

## 12-WEEK BLOWDRY CLUB MARKETING TIMELINE



	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9	Week 10	Week 11	Week 12
<b>Facebook Advertising (non paid)</b>												
<b>Lead Generation &amp; Data collection.</b> Take note of likes and comments from these posts, create reasons to comments through incentives, follow up on all comments, create conversations.	INTRO to BD CLUB: List benefits. Ask reader to tag. Tag friends. Tag staff friends. "Coming soon"	BD PHOTOS: Gallery of BD Repeat messages	BD CLUB UP & RUNNING: List benefits. Ask for tags. Tag friends. Tag staff friends. "SIGN UP NOW"		BD PHOTOS: Gallery of BD Repeat messages		VIP EVENT NIGHT: Announce event. List activities. ONLY for BD members.	BD PHOTOS: Gallery of BD Repeat messages		VIP EVENT NIGHT: Remind event. List activities. ONLY for BD members.	BD PHOTOS: Gallery of BD Repeat messages	VIP EVENT NIGHT: Write up good news story
<b>Competition</b> Creat high value competitions, remembering that potential blowdry club members are worth more than the initial payment. Follow up on all leads, contact all posters after		"FREE TRIAL" Incentivise with voucher. See "examples"				BLOWDRY PACKAGE: Create package for limited number.						
<b>Recommendation.</b> Customer trust recommendations, use them to your advantage.	CLIENT FEEDBACK: Collate and publish blowdry service feedback.			CLIENT FEEDBACK: Collate and publish blowdry service feedback				MEMBERS FEEDBACK: Collate and publish feedback.				VIP NIGHT FEEDBACK: Collate and publish feedback.
<b>Announcement</b> Make these bold and attractive, offer further winnings or expand the winners if needed.			FREE TRIAL WINNER: Announce winners			CLUB UPDATE: Use figures. Average apps. Feedback etc	BLOWDRY PACKAGE WINNERS: Announce winner		CLUB UPDATE: Use figures. Average apps. Feedback etc			CLUB UPDATE: Use figures. Average apps. Feedback etc
<b>Website</b>												
<b>Blog Article</b> Engaging content article >500 wordcount, with topical title.	INTRO to BD CLUB: How it works. List benefits. Who it would suit. "Coming soon"		BD CLUB PAGE: How it works. List benefits. Who it would suit. Terms and conditions. "sign up now" - link to salon blocs			BLOWDRY PACKAGE: Package details, saving, benefits, how to enter. Link back to BD Page.			CLUB UPDATE: Use figures. Average apps. Feedback etc			VIP EVENT NIGHT: Write up good news story
<b>News Article</b> Fast paced article <500 wordcount with striking images or video.		"FREE TRIAL" Incentivise with voucher. Include all details.		CLIENT FEEDBACK: Collate and publish blowdry service feedback.			VIP EVENT NIGHT: Announce event. List activities. ONLY for BD members.	CLIENT FEEDBACK: Collate and publish blowdry service feedback.				VIP NIGHT FEEDBACK: Collate and publish feedback.
<b>Advert</b> Bold statement, minimal wording, striking image. Pop-up or banner etc	Link to "Intro to BD Club" blog article.	Link to "FREE TRIAL" news article.	FREE TRIAL WINNER: Announce winner. Link to "BD Club Page" article.		Link to "Client Feedback" news article.	Link to "Blowdry Package"	BLOWDRY PACKAGE WINNERS: Announce winner. Link to "BD Club Page"		Link to "CLUB UPDATE" blog article.	VIP EVENT NIGHT: Remind event. List activities. ONLY for BD members. Link to news article.		CLUB UPDATE: Use figures. Average apps. Feedback etc  Link to Blog article "VIP night"
<b>In House</b>												
<b>Display</b> Posters, TV etc, bold striking imagery with minimal wording	INTRO to BD CLUB: Use "cover girl" image suitable for your audience. Include web address to blog article & "Coming soon"		BD CLUB UP & RUNNING: Use "cover girl" List benefits. "SIGN UP NOW" - link and QR code to BD Club page on website					VIP EVENT NIGHT: Announce event. Make clear - ONLY for BD members. "SIGN UP NOW" - link and QR code to BD Club page on website	CLUB UPDATE: Use figures. Average apps. Feedback etc	VIP EVENT NIGHT: Reminder of event to all members Via Email. Make clear - ONLY for BD members. "SIGN UP NOW" - link and QR code to BD Club page on website		
<b>Printed</b> Leaflets, Flyers, Business cards. Keep these brief and to the point, clean and uncluttered.	(Flyer) INTRO to BD CLUB: Use "cover girl" image suitable for your audience. Include web address to blog article & "Coming soon"		Create BD CLUB business Card: brief List benefits. "SIGN UP NOW" - link and QR code to BD Club page on website					(Flyer) VIP EVENT NIGHT: Announce event. Make clear - ONLY for BD members. "SIGN UP NOW" - link and QR code to BD Club page on website				
<b>Direct</b> Contact with clients. Ensure message is clear and to the point.		"FREE TRIAL" Email Incentivise with voucher. Include all details.	Train Team on BD Club "pitch" - talk to everyone.	Use junior member to phone eligible clients. Ask for feedback on Salon visits. Record data. Pitch BD Club. RECORD INTEREST	Email details to intersted clients from phone calls. Include link to BD Club Page.	Use junior member to phone eligible clients. Ask for feedback on Salon visits. Record data. Pitch BD Club. RECORD INTEREST	Email details to intersted clients from phone calls. Include link to BD Club Page.	VIP EVENT NIGHT: Announce event to all members Via Email. Make clear - ONLY for BD members. "SIGN UP NOW" - link and QR code to BD Club page on website	Email CLUB UPDATE: Use figures. Average apps. Feedback etc	VIP EVENT NIGHT: Reminder of event to all members Via Email. Make clear - ONLY for BD members. "SIGN UP NOW" - link and QR code to BD Club page on website		VIP NIGHT FEEDBACK: Collate and publish feedback.  Link to Blog article "VIP night"  "SIGN UP NOW" - link to BD Club page on website