

# Marketing Off Social Media Workbook

craft your marketing plan  
without social media in 9  
simple steps

with coach Gabe Cox



# Social media goals

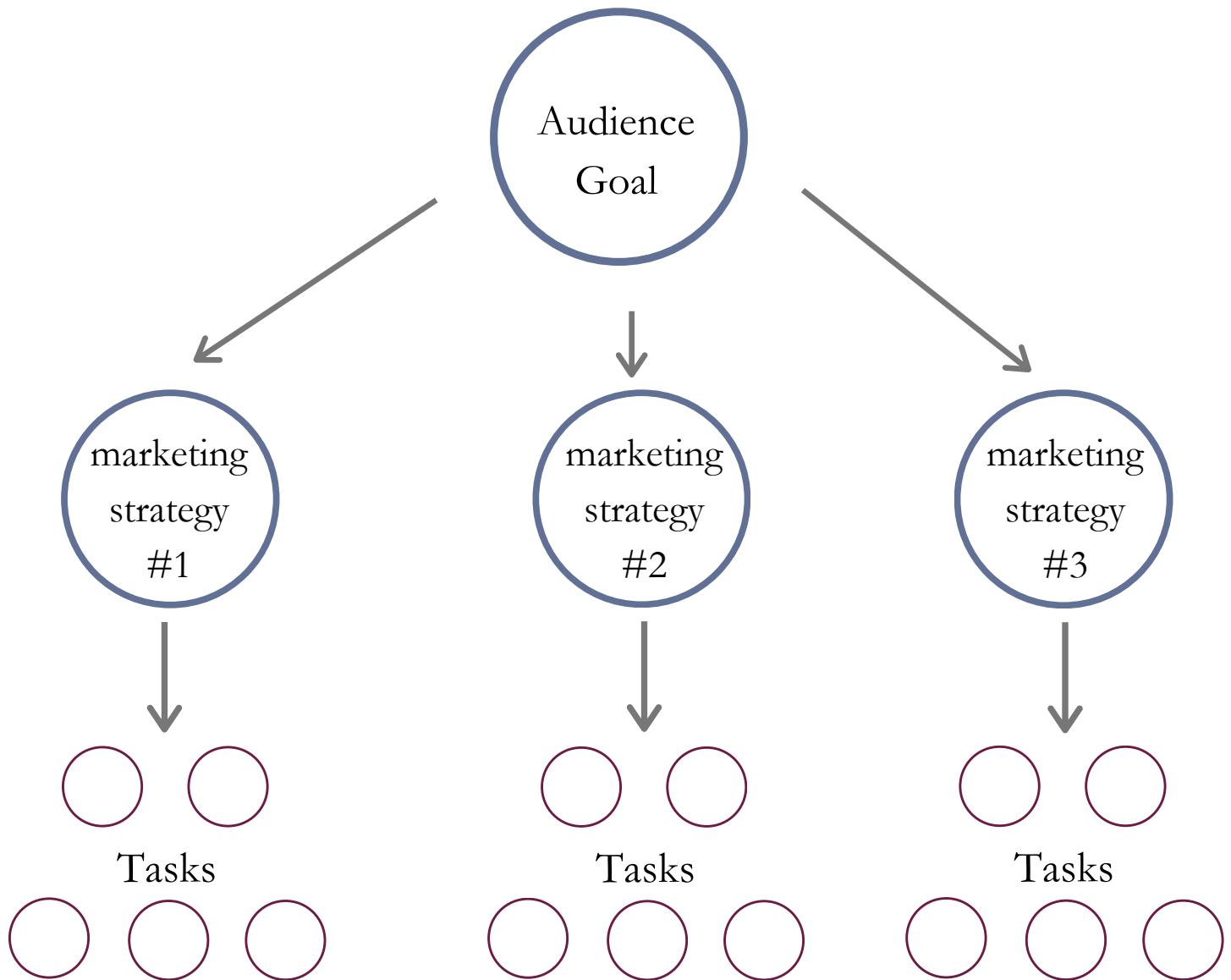
Why do you want to market your business without relying on social media?

