

A decorative graphic in the top-left corner featuring a network of interconnected nodes and lines. Some nodes are solid blue circles, while others are white circles with blue outlines. The lines are thin and grey.

Nikole Haumont

Founder & Principal Designer of

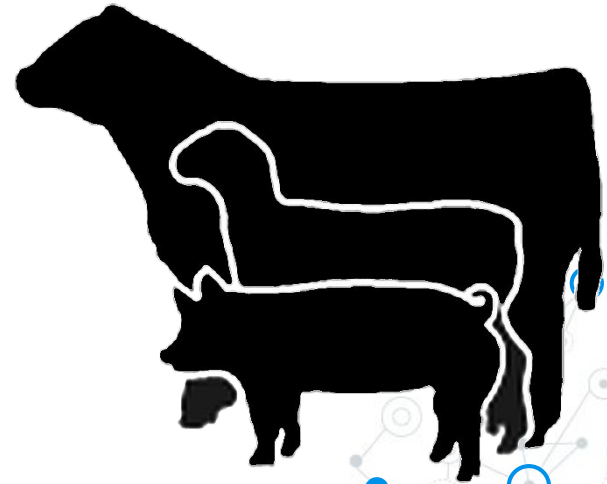
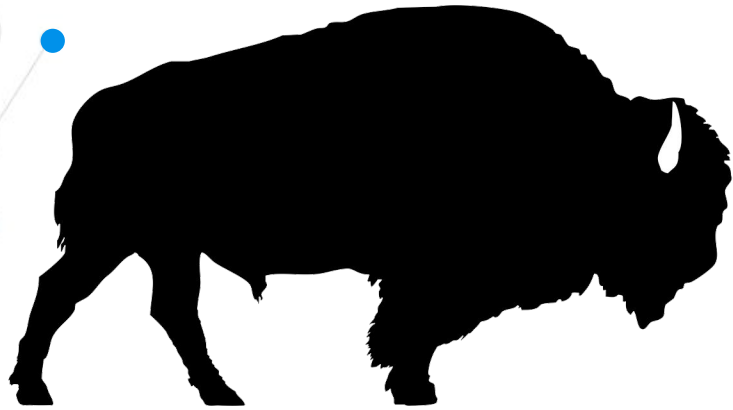
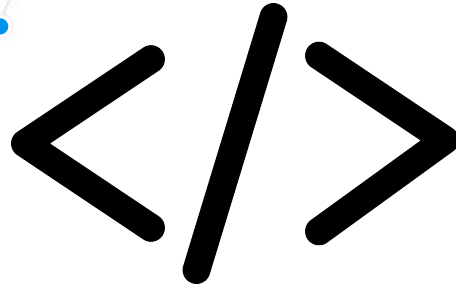
Shield Bar Marketing

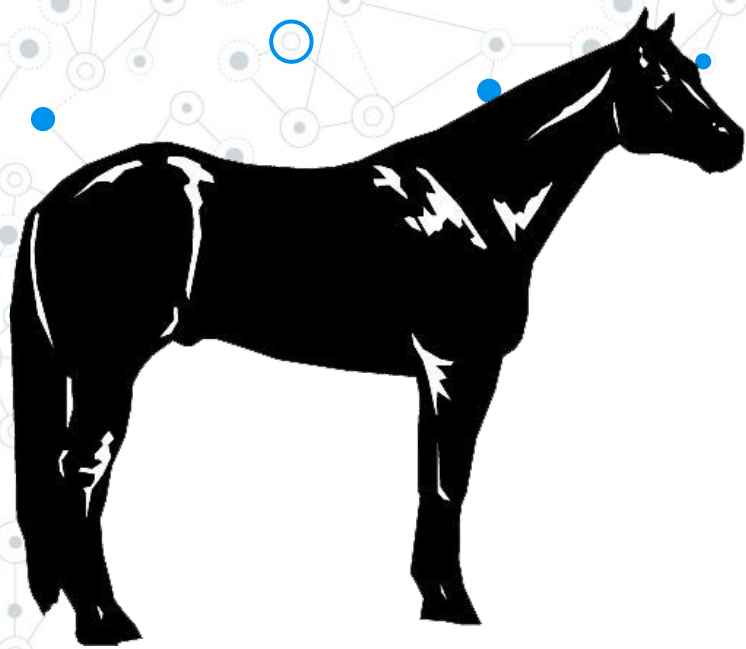
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1. What your name is
2. What your business name/idea is
3. Why you started your business
4. What stage you are at in your business
5. Who your ideal customer/client is
6. Best way for us to find you online, i.e. connect on LinkedIn, get on your email list at your website, follow your page on Facebook





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Planning & Executing Your Marketing Calendar

“If you fail to plan, you are planning to fail!”

— Benjamin Franklin





When it comes to marketing...

Consistency is key

At least 3x per week

Pick a channel where your ideal client is

Consider using an aggregator

Repurpose content





Sources

Your industry
Adjacent industries
Make a document/favorite on computer





Holidays

Religious Holidays
Federal Holidays
State/Local Holidays
National Day of...
timeanddate.com





Themes

Work in batches
Share it Sunday
Motivational Monday
Tips & Tricks Tuesday
What's New Wednesday
Talk About It Thursday
FAQs Friday
Shout Out Saturday





Images

Take your own!

Use Canva premium

Search Google for images available for use

Use free stock image sites such as:

<https://unsplash.com/>

<https://www.pexels.com/>

<https://pixabay.com/>

<https://hautestock.co/>





Tracking it All

Use a Google Sheets

- syncs across laptop/tablet/phone
- divide at least into 12 months
- preferably 52 weeks
- repurpose content

Download from shieldbar.com/dream-builder



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- Networking: AdvantageAlliance.org

A decorative network diagram in the top-left corner, featuring a complex web of interconnected nodes and lines. Some nodes are highlighted with blue circles, and others with solid blue dots. The lines are thin and grey, creating a mesh-like structure.

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