

THE **MARKETING MIX**

February 2024

3

Seasonal themes
& topics to help

**AMPLIFY YOUR
MARKETING
RESULTS**

Look inside for more tips!

Cold to Gold Framework

Social Media Prompt

Client Event Ideas

and more!

FEATURED THIS MONTH

Struggling with choosing informative and timely communications? Here's one super easy approach that will help: Seasonal topics and themes. Check out these suggestions:



Senior Independence Month



Valentines' Day



Black History Month

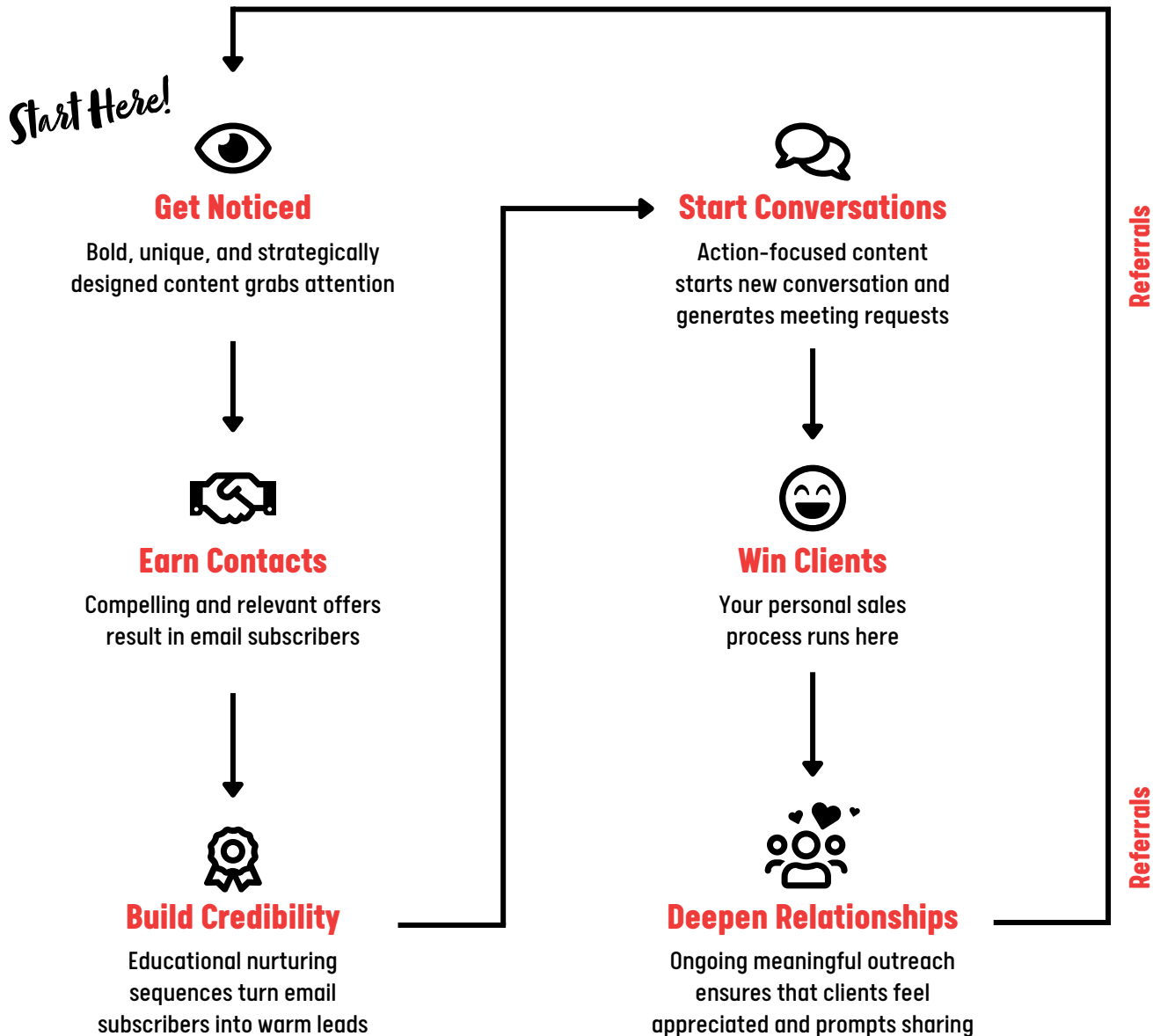
Achieve better results with a **COMPLETE STRATEGY**

The Cold to Gold framework

The **Cold to Gold Framework** is our proven strategy to help you take your prospects and turn them into clients.

The campaigns in this Marketing Mix fit into various positions within the framework to help you create a robust marketing experience for your clients and prospects.

Match up the icons below to the campaigns within the mix!