What does getting off social media mean for you?

Do you want to stay on social media in some way? What does that look like for you?

What boundaries do you want to put into place to minimize your time spent there?

# Marketing off social strategy

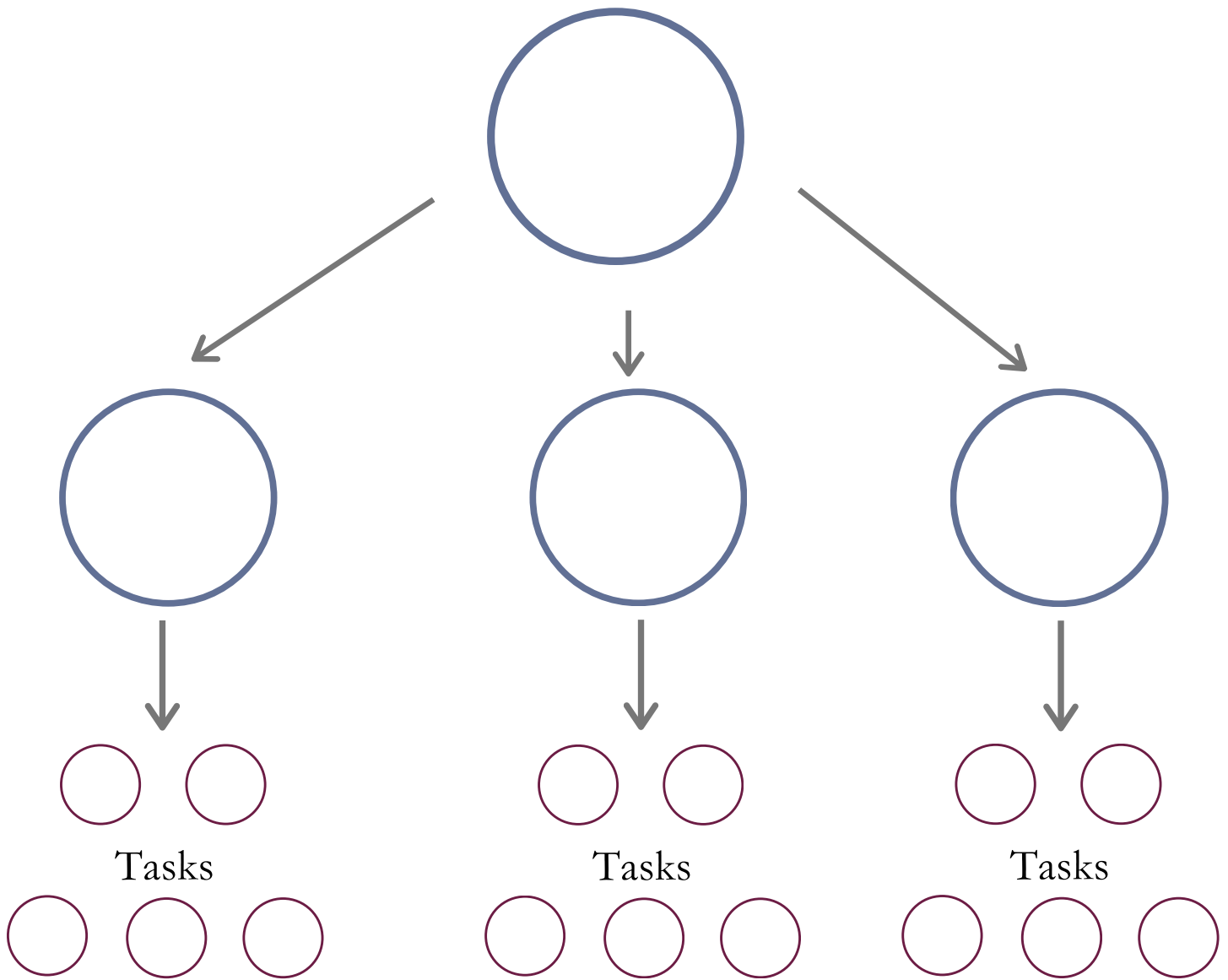


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## Breaking Down the Marketing Plan

