

THE  
PLATFORM  
BUILDER

# Marketing planner

For high achieving women entrepreneurs who are ready to ditch being invisible!



# MITCHELL PRODUCTIONS

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THE  
PLATFORM  
BUILDER  
*Marketing*  
planner

BELONGS TO:

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# marketing planner.

Whether you're offering transformational services, delivering amazing products, or leading a small business... operating in your zone of genius comes easy for you. But what doesn't come so easily is mastering this whole marketing thing and building your personal brand.

That's where *The Platform Builder Marketing Planner* comes in! It will help you ...

- 1) **Clarify marketing goals:** A marketing plan forces entrepreneurs to think about what they want to achieve and how they plan to get there. By creating a simple marketing plan, entrepreneurs can clearly define their goals and develop strategies to reach those goals.
- 2) **Identify your target audience:** This marketing planner helps entrepreneurs identify their target audience and their needs and preferences. This information helps entrepreneurs create marketing messages that resonate with their audience.
- 3) **Create a marketing roadmap:** It outlines the strategies and actions you can execute weekly and monthly to move closer to your revenue goals, build your platform, and stay focused on what's important.

Let's go! OH and I included my marketing affirmations at the end.

# marketing goals

WHAT KIND OF MARKETING **HAS WORKED** FOR YOU IN THE PAST?

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WHAT KIND OF MARKETING **HAS NOT WORKED** FOR YOU?

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# target audience.

A target audience, in marketing, refers to a specific group of people that a business or organization intends to reach with its products or services. It is a defined segment of the population that a company wants to appeal to, based on factors such as age, gender, income, education, interests, and behavior.

**Spoiler alert:** EVERYONE is not your target audience!

Identifying a target audience is important for businesses because it helps them tailor their marketing efforts and messages to the specific needs and preferences of that audience.

By doing so, they can increase the effectiveness of their marketing campaigns, improve customer engagement, and ultimately boost sales.

Let's get started with making sure you identify your target audience, also called the target customer, "avatar" or ideal client!

# target customer.

**DESCRIBE YOUR TARGET CUSTOMER...**

CUSTOMER'S AGE:

CUSTOMER'S LOCATION:

CUSTOMER'S VOCATION:

CUSTOMER'S FAMILY STATUS:

CUSTOMER'S  
PROBLEM

MY SOLUTION TO THE  
PROBLEM

CUSTOMER'S PERSONALITY:

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HOW DID YOUR LAST FIVE  
CUSTOMERS FIND YOU?

- 1.
- 2.
- 3.
- 4.
- 5.



# target audience.

TARGET CUSTOMER	
What problem does your product or service solve?	
Does this correlate with your target customer's pain point?	
Based off of the characteristics of your target customer, are there any adjustments you need to make to make your service perfect for them?	
In your target customer's perspective, what do they expect from your service or product?	
List the feedback (both good & bad) that you've received from your paying customers.	

# target audience.

TARGET CUSTOMER	
Where does your target customer hang out (online and offline)?	
What type of content does your target customer like? (funny memes, inspirational quotes, factual data, videos, etc.)	
Does your target customer impulsively purchase things or do they need to have several interactions with a brand before they buy?	

# promotional calendar.

Now that you have spent time thinking about your marketing goals and your target audience, let's map out your yearly promotional marketing calendar.

A promotional marketing calendar is a tool used by businesses and organizations to plan and organize their marketing campaigns and promotional activities throughout the year.

It shows what you are promoting/selling and WHEN you are doing it. Some businesses, sell the same thing all year long. Other businesses sell different products or services at different times during the year.

For example, a business may create a promotional marketing calendar that includes offering products or services specific to Valentine's Day, Mother's Day, and Black Friday. They can then plan marketing campaigns and promotions around these special dates, such as offering special discounts or creating themed products or services.

Overall, a promotional marketing calendar is a useful tool for businesses to stay on top of WHAT they are selling and when.

Use the next two pages to document what you offer and sell during the year. Your marketing will always point back to what you are offering and selling!

