



Plan to launch an event or product:

Stage 1: Pre Launch

Create an event/ Product emotion:

This is the story why you are holding the event or why you have produced the product. You have to empathize with your target market, focus on the common problem, gain agreement, what can be changed, engage in relevant discussions in a co-operative environment then Present the Solution

Build Event Emotion:

Start building the story and emotion but do not release the dates, times, just build the anticipation through involvement of target market on:

- A group on Facebook
- Other groups on Facebook
- Your Facebook Business Page (discussion updates)
- Twitter using #tags/ advance search
- Blogs
- Surveys eg (survey monkey)

Source Strategic Partners:

Think about who these strategic partners are and what you are prepared to put on the table to offer them. These could be people with the same target market or individual entrepreneurs or companies.

You can use Social Channels to appeal for strategic partners:

- A group on Facebook
- Other groups on Facebook
- Your Facebook Business Page (discussion updates)
- Twitter using #tags/ advance search
- Blogs
- Surveys eg (survey monkey)

Source Affilates:

Find affiliates who have a similar target market, leverage affiliates SEO, find people with good SEO and lists, find these early.

How to find these affiliates:



- Google
- Twellow
- Data base of other promoters/ your promotions
- Facebook group owners
- Linkedin group owners
- Toplinked.com
- Yahoo group owners
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- **Host a webinar for your affiliates or a “meetup”** -

Build Content

Put together an event page either on your website or Eventbrite:

Content Library to include:

- One 6 min video of presentation of event or product summary
- Slideshare presentation
- 5 Blog posts
- A series of articles
- 3 audio podcasts
- Mini ebook/ report

12 weeks Out

Newsbites:

- Twitter
- Facebook
- YouTube
- Google+

Press Releases:

All with links to event landing page

- Pitch Engine
- Deli.icio.us
- Dig
- PR News wire

Networking Community:



- Facebook
- LinkedIn
- Google+
- Blog Post Drip Feed

Provide stakeholders/ affiliates with content to distribute through social networks including:

- Tweets
- Status updates
- Links to articles (value add)
- Create a tweet plan

10 Weeks Out - Launch

Full details released: what, when, why, where, how to purchase or get tickets

Strategic Partners/ Affiliates:

Give out sales material for them to give out at 8 weeks to go:

- Articles
- Suggested tweets
- Suggested status updates
- Value add content
- Blog posts
- Videos
- Power Bloggers – On Board
- Video interviews with key peeps/ speakers etc – if applicable

Q&A Webinar Announced

8 Weeks – Registration open (if event) buying page open (if product)

Affiliates and strategic partners send out their stuff via email and begin syndication through social sites

- Announce across all social networks
- Finalise official bloggers
- Syndicate external blog posts that are made
- Facebook Social Ads
- Cross pollinate prospects through driving them from Fan Page to Group to Blog to Fan Page etc



6 Weeks Out

- Slideshare uploaded
- Personalised message out to: Facebook, LinkedIn, Google+, Lists
- Discussion boards forums:
- Engage every opportunity, Stir discussions, comment and like every contribution, invite questions and feedback
- Content distribution stepped up: Including re-release content that was released earlier in campaign

4 Weeks Out

- “Pass it on to a friend” message sent out (run this for a couple of days)
- Post about event or product once every 2 days minimum, but make sure you are adding value posts too.
- Everyone on board including SP and affiliates all promoting and adding value

Hold Q&A Webinar and release it through the social channels

2 Weeks Out

Continue promotions as with the last 4 weeks

One Week Out

More of the same.. value add messages etc

Blast Off
Massive Success!!