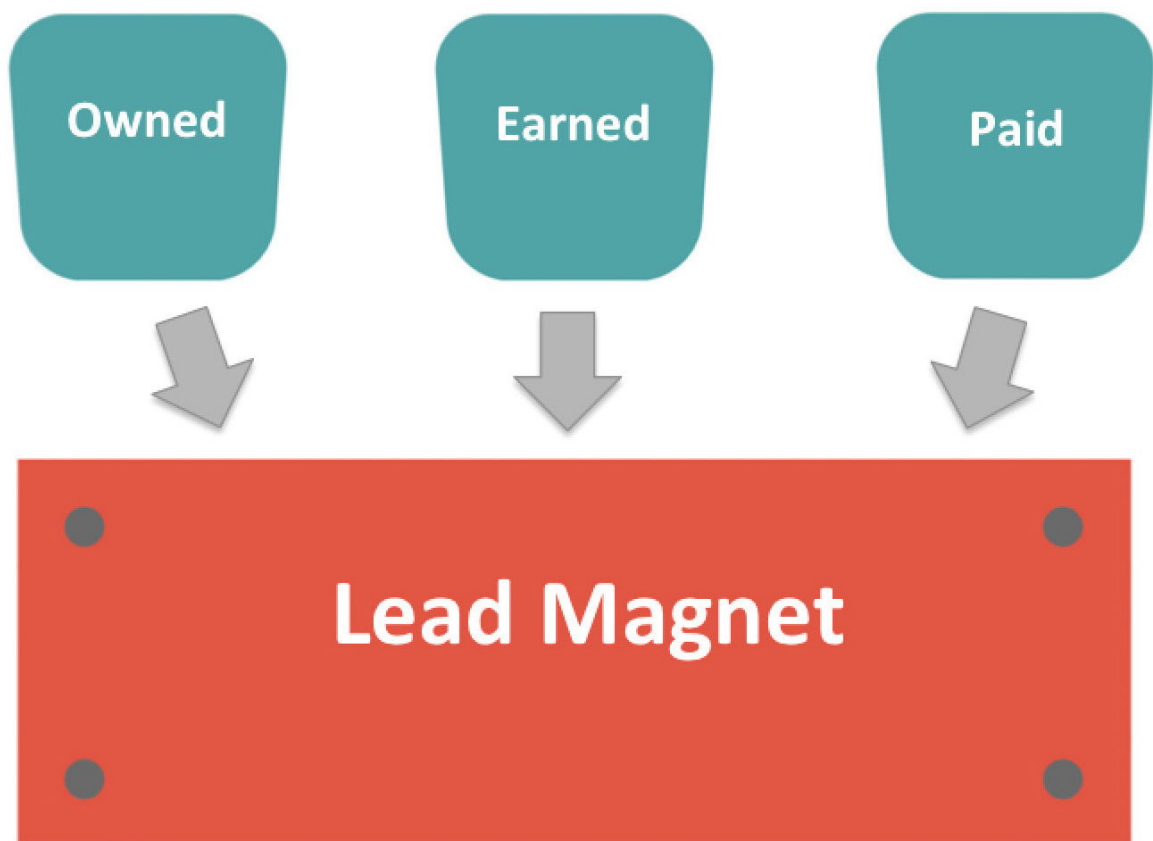


CONTENT SELLS PART 4 – COURSE WORK

Your Lead Magnet Promotion Ecosystem



Examples of Promotional Activities Within Each Channel

Owned

- Website
- Podcast
- Blog
- Email List
- Social Media Followers / Pages

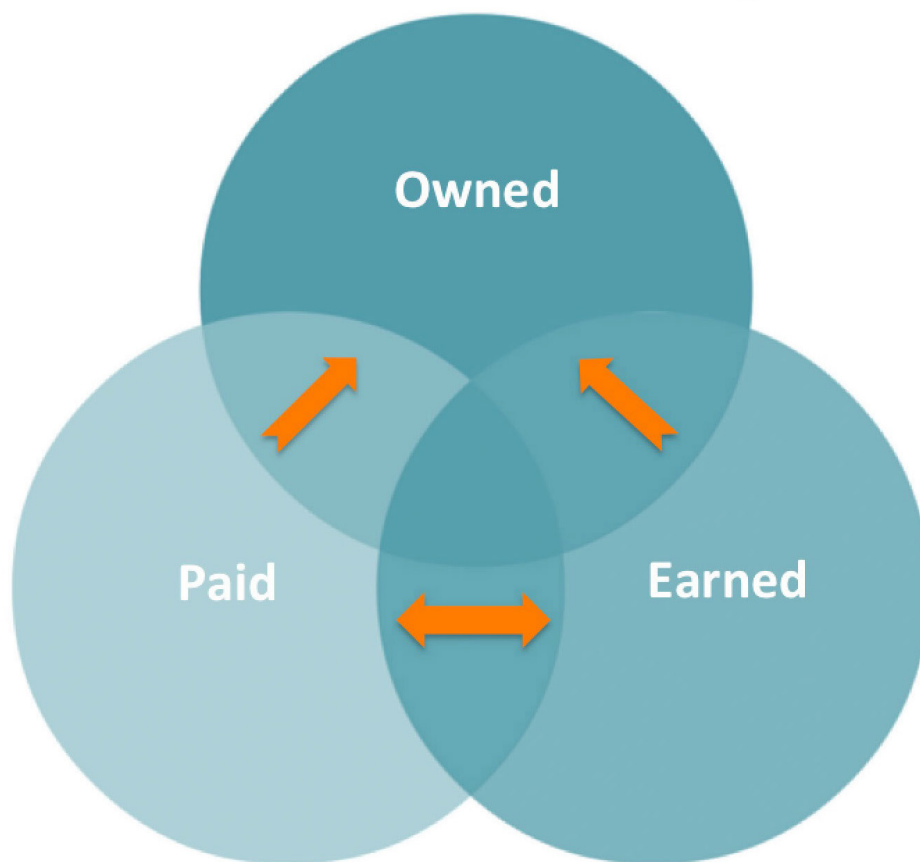
Earned

- Mentions / Shares / Links
- Guest Blogging
- Speaking Engagements
- Press / Media

Paid

- Advertisements eg AdWords, FB, Press
- Retargeting
- eDM
- Paid Influencers
- Affiliates
- JVs

Examples of Promotional Activities Within Each Channel



Return on Investment (ROI)

EXERCISE 1: Create your Marketing System Plan on a Page to promote your funnel.

1. Use the Excel Spreadsheet Template provided.

Notes

EXERCISE 2: Go do it 😊

presented by



PO Box 122
ROSEBERY NSW 1445
Australia
1300 720 120
herbusiness.com

© 2019 We Are Content and HerBusiness.
HerBusiness® is a registered trademark of HerBusiness Pty Ltd