

Marketing Planner

The Happy Atrium

Version 1.0

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Brainstorming:

- I. Public Relations (PR)
 - a. Press releases
 - i. We should do a few press releases. There are free sites who will publish these to all the news outlets online
 - 1. This includes Yahoo!, MSN, etc.
 - ii. It would be a good idea to do our first press release when your website is up and running
 - 1. It can be a press release announcing the new website and talking about the company and the missions
 - b. Image
 - i. We want Happy Atrium to have a public image
 - 1. This should be a positive public image
 - ii. Staying relevant
 - iii. Staying updated
 - iv. Getting the word about who we are
- II. Marketing
 - a. There are a lot of ways to market this company. We can work on various types of marketing
 - b. Run a SWOT analysis
 - c. Do you have a business plan?
 - d. SEO & Keywords
 - i. We need to establish an online presence that pops up in the search engines on the 1st page
 - 1. This is with our SEO and keyword usage in blogs and other posts
- III. Social Media
 - a. Posting daily as individuals on social media talking about Happy Atrium.
 - b. Posting in groups about Happy Atrium.
 - i. I can announce this company in my “Life Change Journey” Facebook group.
 - c. We will tag Happy Atrium in personal posts.
 - d. Posting as Happy Atrium at least 3x a week.
 - i. I believe you said this is being done. It should be done at least 3x a week. You need to stay relevant.

e. Facebook

i. Goal: increase likes and followers

1. Currently we have 101

ii. Pros

1. Easy to find
2. No real competitors popped up at the same time with the same name

iii. Cons

1. Low follower count
2. No reviews

f. Instagram

i. Goal: increase likes and followers

1. Currently we have 259
 - a. Much better than Facebook

ii. Pros

1. Easy to find
2. No real competitors popped up at the same time with the same name

iii. Cons

1. Needs more post with information and images, rather than all being just images with small messages

g. X

i. Goal: create an account and increase followers

1. Currently we have no account
2. Currently we have no followers

ii. Pros

1. TBD

iii. Cons

1. Competitors with similar names and types of company

h. LinkedIn

i. Currently we have only 18 connections

ii. Pros

1. Profile is set up
2. No real competitors popped up at the same time with the same name

iii. Cons

1. We only have 18 connections
2. No cover image

3. Not enough information on the page about the company or the founders

i. TikTok

- i. Currently we have 21 followers

ii. Pros

1. We have the page setup and ready to use
2. Easy to find
3. No real competitors popped up at the same time with the same name

iii. Cons

1. We only have 21 followers
2. The videos are more advertisement-like and not personal

IV. Research

a. SWOT

- i. We want to see who offers the same types of services as The Happy Atrium in your area
- ii. Who offers the same types of digital services as The Happy Atrium

b. Rules, regulations and laws

- i. We need to research just how much you can do without the licensing and certifications
 1. There is most likely a huge untapped market here

c. What types of webinars, podcasts and classes are people looking for related to the field

- i. We need to see what people are after online and in your area
- ii. Then we compare what you offer (or want to offer) with what you don't

d. Free or affordable places to host in person classes and group sessions

- i. This can be good to do
- ii. You can earn some income from this by charging for the class, even a \$5 fee or something small
- iii. There are parks and other FREE places in libraries and other public places like rec centers
- iv. There are office rental agencies that charge for a day renting rooms of various sizes
 1. This can provide a room for classes
 - a. This can be physical classes like yoga or meditation
 - b. These can be lessons and lectures

2. Regus is one of the companies
 - a. I used to use them
3. There is more that we can research
 - a. I've used a few of them before

V. Networking

- a. LinkedIn needs to be improved with a larger network
- b. We can network with nonprofits that can provide teachers, yoga instructors, life coaches, and other professionals in the field to do classes or in person mobile retreats.
- c. We want to network as a provider of certain services with therapy offices, health spas, and other related service providers

VI. Media

- a. Podcasts
- b. Newsletters
- c. Press Releases
- d. Blogs
- e. Videos
- f. Social media posts
- g. Etc.

VII. Content Creation

- a. This is a good area to start earning money, even in small amounts
- b. You can create ads for various events and ideas that you have
- c. We can create call to actions for various events and ideas you have
- d. Video creation is a key too
 - i. Interviews with professionals in the field would be great
 1. These could obviously be recorded as podcasts if you want

VIII. Webinars & Lectures

- a. Offer webinars
 - i. You can get volunteers to conduct webinars
 1. You can do this for free or charge a fee
- b. Lectures
 - i. We could be teaching people with video content about The Happy Atrium and the services that we provide

- ii. We can talk about subject matters that fit into the realm of what The Happy Atrium does

IX. Commercials

- a. I have a TV network where we can do commercials for The Happy Atrium if you want to
- b. This would be great for events (especially paid events) and getting followers on the social media platforms

Project Ideas:

I. Pitching articles to newspapers, journals and magazines

- a. This can be done through SOS
 - i. The SOS sends me daily emails for articles that certain news outlets and journalists are looking for
 - 1. Then they tell me how to send a pitch to offer to write the articles
- b. This can be done using the Writers Market textbook
 - i. The textbook shows list of magazines and journals by subject matter and what type of articles they want
 - 1. We can look for health and wellness and others that fit our niche

II. Blogs

- a. We can write a blog
 - i. This can be a blog as The Happy Atrium
 - ii. Or I can write blogs on my blog and link it to The Happy Atrium on social media using SEO and keywords with hyperlinks

III. Newsletter

- a. We could do a monthly newsletter
 - i. We can talk about the latest trends
 - ii. Give ideas on wellness and self-care

- iii. Give tips and tricks
- iv. We could even make a little puzzle like Sudoku or a crossword and use it as a break from the mundane world (teaching them to relax and have fun)

