VMR *Agenda*

Q1 2024



STUDIO GROW

BUILD A BUSINESS AS FLEXIBLE AS YOU

Monday, *Dec 11th*

AT 4 PM EASTERN
90 MINUTE CALL

AGENDA

Warming up your audience and buyer types

→ Welcome to Q1 VMR.

→ 2023 Marketing Initiatives Reflection.

→ Q1 Strategic Marketing & Sales Considerations

→ Idea Generator Exercise (12-Month And/Or 90-Days View)

Preparation for the VMR

- [ ] Complete the **"Marketing Assessment"** tab in the Idea Generator (12-Month and/or 90-Days View)

Recommended Q1 Promotions Review

- **New Years Promotion**
  - Playbook
  - Video
- **High Ticket Promotion**
  - Playbook
  - Video

SIGN-UP FOR A HOT-SEAT!

(see below for more details)





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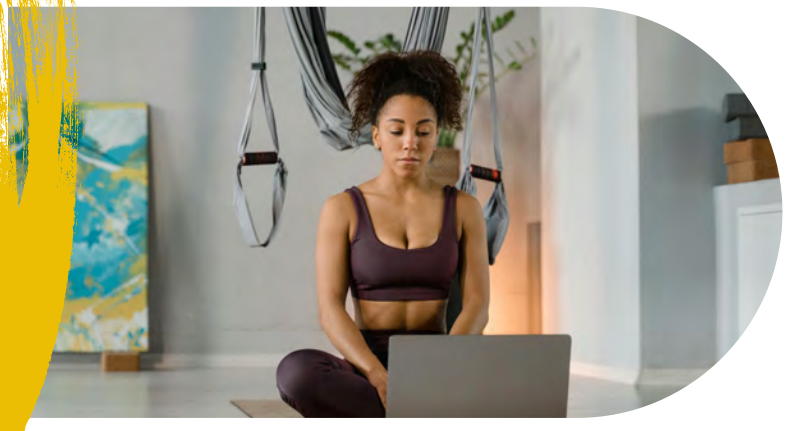
Tuesday, *Dec 12th*

AT 4 PM EASTERN
90 MINUTE CALL

FOCUS OF THE CALL
Referral Theory Strategy

AGENDA

- → Recap of VMR Day 1
- → Key Trends to Consider for Q1
- → Recommended Q1 Promotions Review Cont.
  - ▶ Friends & Family Week Or Month (Playbook | Video)
- → Q1 Idea Generator Exercise Cont.
- → Homework for Wednesday's Session



Homework / Things to prep:

- ☐ Between now and Wednesday's session, **finish the weekly planning view** of the **Q1 Idea Generator Exercise.** *You may need a bit of time to wrap up this section of the worksheet.*
- ☐ **Select one promotion, challenge, or program, you'd like to work through** in our collaborative working session on Wednesday AND come prepared with the name, description, offer details, and timeline.
- ☐ Three promotions we are focusing on this quarter are:
  - ▶ **New Years Promotion**
    - Playbook
    - Video
  - ▶ **Friends & Family Promotion**
    - Playbook
    - Video
  - ▶ **High Ticket Promotion**
    - Playbook
    - Video

SIGN-UP FOR A HOT-SEAT!

(see below for more details)

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Wednesday, *Dec 13th*

AT 2 PM EASTERN
90 MINUTE CALL

FOCUS OF THE CALL

Marketing Campaign Working Session

AGENDA

→ Recap of VMR Day 2.

→ Outline the promotion, challenge, or program.

→ Identify lead lists, organic/paid channels, and other marketing platforms.

→ Consider whether there is an event component to your campaign.

→ Develop the marketing workflow for your campaign.

→ Establish your measures of success for your campaign.

Homework / Things to prep:

- [ ] Between now and Thursday's session, **finish** the marketing campaign fillable worksheet to help identify areas of enhancement or optimization to work through in your hot seat on Thursday!

- **It is mandatory to have your homework done in advance of your hot seat, even if it is high level thoughts or ideas—it does not need to be the perfect, final version of your marketing campaign.**

- Examples of things to review during your hot seat:
  - Pricing options for your challenge, promotion, program, etc.
  - Event logistics, marketing tactics, giveaways, etc.
  - Copy review for your landing page, thank you page, emails, text, call scripts, etc.
  - Implementation review of your workflow/ client journey for the duration of the campaign.
  - Implementation review of your meta (Facebook/Instagram), Google Ads, or other unpaid social tactics.
  - Implementation of measurements of success for your marketing campaign.

SIGN-UP FOR A HOT-SEAT!

(see below for more details)

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Thursday, *Dec 14th*

AT 3 PM EASTERN
3 HOUR CALL

FOCUS OF THE CALL
Marketing Campaign Hot Seats & Working Session Cont.

AGENDA

- → Recap of VMR Day 1, 2, & 3.
- → How To Effectively Use Your Marketing Campaign Hot Seats.
- → Main Room 20-Minute Marketing Talks
- → Marketing Campaign Hot Seats.
- → Recap Takeaways from Hot Seats.
- → Group Question & Answer Session (last 15 minutes of retreat)



Main Room 20-Minute Marketing Talks Schedule:

3:20 - 3:40pm | Facebook Ads Mastery *By Tara*
How to Read the Numbers & Understand When Your Ads Are Working (and what to do next!)

3:40 - 4pm | Harnessing the Power of AI in Your Business *By Rory*

4 - 4:20pm | So You Know You Need to Raise Prices in the New Year–What Now? *By Allison*

4:40 - 5pm | Getting Into Your Clients' Heads: Copywriting Strategies to Take Advantage of the New Year Momentum - *By Eman*

5 - 5:20pm | Building Bonds: The Power of Open House or 'Bring a Friend' Events *By Laurial*

5:20 - 5:40pm | How to Advertise on GMB *By Tia*

BOOK
FOLLOW UP MIH CALLS
to Monitor Progress of Campaigns

OR JOIN
THE WEEKLY MARKETING OFFICE HOURS
With Tara & Emily

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Expectations for HOT SEATS



- In advance of your hot seat, you will have specific homework to complete. There will be time during the NEW Wednesday call (in place of the weekly coaches call) to come close to, if not fully complete, the marketing campaign planning homework—as we will be using Wednesday's session as a working session. We recommend blocking out a bit of time following each of these virtual marketing retreat sessions to wrap up the work from each day.
- **It is mandatory to have your homework done in advance of your hot seat, even if it is high level thoughts or ideas—it does not need to be the perfect final version of your marketing campaign.**
    - If meeting with Eman, please be sure to complete this prior to your hot seat.
    - If you are meeting with Allison (pricing), please bring your current pricing sheet from the SG pricing call with any updates to show what you are currently offering (preferably updating the one in your client folder).
- There will be more coaches available during the virtual marketing retreat this time around. That means you can sign up with coaches to enhance or optimize your marketing campaign by booking a hot seat to:
    - Review pricing options for your challenge, promotion, program, etc.
    - Discuss event logistics, marketing tactics, giveaways, etc.
    - Conduct a copy review for your landing page, thank you page, emails, text, call scripts, etc.
    - Implementation review of your workflow/client journey for the duration of the campaign
    - Implementation review of your meta (Facebook/Instagram), Google Ads, or other unpaid social tactics
    - Implementation review of measures of success for your marketing campaign
- As a reminder, you can book more than one hot seat during the Thursday Hot Seat & Working Session Call

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