You just heard a plethora of **different** ways to market your business without relying on social media. This would be too much to implement at once, so you'll want to choose a few strategies you really liked and test how they work for you. Then you can continue those for the long run if they're working for you, or you can test a few new marketing strategies.

# Marketing off social strategy



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## Breaking Down the Marketing Plan

You just heard a plethora of different ways to market your business without relying on social media. This would be too much to implement at once, so you'll want to choose a few strategies you really liked and test how they work for you. Then you can continue those for the long run if they're working for you, or you can test a few new marketing strategies.



# Marketing project #1

What is the #1 marketing strategy I want to test?

What makes it the most appealing?

When do I want to start this marketing project?

How long do I want to test it for?

What things do I need in order to get started?

Do I need any additional help or learning to make this work?



# Marketing project breakdown #1

What are the main steps I need to take for this marketing project?

What monthly tasks do I need to set up?

What weekly tasks do I need to set up?

What daily tasks do I need to set up?

What other things do I need to think about for this project?



# Weekly reflection

What was my main objective this week with my marketing strategy?

What is one win I had this week in my marketing efforts?

What distractions came, and how did I handle them?

What is my main objective next week with my marketing strategy?

Is there anything I can improve on next week or do I need to make any adjustments next week?

What questions do I have about the steps I am on in my marketing strategy, and how can I get them answered?

# Analysis of marketing strategy #1

What was the return on investment? (# of leads, etc)

Did this attract an aligned audience or were they mismatched?

How much time did it take me to execute this marketing strategy?

How long can I count on this strategy to continue to bring in leads?

Did I enjoy implementing this marketing strategy? Why or why not?

Do I want to continue this marketing strategy in the future?



# Marketing project #2

What is the #2 marketing strategy I want to test?

What makes it the most appealing?

When do I want to start this marketing project?

How long do I want to test it for?

What things do I need in order to get started?

Do I need any additional help or learning to make this work?



# Marketing project breakdown #2

What are the main steps I need to take for this marketing project?

What monthly tasks do I need to set up?

What weekly tasks do I need to set up?

What daily tasks do I need to set up?

What other things do I need to think about for this project?



# Weekly reflection

What was my main objective this week with my marketing strategy?

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What is my main objective next week with my marketing strategy?

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What questions do I have about the steps I am on in my marketing strategy, and how can I get them answered?

# Analysis of marketing strategy #2

What was the return on investment? (# of leads, etc)

Did this attract an aligned audience or were they mismatched?

How much time did it take me to execute this marketing strategy?

How long can I count on this strategy to continue to bring in leads?

Did I enjoy implementing this marketing strategy? Why or why not?

Do I want to continue this marketing strategy in the future?



# Marketing project #3

What is the #3 marketing strategy I want to test?

What makes it the most appealing?

When do I want to start this marketing project?

How long do I want to test it for?

What things do I need in order to get started?

Do I need any additional help or learning to make this work?



# Marketing project breakdown #3

What are the main steps I need to take for this marketing project?

What monthly tasks do I need to set up?

What weekly tasks do I need to set up?

What daily tasks do I need to set up?

What other things do I need to think about for this project?



# Weekly reflection

What was my main objective this week with my marketing strategy?

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# Analysis of marketing strategy #3

What was the return on investment? (# of leads, etc)

Did this attract an aligned audience or were they mismatched?

How much time did it take me to execute this marketing strategy?

How long can I count on this strategy to continue to bring in leads?

Did I enjoy implementing this marketing strategy? Why or why not?

Do I want to continue this marketing strategy in the future?