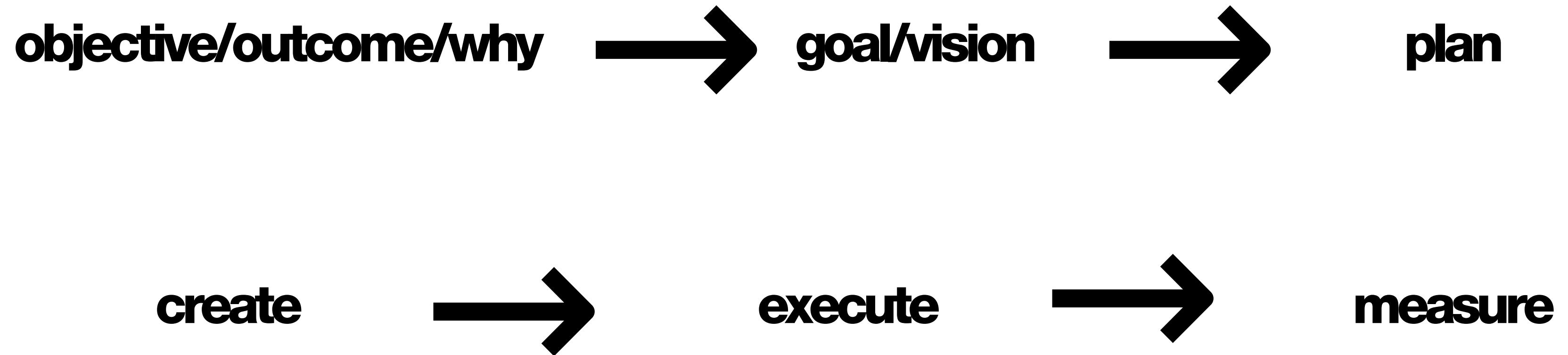


Plan Framework



Plan Framework



Example of Plan Framework In Action

Email Marketing "Micro" Marketing Plan

review measurements, adjust as needed

build and send newsletter
send post-experience emails on dedicated days

create newsletter format, focus, and template
create post-experience email format and template
set deadlines, reserve time on the calendar

consistent monthly newsletter packed with value,
post-experience emails 1 week after a visit

Deeper existing client relationships, increase
existing client retention to 90% from 75%

more consistently nurture existing client
relationships and add more value to
increase brand loyalty



Example of Plan Framework In Action

New Client Retention "Micro" Marketing Plan

review measurements, adjust as needed

start dates, due dates, ongoing milestones. **LAUNCH!**
Measure new client retention and happiness in 3 months.

create post-experience texts, and emails
create lapsed client schedule, verbiage + communication
design, adjust service timing, update menu's online + off

create more time for experience, consistent post-
experience follow up, reach out to lapsed clients
weekly, 2 hours per week, no additional budget

increase new client retention rate by 25% for
a total of 50% happy clients, happy business

more consistently nurture relationships to
increase brand loyalty