# yearly promotions.

january

february

march

april

may

june

# yearly promotions.

july

august

september

october

november

december

Now that you mapped out what you are promoting during the year, let's shine a spotlight on your business and continue building your platform! Here are seven marketing activities for you to do weekly and monthly to move your business closer to your marketing and revenue goals. The remaining pages of this planner will speak to each of those seven marketing components. *\*This is not an exhaustive list but will get you started with your marketing plan!*





# Social Media.

Social media is a powerful tool for entrepreneurs to reach out to potential customers, build brand awareness, and drive sales. Social Media is a great place to start with your marketing plan because it is accessible to everyone AND millions of potential customers are using social media. Here are four key tips:

1. **Create a social media strategy:** A well-defined social media strategy will help you achieve your marketing goals. Decide what type of content you will post, how often you will post, and what social media channels you will use.
2. **Create high-quality content:** Social media users are bombarded with content every day, so it's essential to create content that is engaging, informative, and visually appealing.
3. **Be consistent:** Consistency is key when it comes to social media marketing. Make sure you post regularly to reach your target audience. You get to determine the level of consistency that you can commit to.
4. **Engage with your followers:** Respond to comments and messages promptly, and interact with your followers. This will help build a *know, like and trust* with your personal brand.



# Social Media.

## SNAPSHOT

List all of your social media profiles AND the number of followers you have:

CHECK YOUR NUMBERS EACH MONTH TO SEE YOUR GROWTH!

Which of the above social media platforms do you use the most?

Which of the above social media platforms do you get the most leads or customer interactions?





# social media posts.

DAY/ DATE	WHAT I PLAN TO POST	WHEN	DONE



# Live Streaming.

Live streaming has become an important marketing tool for businesses because it allows them to connect with their audiences in a more personal and engaging way thereby driving up sales. Here are some reasons why you should step your toe in the live streaming waters:

- 1. Real-time engagement:** Live streaming allows businesses to engage with their audiences in real-time. This means that they can interact with their viewers and respond to their questions and comments immediately. This creates a sense of community and builds a stronger relationship between the business and its audience.
- 2. Instant speaking engagement:** Live Stream video is an instant speaking engagement! It allows you to show off your expertise and position yourself as a leader in your field. It also gives your audience "binge" worthy content and shareable content.
- 3. Builds brand awareness:** It allows them to showcase their products or services in an authentic way and build trust with their audience. This can lead to increased brand recognition and customer loyalty.
- 4. Increases engagement:** Live streaming can help businesses increase engagement with their audience. It allows brands to create interactive content that encourages viewers to participate and share their thoughts and opinions.



# Live streaming.

SOCIAL MEDIA PAGE:	DURATION:
MAIN TOPIC:	
CALL TO ACTION:	

## BRAINSTORM THREE TO FIVE DISCUSSION POINTS:

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## HERE IS A LIVE STREAM AGENDA:

- BEFORE YOU GO LIVE, ADD AN EYE CATCHING TITLE!
- INTRODUCE YOURSELF & YOUR TOPIC! DO THIS A FEW TIMES...
- WELCOME VIEWERS AND ASK THEM TO SHARE THE VIDEO!
- SHARE GREAT CONTENT AND GIVE A CALL-TO-ACTION!



# Reels.

## What is a reel?

An Instagram or Facebook **reel** is a short-form (vertical) video (mostly shot on your mobile phone) that allows users to create and share short videos up to 60 seconds in length on their Instagram or Facebook profiles. Reels are similar to TikTok videos, and they provide a way for users to create fun, creative, and engaging content using music, filters, and special effects.


They are a popular way to get in front of new customers because Instagram and Facebook show your reels to people beyond the ones following your page!

The internet is littered with video marketing stats that all point to the same thing: *video is the future of marketing*. Here are some stats to prove that YOU and your brand need to embrace video marketing such as live streaming, stories, **reels** and etc!

- Hubspot found that 78% of people watch online videos every week, while 54% watch videos every day.
- Google's research shows that 6 out of 10 people would rather watch online videos than television.
- Hubspot found that 72% of customers would rather learn about a product or service by way of video.
- Not only is short-form video (i.e. **reels** and stories) the most popular trend among marketers, with one-third using it, but it can be the most effective and have the highest ROI.

