



PERSONAL MARKETING PLANNER

We're excited to pass along this *excellent* marketing tool (designed by guru Ann Turner). We're confident that it'll assist you in getting the most out of your promotional investments!

Of course, we'd be remiss if we didn't pass along the following important dates for your personal Magnetic Marketing strategy. Check out the dates below for the best times to distribute each of these effective tools:

SEASONAL MAGNETS:

- Dec-Jan: Golf (PGA) and NASCAR magnet schedules
- Jan-Mar: Baseball (MLB) magnet schedules
- Jun-Aug: Football (NFL & NCAA) magnet schedules
- Aug-Oct: Basketball (NBA) & Hockey (NHL) magnet schedules
- Sept-Dec: Calendar magnets

NON-SEASONAL MAGNETS:

Notepad magnets, business card magnets, Kitchen Measurements magnet, Emergency Numbers magnet, magnetic memo boards, etc.

CUSTOM MAGNETS:

School district schedule, high school & community college sports schedules, favorite local restaurants, save-the-date magnets, etc.

WE'D LOVE TO HELP YOU GROW YOUR BUSINESS!

Call us for more ideas or to answer any of your questions.

Your House of Magnets Team

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Ability is what you're capable of. Motivation determines what you do.
Attitude determines how well you do it. (Lou Holtz)

Marketing Schedule Instructions

Having a completed marketing schedule takes some planning, but the time invested will make your life much easier!

You will know in an instant which projects need your attention and when you need to order and pay for your product.

Let's get started!

Maintain a separate schedule for property promotions as these are dependent upon contract dates, not a set monthly schedule.

Ideas for your primary Marketing Schedule:

- Direct Mail • Magnetic Marketing • Gifts and Gadgets • Print Advertising • Website • E-mail • Outdoor Advertising
- Cable TV/Radio Advertising • Press Releases • Community Events • Philanthropic Activities • Seasonal Promotions

Here are examples of schedule piece entries.

Description		July					August					September				
Marketing Piece Title and Delivery Method		WK 1	WK 2	WK 3	WK 4	WK 5	WK 1	WK 2	WK 3	WK 4	WK 5	WK 1	WK 2	WK 3	WK 4	WK 5
Introduction Postcard	D	7/3														
Football Schedule Magnet	H				7/25											
JL - 1234 Main Street	E						8/1									
JL - 1234 Main Street PC	D						8/1									
Homes Magazine Ad	P							8/9								
Back to School PC	D									8/28						
Neighborhood Block Party	C											9/1				

Marketing Piece Breakdown Instructions

Complete one each for every Marketing Piece you include in your Marketing Schedule.

As you get ideas -- great headlines, offers, magnets, or gifts and gadgets, write them down in a separate box even if you don't know when you will use them.

A GREAT IDEA IS A GREAT IDEA! Hold on to them.

They may be additions for your promotions next year. Plan ahead!

Marketing Mix Tips:

Variety! Variety! Variety! -- Vary your contact methods throughout your marketing plan. Include as many different approaches to your customers as you can afford. i.e. face-to-face contact, direct/e-mail, advertising. The wider your variety is, the better your chances of reaching the customers that want your product/service. Customers will remember you if they see your name regularly.

Consider Short and Long-Range Marketing -- Be sure your mix includes products that stress immediate contact with those that have a longer shelf-life, i.e. Buy NOW postcard, then a magnetic baseball schedule.

Be Consistent -- Consistency is KEY! No matter what options you choose, make sure you stick to a consistent marketing schedule.

Tips for Marketing Piece Success:

Attention Grabbing Headline -- 5-9 words - engage your customer -- you have something they want -- make it entertaining

Offer/Message -- Only one offer per piece -- BE REAL! -- avoid a sales pitch -- stress the benefits of your offer -- get to the point -- instill a sense of urgency -- give something of value -- make it a keeper

Call to Action -- Tell your customers what you want them to do (visit website today, call now, refer a friend)

Marketing Piece ID -- Add a unique ID number on each piece for tracking your success

Direct Mail Tips:

Schedule your mail to arrive Tuesday or Wednesday -- avoid a Monday delivery

Don't overlook the back of a postcard -- consider that most mail is delivered address side up. Will your customer turn the card over?

Avoid a hard sell -- people are bombarded every day with hard sell advertising

Don't try to close the deal with your promotional piece -- most pieces don't have enough space to give a customer enough information to make an informed buying decision -- motivate them to call you instead

Avoid too much information -- you only have 1-2 seconds to get their attention, people won't read if the piece is too busy

E-mail Tips:

Schedule your e-mail to arrive Tuesday or Wednesday -- Avoid a Monday delivery

Most people hate spam -- ask permission to e-mail BEFORE you do!

Don't e-mail too often -- you will lose your potential customers interest

Be relevant -- create value for your customers and they will stay on your list!

When you get the call -- ASK FOR THE MARKETING PIECE ID and record this information!! It pays to know what works!

