

4 WEEK MARKETING TIMELINE

4 weeks before launch

- Schedule team practices
- Schedule staff workouts
- Order giveaways and prizes
- Hang banners and posters
- Select content and captions for social media plan

2 weeks before launch

- Start social media plan
- Start email marketing plan
- Host staff workouts and introduce Getting Started Sheets, Free Experience Cards and 16 in 60 cards.
- Continue team practices

3 weeks before launch

- Create program page for website
- Hang Launch Poster
- Continue team practices (take photos and short videos for social posts and social stories)

1 week before launch

- Host more staff workouts
- Have all staff talking about new program (welcome desk, sales tours, instructors)
- Continue social media plan
- Continue email marketing plan

LAUNCH & POST LAUNCH

- Take GREAT photos that are like'able, share'able, and tag'able (see *previous MOSSA White Paper entitled Millennial Marketing*)
- Create video testimonials and other DIY Social Videos (see *previous MOSSA White Paper entitled Social Video Marketing*)
- Utilize photo and video testimonials on your website and social media for the next few weeks.