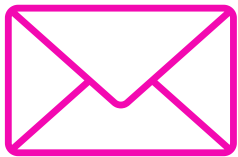


# Reels.

TYPE OF REEL	EXAMPLE OF REEL IDEAS YOU CAN SHOOT ON YOUR PHONE
BRAND STORY	Share your brand story through a series of short videos. This can help your followers know, like, and trust you, and create a deeper connection with your brand.
BEHIND-THE-SCENES	Take your followers behind the scenes and show them what it's like to run your business. Share your process, team, and workspace to build authenticity and trust with your audience.
TUTORIALS OR HOW-TO'S	Share a tutorial or how-to video that shows your followers how to use your products or services. This can help your followers better understand your offerings and increase the chances of a sale.
CUSTOMER TESTIMONIALS	Share customer testimonials or reviews in a visually appealing way. This can help build trust and credibility with your audience and encourage them to purchase your products or services.
FUN OR HUMOROUS VIDEOS	Share funny videos related to your business or industry. This can help your business stand out and create a more lighthearted and engaging presence on social media.
PRODUCT SHOWCASE	Show off your products in a creative and visually appealing way. Highlight the unique features and benefits of your products that set them apart from competitors.
INDUSTRY NEWS OR TRENDS	Share industry news or trends related to your business. This can position you as an authority in your industry and keep your followers informed and engaged with the latest updates.
	<a href="#"><u>CLICK HERE to see how we batch record 40 Reels!</u></a>



# Brain dump Reels.

# Email Marketing.

I bet if you looked at your email box right now, you have several emails from brands and businesses you like and shop with. *Why?* Email marketing is an effective way for businesses to reach and engage with their target audience therefore it should be a part of your overall marketing plan. Here are more reasons why:

1. **Cost-effective:** Email marketing is a cost-effective way for small businesses to **directly** communicate with their audience. Unlike traditional marketing channels like TV, radio, or print, email marketing doesn't require a large budget.
2. **Targeted:** Email marketing allows businesses to target their message to specific segments of their audience. This can help increase the relevance of the message, improve engagement rates, and ultimately drive more conversions.
3. **Builds brand awareness:** By sending regular emails to their audience, small businesses can build brand awareness and stay top of mind with their customers. This can help increase customer loyalty and sales.
4. **Increases website & landing page traffic:** Email marketing can drive traffic to a business's website. By including links to relevant content or product pages, small businesses can encourage their audience to visit their website and learn more about their offerings and make purchases.
5. **Measurable:** Email marketing allows small businesses to track their results and measure their return on investment (ROI). By analyzing metrics such as open rates, click-through rates, and conversion rates.



# email opt-in.

## HOW DO I BUILD AN EMAIL LIST?

A lead magnet or email opt-in is a free incentive offered by a business to potential customers in exchange for their contact information, usually their email address. This is how you build your email list!

TARGET MARKET PROBLEM

OPT-IN OR LEAD MAGNET IDEAS THAT SPEAK TO THAT PROBLEM.

RESEARCH EMAIL MARKETING TOOLS:



# email planner.

EMAIL TITLE & SUBJECT LINE:

SEND DATE:

CALL TO ACTION:

## KEY POINTS TO COVER

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

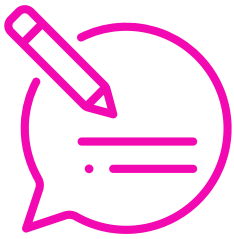
## LINKS TO ADD

<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>

## TO-DO

<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>
<input type="checkbox"/>

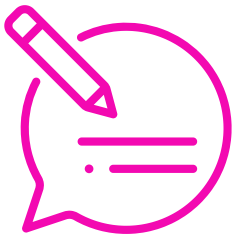
## UPCOMING EMAIL CONTENT IDEAS:



# Blogging.

I am a huge proponent of having a blog on your website and as part of your marketing plan. We have over 400 blog posts on the Mitchell Productions' main website! A blog can provide several benefits for your business. Here are a few:

