

# NAVIGATOR

## Digital and LinkedIn Marketing Plan

Digital		LinkedIn				
Emails	Webinars	Connections	Like/Endorse	Comment Posts	Share Posts	Create Posts
1. Send message to each target contact once per month	1. Send invitation to each target contact once per quarter	1. Include personalized content in connection invitations	1. Like posts from clients, prospects, centers of influence	1. Identify and comment on 3 <sup>rd</sup> party posts that contain helpful content for target market	1. Identify and share 3 <sup>rd</sup> party posts that contain helpful content for target market	1. Create and publish helpful content posts (non-sales). One per month
a. Sequence; two months straight helpful content then product message	a. Webinar content 100% value add for target market	a. Keep invitation note friendly and light	2. Ignore posts not related to adding value to target market	a. Comment on posts on target market thought leaders	a. Share individual and firm updates. Also published posts	2. Create and share firm specific posts. One per month
b. Use subject matter pertaining to specialty	b. Use subject matter pertaining to specialty	2. Remove connections not in targeted market.	3. Endorse skills of connections	b. Personalize comment to the post	b. Include personal comments within shared posts	3. 600 x 322 pixel for post graphics