRATEGIC MARKETING PLAN

CORE MARKETING STRATEGY

Primary Objectives:

- Build ICP beliefs until ready to buy
- Generate qualified leads
- Nurture meaningful relationships
- Create engaged community
- Drive referral business

Positioning:

- Natural clarity (self-less) vs added techniques (conventional)
- Sustainable shift, deep transformation
- Evidence-based results
- Self-less approach

LINKEDIN STRATEGY

● Content pillars

- Client transformation stories
- Business impact insights
- Leadership wisdom
- Industry trends analysis
- Behind-the-scenes reality

● Post types

- Who: point of view posts
- Why: belief building/rebuttal posts
- How-to: demonstrating coaching
- When: cases and testimonials
- What if: motivate to seek coaching

● Engagement strategy

- Daily presence
- Thoughtful comments
- Community support
- Question responses
- Direct messaging
- Strategic collaboration

● Content calendar

- 5 posts per week
- 1 long-form article monthly if desired (no reach)
- Daily engagement
- Weekly live sessions if desired
- Monthly features if desired

SUPPORTING PLATFORMS

Instagram

- Behind-the-scenes glimpses
- Short wisdom drops
- Client win celebrations
- Visual quote cards
- Story engagement

X (not recommended ;-))

- Quick insights
- Industry conversations
- Real-time engagement
- Thread wisdom
- News commentary

YouTube/Video

- Teaching segments
- Client testimonials
- Method explanations
- Q&A sessions
- Live workshops

Other

STRATEGIC MARKETING PLAN

CONTENT PILLARS

Content pillar 1

your coaching content
all about the specific coaching
you do

Content pillar 2

current events, trending topics
AS THEY RELATE TO YOUR
COACHING

Content pillar 3

a third interest
e.g. non-dual teachers or books
you share about

CONTENT ECOSYSTEM

Lead Magnets:

- Practice guides
- Assessment tools
- Workbook series
- Case study collection
- Method overview

Email Marketing:

- Welcome sequence
- Weekly wisdom letter
- Client success stories
- Event invitations
- Resource sharing

Articles:

- Method deep-dives
- Client case studies
- Insights
- Practical applications
- Analysis

Video:

RELATIONSHIPS | NETWORKING

Direct Outreach:

- Attract clients by offering a next step towards you
- If you DM, do it only to offer value, e.g. a free assessment
- Strategic introductions: connect people to each other
- Collaboration invites to other coaches or related
- Regular check-ins, including with ex-clients!

Community Building:

- Private groups
- Regular live sessions or workshops
- Member spotlights
- Shared learning spaces
- Collaboration opportunities

CONVERSION (FUNNEL)

Awareness:

- Social media presence
- Thought leadership
- Speaking engagements
- Guest appearances
- Published content

Interest:

- Lead magnets
- Free resources
- Email nurture
- Community engagement
- Value content

Consideration:

- Case studies
- Client stories
- Method demonstration
- Result sharing
- Social proof

Decision:

- Discovery calls
- Sample sessions
- Program details
- Client testimonials
- ROI examples

CONTENT CREATION

Planning:

- Monthly themes
- Weekly focus areas
- Daily topics
- Platform specifics
- Engagement plans

Creation:

- Content batching
- Template usage
- Media variety
- Brand alignment
- Quality standards

Distribution:

- Cross-platform sharing
- Strategic timing
- Audience targeting
- (Hashtag strategy)
- Engagement windows

STRATEGIC MARKETING PLAN

MEASUREMENT | OPTIMIZATION

Key Metrics:

- Engagement rates
- Lead generation
- Conversion rates
- Client acquisition cost (time)
- Community growth

Analysis Tools:

- Platform analytics
- CRM data
- Email metrics
- Website traffic
- Conversion tracking

RESOURCE ALLOCATION

Time Investment:

- Content creation: 6 hrs/week
- Engagement: 60 min/day
- Community management: 3 hrs/week
- Analysis: 1 hr/month
- Planning: 1 hr/month

Tools:

- Content scheduling
- Design templates and AI models
- Analytics platforms
- CRM system
- Email automation

IMPLEMENTATION SCHEDULE

Daily:

- Platform engagement
- Comment responses
- Direct messages
- Story updates
- Community presence

Weekly:

- Content batching
- Post scheduling
- Newsletter writing
- Live sessions
- Metric review

Monthly:

- Strategy review
- Content planning
- Result analysis
- System optimization
- Community features

SCALING

Automation:

- Post scheduling
- Email sequences
- Lead nurturing
- Data collection
- Analysis reports

Human Touch:

- Personal responses
- Direct engagement
- Community presence
- Relationship building
- Individual attention