

Marketing Worksheet

Use this worksheet to help you ensure you are focusing on the top marketing opportunities.

- Referrals
 - My Top 3 Referral Categories:
 - In studio and online, review and improve new client intake process
 - In MINDBODY....
 - Improve / Review Referral Types
 - Improve / Review Referral Subtypes
 - Improve / Review Required Fields
- Signage
- Intro Offer
 - Stop paying/bonusing instructors for intro offer students
 - Make available in MB Promote
- Digital Marketing
 - Preferred social platforms:
 - Include location and intro in all platforms
 - Use more video
 - Stop boosting posts
 - Intro offer landing page
 - Use branded web to include Buy Now buttons
 - Thank you landing page
 - Update default welcome email
 - Automate a follow up communication for new clients
- Create or edit existing marketing plan to focus on above for next 90 days. Hubspot has great templates.