

Virtual Assistant Marketing Plan Template

Use this to create a weekly plan for your marketing. Keep this on your desk to remind you of the goals and the marketing method you will use to achieve them each week. Update once a week.

Marketing Plan

Week Commencing:	Insert date here
Marketing goal 1:	<ul style="list-style-type: none">To get 2 clients for admin VA services via email campaign
Marketing goal 2:	<ul style="list-style-type: none">To gain 50 more subscribers on Youtube channel
Marketing goal 3:	<ul style="list-style-type: none">Receive organic search traffic

Weekly Marketing Plan

Sunday	<u>On-page SEO (outsourced)</u>
Monday	Email marketing campaign
Tuesday	Video tutorial + blogging
Wednesday	Guest blogging
Thursday	Follow up email marketing
Friday	Social media groups/ forums
Saturday	Business networking event

Social media subject planner

Once you have chosen a subject for each day of the month insert it into the correct date below. Create posts for the subjects and upload them to a social media scheduling tool such as Buffer, so you can schedule your social media posts for the month ahead. Update this planner once a month.

Monthly Social Media Plan						
Month:						

1st Content creation	2nd Productivity	3rd Productivity	4th Social media marketing	5th Webinar	6th Social media marketing	7th Delegating
8th Delegating	9th Productivity	10th Review	11th Social media marketing	12th Productivity	13th Content creation	14th Productivity
15th Social media marketing	16th Content creation	17th Productivity	18th Productivity	19th Webinar	20th Delegating	21st Productivity
22nd Productivity	23rd Delegating	24th Productivity	25th Delegating	26th Content creation	27th Delegating	28th
29th Social media marketing	30th Social media marketing	31st Productivity				