



PLAN YOUR 2023 MARKETING STRATEGY

Adam Franklin



A Hands-On Workshop for Business Owners

WORKSHOP →
TOOLS

bluewiremedia.com.au/wspt

bluewiremedia.com.au/12-month-content-template

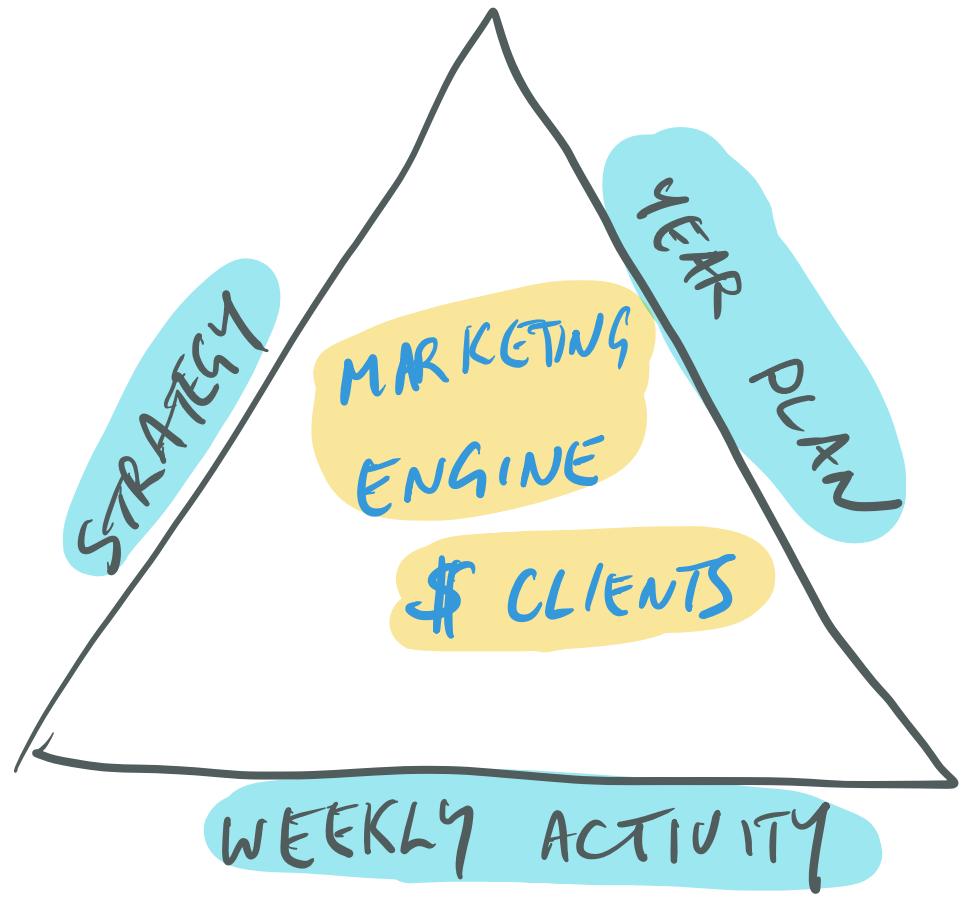
bluewiremedia.com.au/year-planner

bluewiremedia.com.au/ect

bluewiremedia.com.au/wcp



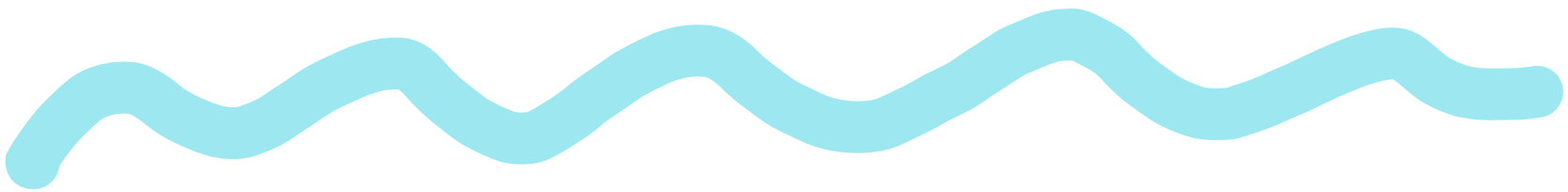






CONTENT

- LIKES
- COMMENTS
- VOTE
- REPOSTS

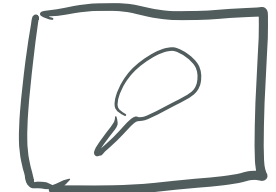


1



CONNECT

2



CONVO

3



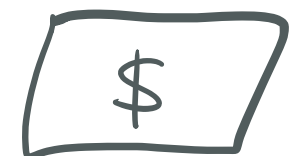
INTEREST

4



HAND
RAISER

5



SALES
CALL



Create your Marketing Strategy

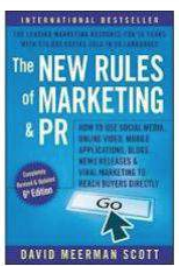
Using the Web Strategy Planning Template



