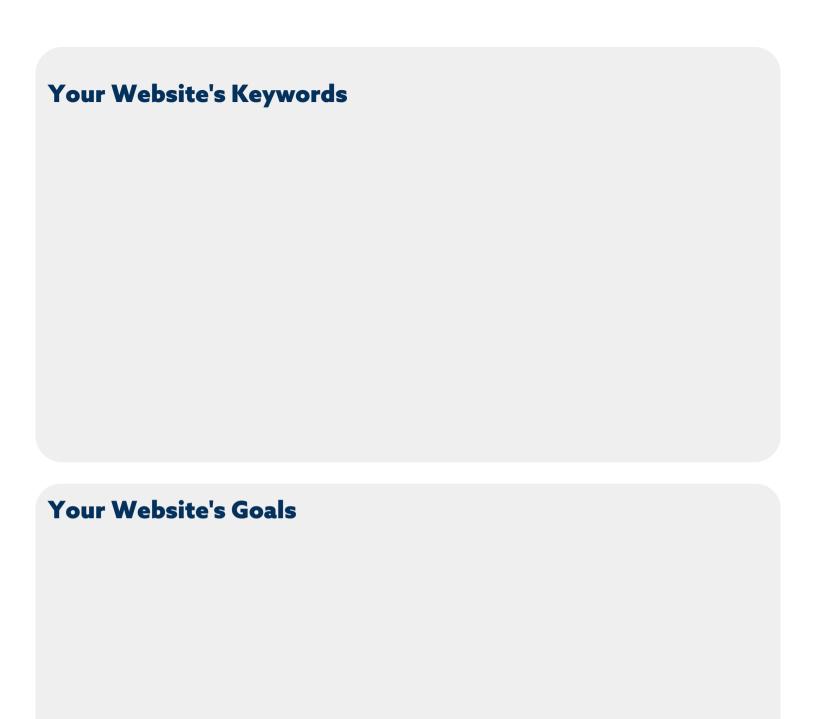
Advanced Marketing

Our Goal

	3 Things We Can Do This Year
1.	
2.	
3.	
	Notes:
	3 Things We Can Do Before Next Summer
1.	
2.	
3.	
	Notes:

Idea Zone (to think about later)	







Evaluation Tools for Social and Web

How will you know that what you're doing is working? You need a way to measure the effectiveness of the communication. If the plan is not working and you are not meeting the communication objectives, it has to be re-designed to be more effective.

- 1. Engagement metrics: Utilize data from your website, emails, social media channels and newsletters to see who's engaging and who's not.
- 2. Evaluation forms or Surveys: A survey that can be filled by the participants at the end of the campaign or event. Keep in mind that this should be short enough for the participants to fill in quickly. This can also be done via e-mail immediately after the meeting.
- 3. Direct feedback: verbally or written, from key stakeholders or partners.

Adapted from: https://www.projectmanagement.com/blog/blogPostingView.cfm? blogPostingID=20461&thisPageURL=/blog-post/20461/Measuring-the-effectiveness-of-the-communication-plan#_=_ last accessed June 30, 2023.

What sites or tools will you use?

Addtional Resources

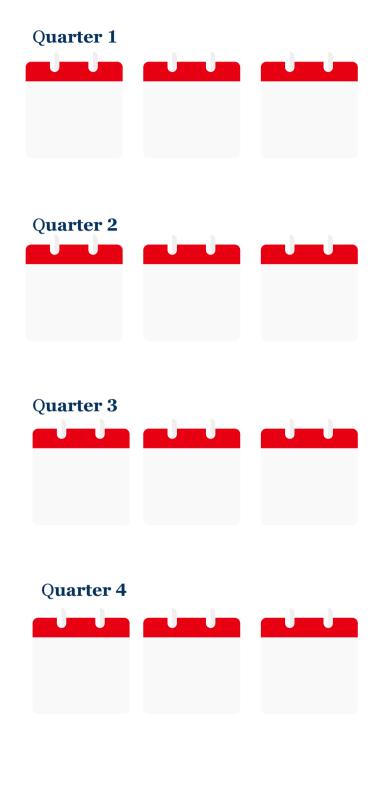


Suggested Calendars for Updates and Reviews

Social Media

SOCIAL MEDIA CONTENT CALENDAR TEMPLATE Dario Sipos 6 (3) Ask a question Motivational quote Testimonial Link to one of your *** (5)Share a free tool Promote your website Special deal or Share a fun fact or resource checklist , template, etc) **(10)** (9)**(12)** Share a personal Cross-promote Funny image or meme Short video another one of your social media profiles (13) **(14) 6** (15) **6 (16)** Poll your audience Share an article Promote one Inspirational quote of your products (17) 🔥 **(18) (19) 5** (20) **5** Eye-catching image with vibrant colors vertaining to your niche Helpful, quick tip (video) Share something Share a topical opinior about yourself 8 (23) **6** (22) **6 (24)** (21) Link to someone else's blog Helpful quick tip (text-base) Promote another Infographic one of your products = (25) (26) (28) Share user-generated Respond to a FAO Share a free Link to a useful nload or printable (and give credit) **6** (29) **6 5** (30) **5 5** (31) **5** Ask your audience to vote on something Another testimonial Share a helpful ebook

Web



3 Content Calendar Examples for All Your Content Needs:

https://www.semrush.com/blog/content-calendar-examples/