4 CAMPAIGNS

to *jumpstart* the month

With such robust content to sift through every month, we'd like to give you our top picks. You can launch these on your own or with us in a Marketing Mix Launch It! Session.

COLD TO GOLD

Just a little reminder ;)



Get Noticed



Earn Contacts



Build Credibility



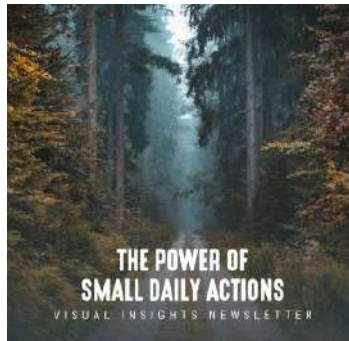
Start Conversations



Win Clients



Deepen Relationships



The Power of Small Daily Actions

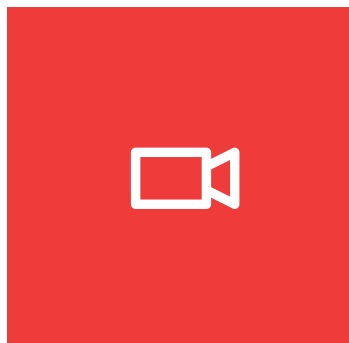
Visual Insights Newsletter



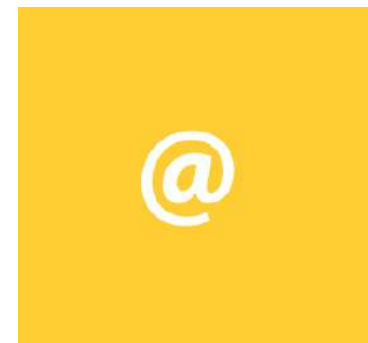
2024 Hidden Tax Opportunities

Lead Generation Campaign

Coming soon in January



Personal Connection Video



Timely Emails



Let's start with the ESSENTIALS

Set yourself up for success by making sure you've launched these campaigns. Consider these campaigns your bread and butter when it comes to your marketing.

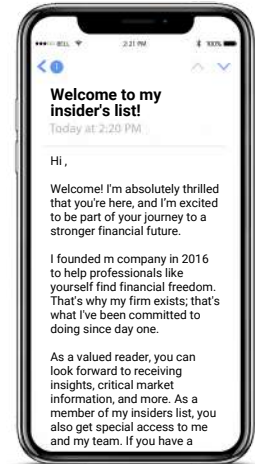
90-day New Client Onboarding



Website Opt-in Form



New Contact Welcome Email

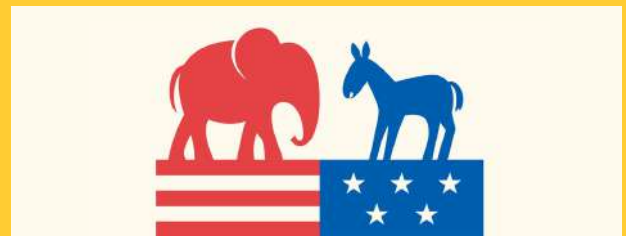


Coming Soon!

You won't want to miss these dropping soon.



2024 Hidden Tax Opportunities
Prospect Engagement Campaign



What Happens to the Stock Market During a Presidential Election Year?
Visual Insights Newsletter

GET SOCIAL!

Marketing doesn't start and end with automation. Personal posts are still critical to building those connections.

To do: Fill in the blanks to help you get started with a social media post. Post alongside a picture of your office, a selfie of you in your favorite spot, or an image that invokes inspiration (think sunset, beach, etc.)

Social Media Prompt of the Month:

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Post this on Valentine's Day - February 14th

Throughout my many years of [list types of relationships that are important to you, e.g. marriage, friendships...etc], I've come to appreciate that love is not always a grand gesture but a collection of sincere, small acts. So while we might do something extra special this Valentine's Day, don't forget to show appreciation for those in your life every day! Happy Valentine's Day!



Post this on Presidents' Day - February 19th

This Presidents' Day has me pondering the essence of leadership. In my life, I've been blessed to lead in [list areas where you lead, e.g. family, firm...etc] and try my best to display [list qualities that are important to you]. What qualities inspire you as a leader in your spheres of influence?



Post Pairings

Find an accompanying stock image or personal photo to go along with these social post ideas! Want to level-up? Drop a video and send a personal message instead.

- World Cancer Day - Feb 4
- Groundhog Day - Feb 2
- Lunar New Year - Feb 10
- Superbowl Sunday - Feb 11
- International Day of Women and Girls in Science - Feb 11
- Abraham Lincoln's Birthday - Feb 12
- Mardi Gras / Fat Tuesday - Feb 13
- Random Acts of Kindness Day - Feb 17
- Pink Shirt Day - Feb 28

FEBRUARY MARKETING CALENDAR

Monday

Tuesday

Wednesday

Thursday

Friday

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