



## JV Promo Calendar Checklist

### Pre-Launch Content:

*It is recommended to share each piece of pre-launch content twice per day on each social media channel plus one dedicated email and/or blog post.*

#### **4/25:** PLC #1: Ebook "Figure It Out Guide"

Email on 4/25

Blog Post  Podcast mention  Periscope mention

Facebook  Twitter  Pinterest  LinkedIn  Instagram  Google Plus

#### **4/27:** PLC #2: 8 Day Video Course

Email on 4/27

Blog Post  Podcast mention  Periscope mention

Facebook  Twitter  Pinterest  LinkedIn  Instagram  Google Plus

#### **4/29:** Begin Webinar Promotion

Email on 4/29

Blog Post  Podcast mention  Periscope mention

Facebook  Twitter  Pinterest  LinkedIn  Instagram  Google Plus

**5/1: 1st Webinar Today**

\_\_\_ Email on 5/1

\_\_\_ Blog Post \_\_\_ Podcast mention \_\_\_ Periscope mention

\_\_\_ Facebook \_\_\_ Twitter \_\_\_ Pinterest \_\_\_ LinkedIn \_\_\_ Instagram \_\_\_ Google Plus

**5/2: 2nd Webinar Today**

\_\_\_ Email on 5/2

\_\_\_ Blog Post \_\_\_ Podcast mention \_\_\_ Periscope mention

\_\_\_ Facebook \_\_\_ Twitter \_\_\_ Pinterest \_\_\_ LinkedIn \_\_\_ Instagram \_\_\_ Google Plus

**Cart opens at 7:00am Eastern time on Tuesday, May 3.**

**5/3: Webinar Replay/Cart Open**

\_\_\_ Email on 5/3

\_\_\_ Blog Post \_\_\_ Podcast mention \_\_\_ Periscope mention

\_\_\_ Facebook \_\_\_ Twitter \_\_\_ Pinterest \_\_\_ LinkedIn \_\_\_ Instagram \_\_\_ Google Plus

**5/4: Webinar Replay OR Sales Page**

\_\_\_ Email on 5/4 for Webinar Replay

\_\_\_ Email on 5/4 to Sales Page

\_\_\_ Blog Post \_\_\_ Podcast mention \_\_\_ Periscope mention

\_\_\_ Facebook \_\_\_ Twitter \_\_\_ Pinterest \_\_\_ LinkedIn \_\_\_ Instagram \_\_\_ Google Plus

**5/5: Cart Close (12 Midnight Pacific)**

\_\_\_ Email on 5/5

\_\_\_ Blog Post \_\_\_ Podcast mention \_\_\_ Periscope mention

\_\_\_ Facebook \_\_\_ Twitter \_\_\_ Pinterest \_\_\_ LinkedIn \_\_\_ Instagram \_\_\_ Google Plus