



SALES & MARKETING PLAYLIST

SATURDAY	SUNDAY	MONDAY	TUESDAY
<ul style="list-style-type: none"> * Why are you creating social media accounts? What is your program's vision and purpose? * What is your program's vision and purpose? * What goals do you want to set for your program that align with marketing and/or advertising? * Who is your program's target audience? What would they like to see, what catches their attention? 	<ul style="list-style-type: none"> * What social media accounts will you keep up? Who will be running/have access to accounts? * Who will be running/have access to accounts? * What your year-long/monthly marketing plan look like and how will each plan meet your target audience? (Map out your social media and marketing plan on a Google calendar. Include this in your Theme Packet!) * What will you do to change if it's "not working?" * Be prepared to share what works on your campus for brainstorming during our LIVE session. 	<ul style="list-style-type: none"> * What marketing opportunities (tools) would be best to reach your audience to promote your program? * What tools are at your disposal? (Canva, Going Live, Boomerang?) * What are some ways you can engage them and gain interactions? * How can you promote and build a positive YBK image on campus? * How are you of value? 	<ul style="list-style-type: none"> * How will your social media/marketing team or individual manager operate? * How will you feasibly carry out the marketing plan? * What are the steps for execution? *Staff responsibilities and editorial, adviser, school site or district oversight. <ul style="list-style-type: none"> * Photos gathered/shared? * Watermarked? * Interaction - Polling? * Graphic look? * Timing? * Accountability? * Staff responsibilities and editorial, adviser, school site or district oversight.