**EXAMPLE**

**Sales & Marketing Plan**

1. Find local tradeshows where there will be a following of our target market
2. Find their social media accounts and follow them.
3. Build excel sheet of these URL, Social Networks, Telephone Numbers etc.
4. One week before an event; follow associated accounts > build rapport with these people for example “Hello, I’m looking forward to seeing you on…”.
5. Build lists on Twitter and separate them all through profession and location.
6. For these events: **Goal =** Leave the place with as many business cards as possible. **Action =** Insert that info in to excel sheet and create a list in MailChimp. Send email saying “Was great to meet you, here is the blog we were discussing…” (Test email before)
7. Also connect with these people on LinkedIn
8. Look at the analytics in MailChimp and see the opens and then give these people a call asking them how they are doing and if we can do anything for them.
9. Repeat this strategy with all events.

**Social Media / Blog Plan**

1. Design a campaign for 90 days.
2. Our voice is: “We have good quality items at great prices; we will offer a full bespoke service at no extra cost”. - What is your voice?
3. Different product each month which we focus on (we find the most popular product within each month on Google Keyword Planner)
4. Focus on **Styles / Brands / Technology / Product** each week of the month. For example the first week we can focus on Traditional Taps, the different brands of Traditional Taps, then the different technologies etc.
5. Also need to write blogs based on Location of event.