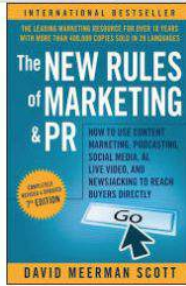
<http://bluewiremedia.com.au/wspt>



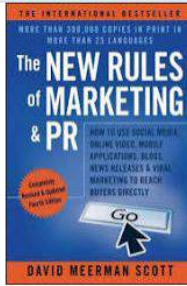
Now in its 12th year



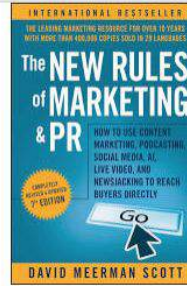
The New Rules of Marketing and PR ...



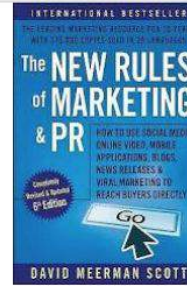
The New Rules of Marketing & PR by...



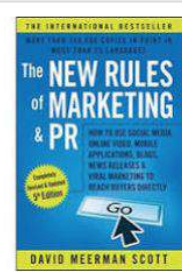
The Rules Of Marketing & Pr...



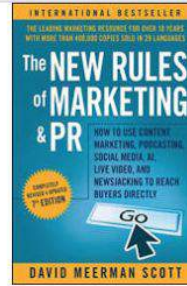
Book The Rules of Marketing And Pr ...



The Rules Marketing Pr How...



The New Rules Of Marketing And Pr...



Scott David Meerman-new...



Web Strategy

Back Links & PR

- Authority Blogs →
- Influencers →
- News & Press →
- Podcast Interviews →
- Joint Ventures (JVs) →
- Newsjacking →
- Sponsorships →
- Guest Blogs →
- Roundup Posts →
- Testimonials →
- Blogs →
- Sponsored Posts →
- Infographics →
- Events →
- Reddit →
- StumbleUpon →
- Digg →
- Quora →
- Wikipedia →
- _____ →

Search

Google

SEO

Organic Search

SEM

Paid Search (Google Adwords)

WEBSITE

Mobile & Tablet
Friendly Site

Landing Pages

SOCIAL MEDIA & CONTENT MARKETING

YouTube

Facebook

Email
Marketing

LinkedIn

Webinars

Instagram

Pinterest

Twitter

Clubhouse

Podcasts

Apps

Outcomes

PURCHASE

- Buy
- Upsell
- Paid Membership

ENQUIRE

- Contact Us
- Phone / Book an Appointment
- Email Us

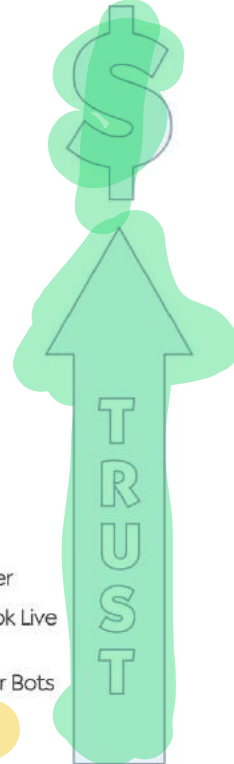
CONNECT

- Subscribe to Email Newsletter
- Marketing Funnel / Email Autoresponder
- Webinars / Facebook Live
- Connect on Social Media or Messenger Bots

