

THE **MARKETING MIX**

January 2024

Seasonal themes
& topics to help

**AMPLIFY YOUR
MARKETING
RESULTS**



Look inside for more tips!

Suggested Campaigns

Social Media Prompts

Monthly Calendar

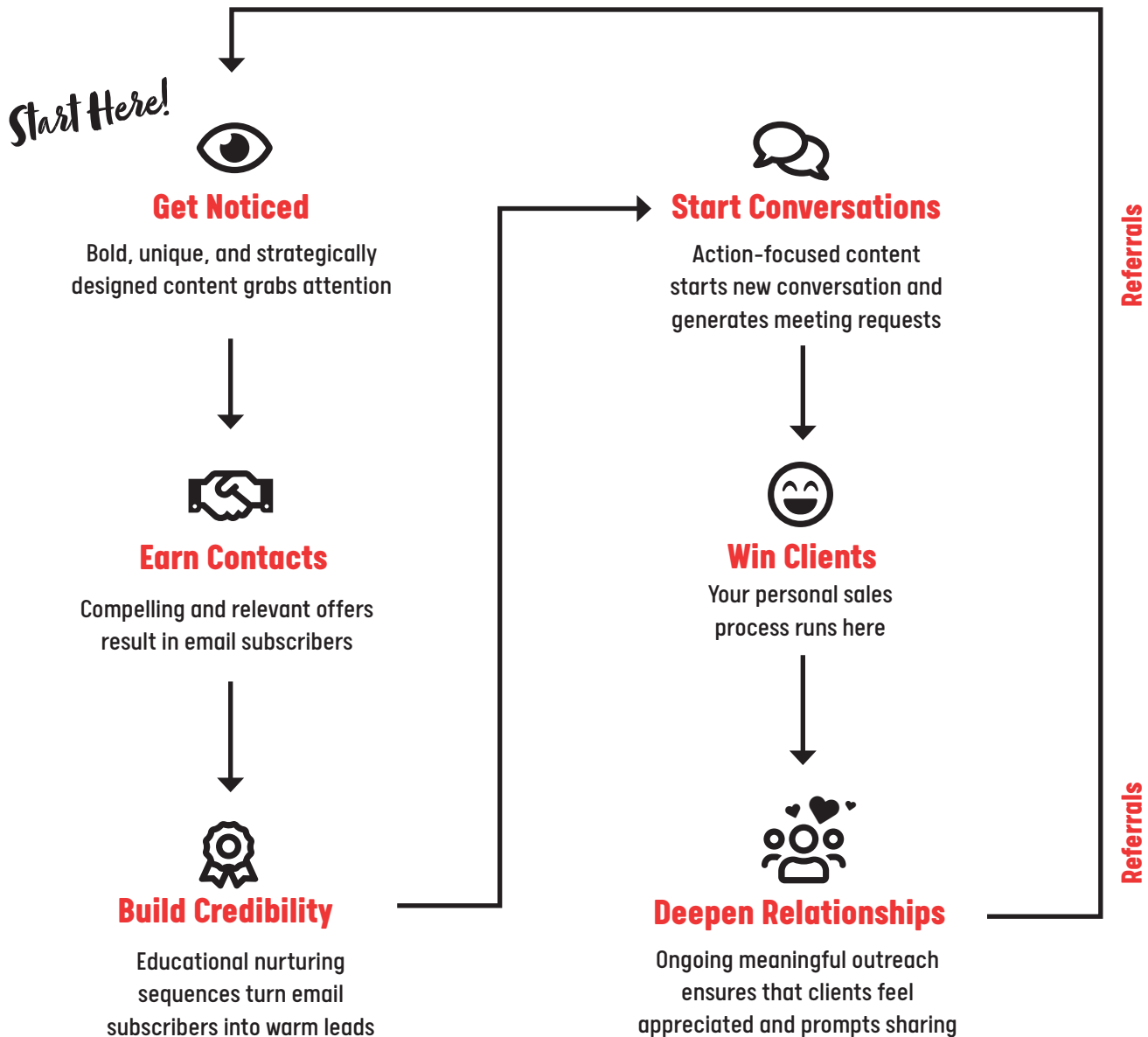
and more!

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 Launch It! Session.

COLD TO GOLD

Just a little reminder ;)



Get Noticed



Earn Contacts



Build Credibility



Start Conversations



Win Clients

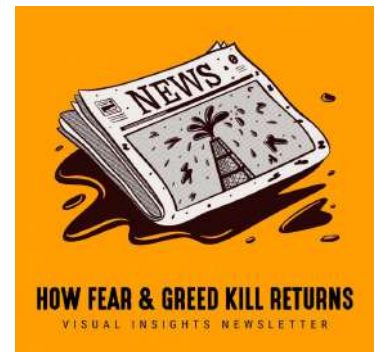


Deepen Relationships



Q4 2023 Financial Update Campaign

Coming soon in January



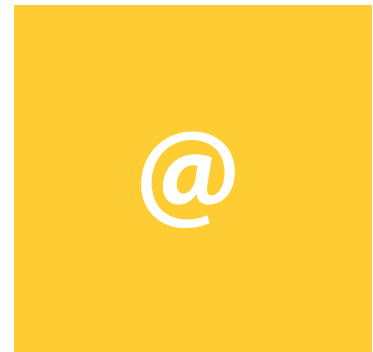
How Fear and Greed Kill Returns

Visual Insights Newsletter



My Why

Personal Connection Video



Timely Emails



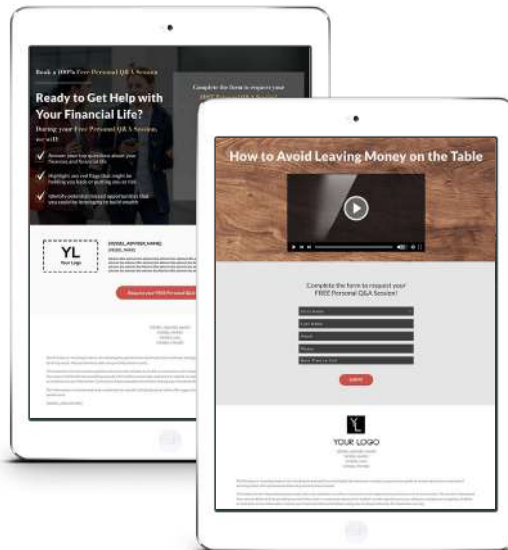
Let's start with the ESSENTIALS

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



8-Week Prospect Nurturing Campaign (with or without video)



Website Opt In Form



Coming Soon!

You won't want to miss these dropping next month.



2023 Financial Update
Market Update



The Power of Small Daily Actions
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 Prompts of the Month:

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Post on New Year's Day - January 1

New year, new you! Let's make 2023 your year of financial success. Unsure where to begin? Start by auditing your expenses, eliminating what's unnecessary, and making room for wealth-building opportunities. As always, I'm here to chat if you'd like help. Cheers to a new and exciting beginning!

Post on Martin Luther King Jr. Day - January 15

In the spirit of Martin Luther King Jr., I'm reminded of his timeless words: 'The time is always right to do what is right.' I'm going to continue making a conscious effort to contribute positively to our communities and the world at large. Every small act of kindness counts...will you join me?



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 Introvert Day - Jan 2
- World Braille Day - Jan 4
- National Dress Up Your Pet Day- Jan 14
- International Day of Education - Jan 24

JANUARY MARKETING CALENDAR

Monday

Tuesday

Wednesday

Thursday

Friday

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