IV. Podcast

- a. I know you're working on a podcast, but we should have more going on here
- b. The interviewing of professionals is great, but you can also do talks, lectures, discussions, and more
- c. Podcasts are a key outreach for businesses now because the platforms you use for podcasts also offer a community of their own listeners
- d. I always to an ad on my Podcast for any internship companies I work with
 - i. I can do this for The Happy Atrium too
 - ii. I could do health, wellness, mindfulness, and other life coaching and information Podcasts and present The Happy Atrium as a sponsor of the Podcast if you want to do that

V. Press Release

- a. I'd like to write a few press releases and have them distributed over the internet
 - i. There is a free service I just need to look it up

VI. Advice Column

- a. This is a feature I've been dabbling with recently and it's more of a fun feature to offer listeners of the Podcast and readers of the blogs/articles/newsletters/posts
 - i. We can do an advice column covering the subject matter that aligns with the values and mission of The Happy Atrium
 - 1. We'd obviously make sure they know the advice columnist background and we'd give the little warning or whatever to prevent people from causing any issues with advice gone wrong, or advice not working, etc.

VII. Lectures/Classes

- a. I'd love to film talks and lectures or classes on various subjects
- b. I can record these and post them on social media and my TV channel

VIII. Offer services that can be paid

- a. You can offer personality assessments for a small fee
 - i. This can get some income for the company
 - ii. You can use a service online that we help connect the person to and then we can discuss the results with them and what it means as part of the service
 - 1. This is what we'd be charging for
- b. You can offer body assessments
 - i. Do weigh in
 - 1. They would do this at home and tell you the results
 - ii. Have them tell you their height, age, weight, etc.
 - iii. You can charge a small fee to assess this and what it means
 - 1. We can use real data and information off the internet from reliable sources to give them a rundown of what the results mean and tips/tricks for better living
- c. Paid webinars and classes
 - i. You can charge small fees to give access to virtual training and webinars/lectures/talks/classes
 - ii. This doesn't to be professionals in the field it can be from experience and/or research
- d. In person classes
 - i. You can charge for in-person classes and host these at the park or in the public spaces we discussed above
 - ii. You can have professionals lead these and use some of the payments made by people to pay that professional for their services
 - 1. Fitness classes
 - 2. Yoga groups
 - 3. Mediation
 - 4. Health & Wellness discussion
 - 5. Zumba
 - 6. Dance for fitness
 - 7. Nutrition
 - 8. Etc.
- e. Virtual classes
 - i. You can charge for virtual classes and host these online
 - ii. You can have professionals lead these too and use some of the payments made by people to pay that professional for their services
 - 1. Fitness classes

2. Yoga groups
 3. Mediation
 4. Health & Wellness discussion
 5. Zumba
 6. Dance for fitness
 7. Nutrition
 8. Etc.
- f. You could create apparel items that have cool pictures and quotes on them
- i. This can be:
 1. Hoodies
 2. T-Shirts
 3. Hats
 4. Cups
 5. Etc.
 - ii. You can have people pay before printing them if you don't want to fund inventory expenses, we'd just have to explain the shipping could be 1-2 weeks or whatever it is
 1. Include the cost of printing with a little extra as profit for the company
 - iii. Create call to action events to increase sales of these items
 1. AKA: for every \$20 you spend we will donate \$1 to XXX
- g. Event Ideas
- i. Special Events for Down Syndrome Awareness
 - ii. Nationally celebrated days
 1. October is Down Syndrome Awareness month
 2. March 21st is Worldwide Down Syndrome Awareness Day
 - iii. We can do events for various holidays and weeks or months.
 1. Christmas
 2. MLK Day
 3. Valentine's Day
 4. Memorial Day
 5. St. Patrick Day
 6. 4th of July
 7. Labor Day
 8. Columbus Day
 9. Veterans Day
 10. Juneteenth
 11. Cinco De Mayo

- 12. Thanksgiving
- 13. New Years Eve
- iv. This can be based on things like Women's Month, Pet Lover's Month, Black History Month, etc.
 - 1. Black History Month: February
 - 2. Women's History Month: March
 - 3. Arab American Heritage Month: April
 - 4. Asia Pacific Island & American Heritage Month: May
 - 5. National Hispanic Heritage Month: September
 - 6. Native American Heritage Month: November
- v. Cancer Awareness Event Months
 - 1. Breast Cancer Awareness Month: October
 - 2. Gastric Cancer Awareness Month: November
 - 3. Lung Cancer Awareness Month: December
- vi. The way you can associate your items with these is simple, we just add a card or wrap or something that fits the theme.
 - 1. Example: Xmas-add a card with Santa on it and a red ribbon around the package.
- vii. I think we could pitch animal lovers as well, which opens another market because these are sustainable and safe, which would include for pets.
 - 1. National Pet Lovers Day is February 20th
 - 2. National Pet Month is May
 - 3. UK celebrates this in April
- h. Sell books and other products or gear to people
 - i. You can buy books that discuss certain topics that relate to The Happy Atrium and sell them in online stores with a little bit added for profit margins
 - 1. Etsy
 - 2. Amazon
 - 3. Walmart.com
 - 4. Bonanza
 - 5. Shopify
 - 6. eBay
 - 7. Etc.
 - ii. These can also be items like T-shirts, water bottles, exercise and yoga gear, etc.

1. These also help get your image out there and the name to be more well known by the time you have the retreats

i. Partnerships

- i. There are ways to partner with people who provide certain services and get a cut of sales or profit from spreading the word and getting them customers
 1. i.e. advertising an event for someone and getting paid by them
 2. selling tickets to classes, webinars, etc., that someone offers and getting paid by them
 3. connecting professionals to each other as support and getting paid by them for that
 4. Etc.