FREE DOWNLOAD

- Flagship Content
- Lead Magnet
- Valuable Giveaway
- Templates
- E-books

TRUST





Web Strategy Planning Template

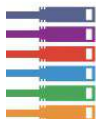
COMPANY: _____

PRODUCT/SERVICE: _____

WHO	Buyer Persona	1: <i>man</i>	2:	
	Description Who is this person?	<i>i</i>		
WHAT	Problems you solve for this buyer? Why are they buying from you?			
	Actions you'd like them to take: Purchase : <i>\$20k</i>			
	Enquire <i>?</i>			
	Connect			
WHY	Free download (Lead magnet)			
	How are you remarkable?			
WHERE	Proof Guarantees, testimonials, press etc.			
	Where are they? Google, blogs, Facebook, Instagram etc.			
HOW	Who do they trust?			
	Content is King (Strategy) What will you publish?			
	Keywords buyers type into Google.			
	Marketing is Queen (Tactics) Blog, Twitter, YouTube, email, newsletter, e-books, Facebook, podcasts etc.			
WHEN	Things to do this week:	SCORECARD	No. of Purchases:	
	... this month:		No. of Enquiries:	
	... this quarter:		No. of Connections:	
	... this year:		No. of Downloads:	

GOAL

RESULT



Web Strategy Planning Template

COMPANY: InterRetire

PRODUCT/SERVICE: Repatriation Plan + Foreign Superannuation Fund

WHO	Buyer Persona	1: Peter The Partner	2: Advisor	
	Description Who is this person?	Senior Exec, Hong Kong based, Aussie expat with assets >\$500K USD		
WHAT	Problems you solve for this buyer? Why are they buying from you?	How to do I get my family back to Australia?		
	Actions you'd like them to take:			
	Purchase	Repatriation Plan \$5k		
	Enquire	Calendly booking		
	Connect	Email (via workshop rego)		
WHY	Free download (Lead magnet)	7 Steps Checklist		
	How are you remarkable?	Independent advice - specialist in HK + Int'l R		
WHERE	Proof Guarantees, testimonials, press etc.	Case studies		
	Where are they? Google, blogs, Facebook, Instagram etc.	LinkedIn and Email,		
HOW	Who do they trust?	their advisors		
	Content is King (Strategy) What will you publish?	Articles, videos,		
	Keywords buyers type into Google.	Relocate HK to Aus		
	Marketing is Queen (Tactics) Blog, Twitter, YouTube, email, newsletter, e-books, Facebook, podcasts etc.	Blog, LinkedIn newsletter, Email,		
WHEN	Things to do this week:	SCORECARD	No. of Purchases:	
	... this month:		No. of Enquiries:	
	... this quarter:		No. of Connections:	
	... this year:		No. of Downloads:	

GOAL

RESULT



1-on-1 Brainstorming Session with me

→ <https://calendly.com/adam-franklin/20min>



12 MONTH CONTENT PLANNER

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
JANUARY				
FEBRUARY				
MARCH				
APRIL				
MAY				
JUNE				
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				

Sketch out your Content Strategy

Using the 12 Month Content Planner



<http://bluwiremedia.com.au/12-month-content-template>



12 MONTH CONTENT PLANNER

	WEEK 1	WEEK 2	WEEK 3	WEEK 4
JANUARY				
FEBRUARY	Flagship		LinkedIn (PDF)	
MARCH	Article	Image	Video	Text
APRIL	Poll	Email		
MAY				
JUNE	Webinar	Podcast		
JULY				
AUGUST				
SEPTEMBER				
OCTOBER				
NOVEMBER				
DECEMBER				

2023 Calendar - Year Planner

To make your own version, click "File > Make A Copy > OK" or click "File > Download > Microsoft Excel (.xlsx)"

M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W
January																														
February																														
March																														
April																														
May																														
June																														
July																														
August																														
September																														
October																														
November																														
December																														



Map out your year

Using the 2023 Calendar - Year Planner



<http://bluewiremedia.com.au/year-planner> (Google Sheet)

<http://bluewiremedia.com.au/year-planner-pdf> (PDF)



2023 Calendar - Year Planner

To make your own version, click ["File > Make A Copy > OK"](#) or click ["File > Download > Microsoft Excel \(.xlsx\)"](#)

	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W						
January						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
February	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28									
March	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						
April	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
May						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
June	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
July						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
August	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31						
September						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30		
October						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
November	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30							
December						1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	

