

South Carolina Marketing Summit
October 2012
Implementing Grassroots Marketing

Use this page to record alliances, partnerships, events, timing of events in your network to leverage to build that build the person-to-person, personal relationship.

Build Your Referral Machine: *You need to know who, how, where and when to ask, partner with, cross promote, joint venture with in order to build your referral machine.*

Who:

How:

Where:

When:

Increase Your Visibility: *In what ways can you increase your visibility? Who do you need to know, where do you need to be seen, when is there an event you need to attend?*

Who:

How:

Where:

When:

Discover Hidden Opportunities: *What are you not selling that your customers are buying elsewhere?*

Who:

How:

Where:

When:

Receive Support and Encouragement: *Who can you reach out to in your network that can support you, your efforts and your business?*

Who:

How:

Where:

When:

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Make a listing of what you will do for each of the holiday's listed on this handout for your 4th quarter Grassroots Marketing plan. *As a help, there are several websites listed for you to add holiday's to your Grassroots Marketing plan.*

Holidays in the 4th Quarter Resources: <http://holidayinsights.com/moreholidays/index.htm> - <http://www.holidaysforeveryday.com/> - <http://www.holidaysmart.com/>

Some of the more well known holidays are listed below. Create your 4th quarter Grassroots Marketing plan now to maximize the experience of these events for your prospects and customers.

Halloween

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Veterans Day

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Thanksgiving

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Pearl Harbor Remembrance Day

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Hanukkah

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Christmas

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Kwanza

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Use this chart to create a timeline for implementing your Grassroots Marketing campaign. In the TARGET DATE column indicate when you want to do each task. Use the ACTUAL DATE column to indicate when you actually complete it and then “check it off!” Use your coach to get feedback on your letter and hold you accountable!

TASK	TARGET DATE	ACTUAL DATE	√
Write 1st Draft of Letter			
Get Feedback on Letter			
Finalize Letter			
Assemble Mailing List/Database			
Buy Paper, Envelopes			
Buy Stamps			
Print and Personalize Batch #1			
Send out Batch #1			
Make Follow-Up Calls to Batch #1			
Print and Personalize Batch #2			
Send out Batch #2			
Make Follow-Up Calls to Batch #2			

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Designing the experience your customers, clients and customers will enjoy starts with a proper plan. You'll need to know dates, resources, partners and how much, both in time and in money to invest to make this 4th Quarter one to remember.

Know what you need: *What do you need to add, know or have in order to be successful?*

Leverage Opportunities to Connect: *What opportunities can you leverage this forth quarter to connect with centers of influence, media or your clients and prospects?*

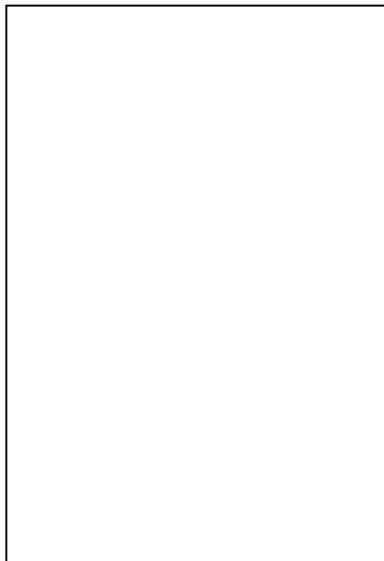
Ask for Referrals / Joint Ventures: *Who is already selling to the people (your herd) you want to sell to and how can you connect and ask for referrals?*

Plan for a Strong Finish: *In each month square below make a listing or bullet points of the things that you will execute in during your 4th quarter Grassroots Marketing plan*

October 2012



November 2012



December 2012

