Throwing Velocity Marketing Calendar

**7-8 weeks before the class starts:**

* Create the camp in eSoft Planner’s camp/class module (use the copy in the “Marketing Messages” document for the class description).
* Gather your baseball leads and make a master list. (If you have “baseball” or “pitching” listed as a client interest in eSoft Planner, go to Marketing Reports > Client Interests and export it).
* Add your company’s details to the “Web Page” document and post it in your web site’s news section.
* Add your details to the “Print Fliers,” print them, and place them out in a high-visibility area.

**6 weeks before the class starts:**

* Give your staff the “Sales Phone Call Script” and the “Sales Email Template.”
* Decide who is responsible which leads, and use the numbers in the “Expense and Revenue Calculations” spreadsheet as a guide for how many contacts need to be made each day. You can use eSoft Planner’s prospect module to track the interactions.
* Announce the class on any social media accounts using the “Marketing Messages” document as a guide.
* Announce the class in an email sent only to people who have indicated they’re interested in baseball using the intro email in the “Email Template” document.
* Add marketing messages to eSoft Planner’s login, dashboard and email receipts (see “Marketing Messages”)

**5 weeks through 3 weeks before the class starts:**

* Continue contacting your baseball prospects
* Update your social media accounts at least once a week
* Mention the class in any email marketing messages you send to your clients, including at the bottom of the purchase confirmation email in eSoft Planner.

**2 weeks before the class starts:**

* Send reminder email with subject “Just X spots left”
* Check progress to your minimum enrollment requirements. If you haven’t met it yet, consider what extra effort you need to make in order to keep the class on the schedule

**1 week before the class starts**

* Have you met your minimum enrollment requirements? If not, consider rescheduling or canceling.
* If you HAVE met the requirements, make sure all pre-assessment forms are printed and ready to go

**1 day before your registration deadline**

send out “last chance email” or email to anyone who has clicked on the emails you’ve already sent