1. **Increased website traffic:** By regularly creating high-quality blog content, you can attract more visitors to your website. This can be achieved by optimizing your content for search engines and sharing your posts on social media and other channels.
2. **Improved search engine rankings:** A well-maintained blog can also help improve your website's search engine rankings. Search engines tend to favor websites that have fresh and relevant content, and blogging can help you achieve this.
3. **Establishing thought leadership:** Blogging can be a powerful tool for establishing yourself as a thought leader in your industry and *building your platform*. By creating valuable content that educates and informs your audience, you can build credibility and trust, which can ultimately lead to more business opportunities.
4. **Increased social media engagement:** Blog content can also be shared on social media, which can help increase engagement and build your social media following.
5. **Generating leads:** Blogging can be an effective way to generate leads for your business. By offering valuable content that addresses the pain points and challenges of your target audience, you can attract leads and build your email list.



# blog post planner.

POST TITLE:	PUBLISH DATE:
CALL TO ACTION:	
POST IMAGE/ FEATURED IMAGE:	

## KEYWORDS TO USE

<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____

## BRAIN DUMP BLOG IDEAS

## LINKS TO ADD

<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____
<input type="checkbox"/>	<input type="checkbox"/>
_____	_____

## KEY POINTS TO COVER

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# Events & Networking.

Events and networking can be powerful tools for entrepreneurs to market their businesses, build their platforms and build relationships with potential customers, partners, and industry influencers. Here are a few ways:

1. **Attend relevant events:** Entrepreneurs should identify events that are relevant to their industry, target audience, and business goals. Attending these events can help them meet new people, learn about the latest industry trends, and make valuable connections.
2. **Host or sponsor events:** Entrepreneurs can also host or sponsor events to promote their business and showcase their expertise. This can include in-person or online workshops, seminars, webinars, conferences, and other industry-related events.
3. **Network with industry influencers:** Entrepreneurs should also focus on building relationships with industry influencers, such as thought leaders, conference hosts, and experts. Networking with these influencers can help entrepreneurs gain exposure, build credibility, and generate leads.
4. **Follow up with contacts:** After attending events or networking, entrepreneurs should follow up with their contacts to maintain relationships and explore potential business opportunities.
5. **Leverage social media:** Entrepreneurs can use social media to amplify the impact of their event and networking efforts. They can share photos, videos, and updates from events on their social media profiles, and engage with other attendees and industry influencers on social media.



# Events & Networking.

EVENT:	DATE:
LOCATION:	<input type="checkbox"/> TAKE BUSINESS CARDS OR ETC.
DESCRIPTION:	<input type="checkbox"/> MEET 2 TO 5 NEW PEOPLE
	<input type="checkbox"/> DO A SOCIAL MEDIA POST ABOUT THE EVENT
	<input type="checkbox"/> FOLLOW UP WITH NEW CONTACTS

EVENT:	DATE:
LOCATION:	<input type="checkbox"/> TAKE BUSINESS CARDS OR ETC.
DESCRIPTION:	<input type="checkbox"/> MEET 2 TO 5 NEW PEOPLE
	<input type="checkbox"/> DO A SOCIAL MEDIA POST ABOUT THE EVENT
	<input type="checkbox"/> FOLLOW UP WITH NEW CONTACTS

EVENT:	DATE:
LOCATION:	<input type="checkbox"/> TAKE BUSINESS CARDS OR ETC.
DESCRIPTION:	<input type="checkbox"/> MEET 2 TO 5 NEW PEOPLE
	<input type="checkbox"/> DO A SOCIAL MEDIA POST ABOUT THE EVENT
	<input type="checkbox"/> FOLLOW UP WITH NEW CONTACTS



# Speaking.

Since you are an expert, your audience wants and needs to hear your expertise. Speaking at events, conferences, webinars, podcasts and etc can be a powerful way to build and showcase credibility, establish thought leadership, and generate leads.

Speaking also gets you in front of new audiences which can turn into new customers. One of the goals of your marketing plan is to keep exposing your brand to new audiences.