FLAGSHIP

Blog article

VIDEO

WORKSHOP



1-on-1 Brainstorming Session with me

→ <https://calendly.com/adam-franklin/20min>

2023 Editorial Calendar Template										
MONTHLY THEME:										
DATE	DAY	CONTENT	OWNER	STATUS	PDF / FLAGSHIP	LINKEDIN	BLOG POST	E-NEWSLETTER	FACEBOOK	INSTAGRAM
1-Feb-23	Wednesday									
2-Feb-23	Thursday									
3-Feb-23	Friday									
4-Feb-23	Saturday									
5-Feb-23	Sunday									
6-Feb-23	Monday									
7-Feb-23	Tuesday									
8-Feb-23	Wednesday									
9-Feb-23	Thursday									
10-Feb-23	Friday									
11-Feb-23	Saturday									
12-Feb-23	Sunday									
13-Feb-23	Monday									
14-Feb-23	Tuesday									
15-Feb-23	Wednesday									
16-Feb-23	Thursday									
17-Feb-23	Friday									
18-Feb-23	Saturday									
19-Feb-23	Sunday									
20-Feb-23	Monday									
21-Feb-23	Tuesday									
22-Feb-23	Wednesday									
23-Feb-23	Thursday									
24-Feb-23	Friday									
25-Feb-23	Saturday									
26-Feb-23	Sunday									
27-Feb-23	Monday									
28-Feb-23	Tuesday									

Flesh out your content

Using the Editorial Calendar Template



<http://bluewiremedia.com.au/ect> (Sheet)



2023 Editorial Calendar Template

MONTHLY
THEME:

7 STEPS

DATE	DAY	CONTENT	OWNER	STATUS	PDF / FLAGSHIP	LINKEDIN	BLOG POST	E-NEWSLETTER	FACEBOOK	INSTAGRAM	TWITTER
1-Feb-23	Wednesday										
2-Feb-23	Thursday										
3-Feb-23	Friday										
4-Feb-23	Saturday										
5-Feb-23	Sunday										
6-Feb-23	Monday	7 Step.	Adam		X						
7-Feb-23	Tuesday										
8-Feb-23	Wednesday					X					
9-Feb-23	Thursday										
10-Feb-23	Friday										
11-Feb-23	Saturday										
12-Feb-23	Sunday										
13-Feb-23	Monday										
14-Feb-23	Tuesday										
15-Feb-23	Wednesday						X				
16-Feb-23	Thursday										
17-Feb-23	Friday								X		
18-Feb-23	Saturday										
19-Feb-23	Sunday										
20-Feb-23	Monday										
21-Feb-23	Tuesday										
22-Feb-23	Wednesday										
23-Feb-23	Thursday										
24-Feb-23	Friday										
25-Feb-23	Saturday										
26-Feb-23	Sunday										
27-Feb-23	Monday										
28-Feb-23	Tuesday										



1-on-1 Brainstorming Session with me

→ <https://calendly.com/adam-franklin/20min>



WEEKLY CONTENT PLANNER

For the week starting:

	MORNING	LUNCH	AFTERNOON	EVENING
MONDAY				
TUESDAY				
WEDNESDAY				
THURSDAY				
FRIDAY				
SATURDAY				
SUNDAY				

NOTES FOR NEXT WEEK

Plan your week

Using the Weekly Content Planner



<http://bluwiremedia.com.au/wcp> (PDF)

<http://bluwiremedia.com.au/wcp-doc> (Google Doc)



WEEKLY CONTENT PLANNER



<http://bluewiremedia.com.au/wcp> (PDF)
<http://bluewiremedia.com.au/wcp-doc> (Google Doc)

For the week starting: 30 JAN 2023

	MORNING	LUNCH	AFTERNOON	EVENING
MONDAY			Flagship	
TUESDAY	Q&A			
WEDNESDAY				
THURSDAY				
FRIDAY			video	
SATURDAY				
SUNDAY				



1-on-1 Brainstorming Session with me

→ <https://calendly.com/adam-franklin/20min>



1-on-1 Brainstorming Session with me

→ <https://calendly.com/adam-franklin/20min>

**Is it worth spending 20
minutes a day to
implement the plan?**

How useful has
today's workshop
been for you?

On a scale on 1-10?



Would you be happy to write a Google Review?

See photos

See outside

Adam Franklin - Digital Marketing Speaker

Website Directions Save Call

5.0 ★★★★★ 152 Google reviews

Marketing consultant in Paddington, Queensland

➔ bluewiremedia.com.au/adam-review



From here...





To here... in 3 months with a coach



©Marathon-Photos.Com

THE
Marathon
LONDON

SUNDAY 19 OCT 2014

THE
33442



Thank you, plus Q&A



Adam Franklin

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adam.franklin@bluewiremedia.com.au

DM me your marketing plan! → m.me/AdamCFranklin

*Type "DWY"
in the chat
(or email me)*

*(if you'd like a
hand)*