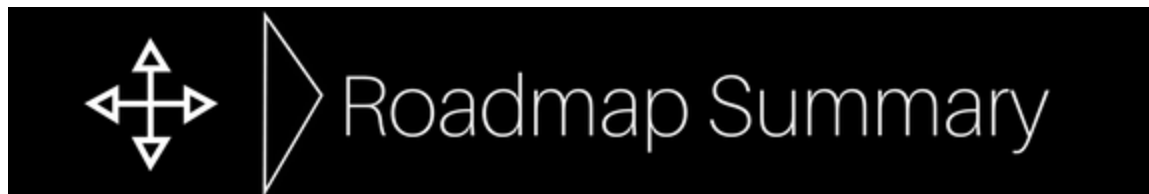


Podcast Growth | Roadmap

Presented to:
Eric Tivers

Presented by:
Nextstepnext
Russ Johns



Eric,

Sorry, my battery died.

It was a pleasure talking to you about partnering with for your marketing needs.

As discussed, your goal is to get seen, heard and build your community and 10x your podcast audience

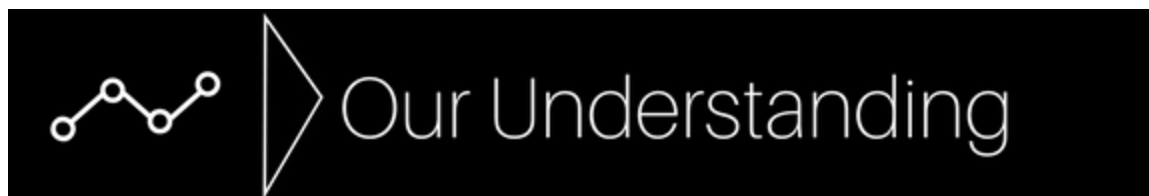
Our goal is to increase your freedom and flexibility and apply a few resources to grow your Podcast Audience and appear everywhere. Add some *Shock & Awe*

We'll be developing several activities to increa brand awareness, improved methods to connect with you and allow you the opportunity to get the message out to your target audience.

If you have any questions about this information, please feel free to call or email me.

Russ@Nextstepnext.com or Cell 206-930-7440

This marketing plan that takes stock of your current position, and then lays out the specific strategies and activities we'll complete to help you reach your lead generation goals.



Current Online Position

You have an online presence and active on Facebook and an active community. Twitter, Patreon, And linkedin accounts also exist. We'll do a complete audit and inventory as we move forward.

We will be focusing on brand recognition, online traffic, and increasing communication through email and reputation marketing. Niche ADHD Marketing Campaigns.

By increasing traffic and leads it will improve the opportunity to expand your brand, book sales, and clients. Our mutual goal will be to increase your brand awareness so you can share your value and benefits to your growing community.

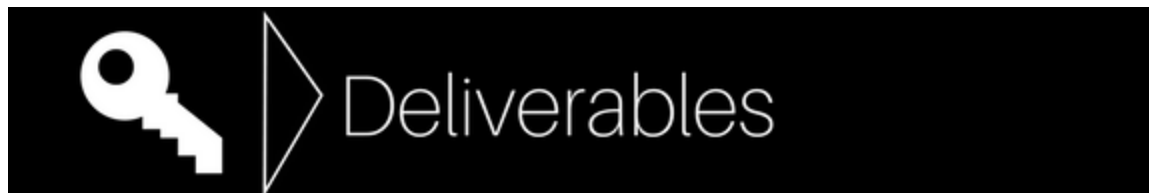
Target Audience

For inbound marketing to be truly effective you have to know who you are talking to. We will be targeting the ADHD community, caregivers and network of networks. We will work through the Facebook group to develop clues to create our marketing library to focus on your ideal messaging.

Some of the questions we will explore are

- What are the triggers that people responding to
- Why your content and programs deserve to exist (and where)
- Who is going to need and use your services (And pay for them)
- Deliver your message or content to individuals looking to improve their relationships

Your content marketing plan, the evaluation of your different audiences (both inside and outside your community) should occur regularly along with your content marketing journey.



Website

It's critical to make sure your website has the ability to be visible to Google.

Let's work with Sam and validate the Google Analytics, Facebook Pexels, and data that we're collecting is available for review.

Content Creation

We'll develop a systematic approach for the creation of short snippets to share out on multiple platforms.

We will update your formatting of the thumbnail and refresh the material to create a subtle impact of change and create additional awareness to people that may be blinded by the current artwork.

Test a few design layouts and see what the data tells us.

Social Media Marketing

We will evaluate all of your social media channels and review the data, see where your audience is responding and to what.

Create a baseline and experiments to define what we can use to move the audience forward.

Define what platforms we can increase your audience and what steps are required to increase your conversions. 10x the exposure and the remove the barriers for becoming part of the ADHD Paid Community

Email Marketing

Review the Active Campaign and the ability to notify your list the new RSS Feed
GROW YOUR LIST | Let's keep it simple. GROWTH



Recommendations

- Review the Data and outline goals and next steps for growth
- Establish baseline analytics to measure grow and report progress
- Develop social media campaigns with a content library for distribution
- Develop short social videos and branded images for the brand strategy
- Create and develop an email autoresponder and follow-up campaign for RSS feeds
- Monthly coaching to help with strategy, product development, and position and mindset

Next Steps

Working Together

Nextstepnext works as a partner and, as an extension to your business. We work side by side with you and your team to provide the best possible results in your product development and digital marketing strategy.

Our offer is as equally simple to work with. We require a six-month commitment to ensure the programs and efforts have the opportunity to mature and grow. We know that digital marketing is a process and your business deserves the attention that only time will provide.

The fee is a monthly recurring amount due at the start of the program.

- Development of your online graphics, email and promotional programs
- Update the content and strategy to 10X the audience and to purchase your products.
- Consult on the development of additional programs that will provide new revenue

Monthly Recurring Amount: \$500.00

Additional Fees will be charged (at cost) for any additional approved services recommended for marketing growth or campaign expansion.

Additional/Optional Fees:

- Tools, Systems and approved tools required to produce revenue
- Printed Brochures and Graphic Design (As Required)
- Website Hosting, Software, and Tools (As Required)
- Recommended Email Accounts

Eric,

I look forward to growing your audience and helping develop your ability to help millions.

I wanted to outline a few targeted goals and understand we may need to adjust efforts along the way as we review the data. I'm excited to help you move forward in this adventure and Accept the challenge to 10X your audience.

I'll share this document and invoice you for the first \$500 and get started.

We'll develop a scheduled meeting time for progress updates.



[Get Started NOW](#)

Enjoy the day,

Russ