



POWER[♥] OF SOCIAL INFLUENCE



CALENDAR

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Use this calendar to schedule the work time you need to plan your social influence strategy. This is a printer-friendly, digital fillable-form.

Week 1

Monday

Complete the Workbook if you have not completed it.

Tuesday

Have your workbook available and review your notes.

- Spend time analyzing your sales funnel and make note of where you need improvement with social media.
- What social media platforms would have the greatest impact for your business.

List them below:

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Wednesday

Describe the outcome that you anticipate from using social influence in your sales.

Thursday

Brainstorm names of influencers with similar audiences who would benefit from your knowledge and programs.

- Befriend influencers/possible JV partners on social media
- Interact with them and develop a relationship

Research those names and be sure you can stand behind their reputations and programs before you align yourself with them. What do they do that makes you want to follow them?

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Friday

Review the progress you have made this week.

Review your social media accounts and website and be sure that they are fully developed and ready to be used in your new social influence marketing plan.

Begin to plan for next week and mark extra time on your calendar next week.

Week 2

Monday

Focus on your client avatar.

Brainstorm concerns, problems and obstacles your customer may be facing. Now consider how your products or services resolve their issue.

Customer Obstacles:

Your Solution:

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Tuesday

Examine your social media accounts. Keep your profiles current. Are you interested in adding more social media platforms to your social media plan?

Take time to review each account and create a list of the profiles you need to update.

Wednesday

If you do not have a testimonial page on your website, develop one. Send an announcement to your list. Create an ongoing collection of testimonials.

Document who you will reach out to for a testimonial:

Thursday

Customer communication is essential to collect social influence. Draft emails you can generate for each of the following situations to obtain customer feedback for each of these circumstances.

New purchase follow-up:

Recurring purchase follow-up:

Reply to comments:

Asking customers directly:

Friday

Review your week and carry over unfinished tasks to next weeks' calendar.

Any tasks in your workbook that remains incomplete, schedule time for those to be completed the upcoming week.

What tasks are you struggling to complete - note why you are struggling:

Week 3

Monday

Create a template you can use when creating your case studies that will answer the following:

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Who is the subject?

Details of how life was before and after using your product or service.

How is the consumer's life different since using your product or service?

Tuesday

Create platforms on third-party review sites. List the third-party sites you will do this:

Wednesday

Develop incentive programs to encourage customers to generate social influence.

Create non-monetary rewards that your customer will find valuable.

Thursday

Add social sharing buttons on website and on content.

Friday

Install social media tracking app to monitor feedback.

Week4

Monday

Display on your website any of the following:

- Trust Badges
- Awards
- Memberships and affiliations
- Certifications
- Customer images
- Gallery of your work
- Social media share buttons

Tuesday

Update your newsletter and blog format to include a testimonial section

Wednesday

Start a file to save all positive and negative comments.

- After permission is provided by the customer, turn your positive comment into a review for publishing.

Set up a testimonial tab on your Facebook page

Thursday

Set up a system that you will use to continually gather social influence data.

Take time to respond to any feedback data you have started to receive.

Friday

Review your past week. Complete any tasks you have not completed.

Begin implementing your new social influence marketing plan!