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## Plan Your Promotional Activity

This is where we pull together everything you've worked on in previous sections of this workbook and start to plan your marketing for the coming months.

On the opposite page is a table for you to write down ideas for adverts, promotional activities, blog posts, social media content... anything that works with the ideas from your content matrix and answers the questions identified before that.

For example, if your friend would ask the question "My lawn is overrun with weeds. How do I get rid of them?" you might answer his question with a blog post, a flyer drop that promotes a weed killer service and perhaps a YouTube video showing common lawn weeds and ways to eradicate them.

When you have written down all your ideas the next process is to select the ones to progress and prioritise them. We do this by scoring them out of ten for how well they meet the audience needs and how well they meet the business needs. Scores of three and under are usually discarded.

**Total scores less than 3 are generally discarded.**

Topic or Content Idea	Meets Business Goals	Meets Audience Needs	TOTAL
	score 1-5	score 1-5	Out of 10

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