Entrepreneurs can seek out speaking opportunities at industry events, conferences, and other relevant forums. On the flip side, entrepreneurs can create their own speaking opportunities with online events (i.e. webinars, live streaming, YouTube videos) and offline events (i.e. hosting your own workshops and conferences).



# Speaking

BRAINSTORM YOUR TOP FOUR SPEAKING TOPICS- WHAT CAN YOU TALK ABOUT EFFORTLESSLY?:

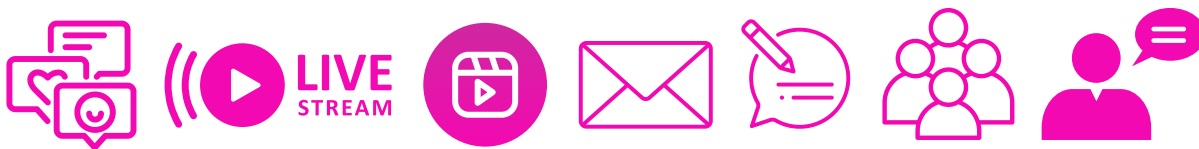
SPEAKING TOPIC	SPEAKING TOPIC
SPEAKING TOPIC	SPEAKING TOPIC

RESEARCH LOCAL EVENTS THAT HAVE GUEST SPEAKERS:

# Pulling it all together!

Congratulations! You have made it to this point and we have covered a lot of information.

Now, it is time for you to plan out the marketing activities that we covered. Using the next few pages, map out what you will do each WEEK and what you will focus on each MONTH.



Remember: A marketing plan provides a roadmap for the success of a business's marketing strategies and objectives however, YOU, my friend, are the secret sauce to all of your marketing.

Your audience is waiting for you and your solutions. Get out there and show them what you got!



I would love to work with you on building your platform and marketing plan. **Schedule a complimentary meet and greet call, click here: [www.CallSharvette.com](http://www.CallSharvette.com)!**



	SUN	MON	TUE	WED	THU	FRI	SAT	NOTES
SOCIAL MEDIA								
LIVE STREAMING								
REELS								
EMAIL MARKETING								
BLOGGING								
EVENTS & NETWORKING								
SPEAKING								

# monthly plan.

MONTH:

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NOTES:

	MONDAY	TUESDAY	WEDNESDAY
WEEK 1			
WEEK 2			
WEEK 3			
WEEK 4			

# monthly plan.

	THURSDAY	FRIDAY	SATURDAY	SUNDAY
WEEK 1				
WEEK 2				
WEEK 3				
WEEK 4				

# Take My Brand Quiz

As another resource, I put together this fun online quiz (click the image below) to help you see where you currently are with your personal brand. Based on your answers, I will send you targeted resources to help you grow your brand and grow your revenue!



# CHECKLIST

## Marketing Affirmations

1	I am confident in my ability to market my business effectively.
2	I will attract the right customers to my business.
3	I trust my intuition to guide me in creating impactful marketing strategies.
4	I am constantly learning and improving my marketing skills.
5	My unique voice and perspective will help me stand out in my industry.
6	I create compelling content that resonates with my target audience.
7	I effectively communicate the value of my products and services through my marketing.
8	I am open to trying new marketing channels and strategies to reach my goals.
9	I am grateful for the opportunity to share my message and make a positive impact on others through my marketing efforts.
10	My marketing activities generate money every single day.



Sharvette Mitchell, CEO of Mitchell Productions, is a Marketing Consultant who helps small businesses generate more revenue by focusing on marketing, visibility, and branding. She does this with one on one consulting, group coaching programs based on her trademarked framework, THE PLATFORM BUILDER®, book collaborations, and conferences.

She is a graduate of Virginia Commonwealth University with a Bachelor of Science in Marketing.

Since 2008, she has hosted a weekly talk radio show - The Sharvette Mitchell Radio Show which airs on six streaming platforms. Sharvette has been seen on CBS 6, The CW Network and featured in publications such as Huffington Post & AARP.

*meet*  
*Sharvette*

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