



BUILDING YOUR ROCKSTAR MARKETING TEAM AS YOU GROW WEBINAR WORKBOOK



**The Upleveling Your Business
Fast Track Way**



I. Goals of Marketing Team

It is the goals of marketing to...

7 Marketing Activities

Roadmap for Successful Marketing Campaigns _____, _____,
_____, AND _____.

Notes:



II. Positions on the Marketing Team

Marketing Assistant:

Marketing Coordinator:

Marketing Director:

Notes:



II. Positions on the Marketing Team cont.

Social Media Manager:

Facebook Group Manager:

Audio/ Video Editor:

Copywriter:

Publicist:



II. Positions on the Marketing Team cont.

SEO:

Website Developer:

Digital Marketing:

Insert your Choice:

Insert your Choice:



III. Hiring and Onboarding Strategies



Notes:



IV. NEXT STEPS

Find YOUR FREEDOM with Systems Sale

We are celebrating July helping business owners Find their Freedom! All of our packages, boot camps and coaching programs have huge bonuses and discounts all month long! Check it out here! <https://www.uplevelingyourbusinesssystems.com/find-your-freedom-sale>

Coaching Program

If you would like to tackle your Marketing Plan or get help with strategizing a plan for when to hire, our amazing coaching team is here to help! From Marketing to Sales, Culture to Financial Controls, we have you covered. We are here to help you grow a business that allows your business to thrive!

The Kristen David Implementation Boot Camps

HIRING & ONBOARDING BOOT CAMP

In just 6 weeks you can build and transform your hiring system with an Applicant Tracking Systems and the 10 Vital documents for 15+ positions to ensure you attract and hire the RIGHT candidates to fit your needs. You will also build out your entire Onboarding University and create a base so your team can build and use the systems that will streamline your entire business.

WORKFLOWS & WORKLOADS BOOT CAMP

In this 6 week boot camp you will build out the workflows for your core services and learn how to use the data to calculate the workloads for each team member and understand how to build the most profitable pods based on your goals.

If you are wondering which package is the right step for you – or if you have questions about our coaching services – book a free call with our Client Engagement Specialist. They will take the time to talk with you, learn your needs, and help you find the solutions you need to take your business to the next level!

<https://UplevelingYourBusiness.as.me/ScheduleNow>

UPLEVELING YOUR BUSINESS

Staffing Packages

MARKETING ASSISTANT

Take Your Marketing to the Next Level AND Save Time and Money! With the right **Marketing Assistant** you can easily do both. The key is to have clear guidelines and a scorecard that drives results.

What you get:

- A 25+ page Policies and Procedures Manual to help you onboard your Marketing Assistant and skyrocket your marketing systems.
- Over 10 short videos to help you hone in on what matters so you can get clear on what you want and get it built.
- The 5 Steps to Hiring Success including a Job Description, Job Ad, Written Interview Questions, Personal Interview Questions, Check Reference Questions and more to guide you through the entire process.
- The Onboarding Blueprint to ensure the person gets productive immediately.
- 7 Key Marketing Activity breakdowns including videos and examples.
- Over a dozen sample scripts, emails, flow charts and more.

Click [here](#) for more information

MARKETING COORDINATOR

As a business owner, you have a lot on your plate. When you first started out, bootstrapping your own marketing activities worked - to a point, now, you just don't have enough time to approve all the content your team is creating. Enter, the **Marketing Coordinator**, whose job it is to manage the 7 areas of Marketing.

What you get:

- A clear roadmap to help you vet and hire the Marketing Coordinator you need.
- A comprehensive Onboarding Blueprint to equip you to onboard and train your Marketing Coordinator according to the needs of your unique business
- Videos and a 25+ page Policies and Procedures Manual breaking down what shall be done quarterly, monthly and daily.
 - Social Media Management
 - Written Content Management
 - Audio/ Video Management
 - Brand and Culture Development
 - Product & Program Development
 - Online Presence
 - Online Advertising
- Tools, resources, examples and more.

Click [here](#) for more information

UPLEVELING YOUR BUSINESS

Staffing Packages

CLIENT HAPPINESS COORDINATOR

It's Time to Create Loyal, Raving Fans! Your clients are the heart of your business. As your business grows, it is essential to give consistent white-glove service. You need a **Client Happiness Coordinator**.

What you get:

- Client Happiness Coordinator Mindset to learn how to set expectations for a productive and profitable relationship!
- Your 5-Step Hiring Roadmap. From writing the job description and vetting candidates to presenting an offer, you will be able to find and hire the right person for your company.
- Comprehensive Onboarding Blueprint. Your complete onboarding system!
- Videos and a 50+ page Policies and Procedures Manual that takes Owners, Admins and the new team members through:
 - Client Happiness Calls
 - Sending Cards and Gifts
 - Testimonials
 - Handling Client Complaints
 - Client Surveys
 - VIP Referral Program

Click [here](#) for more information

EXECUTIVE ASSISTANT

YOU'RE SWAMPED, WE GET IT! There is a lot that goes into running your company, and up till now, a lot of it has fallen in your lap. You don't have to keep doing everything yourself. With the right **Executive Assistant**, you can get out from under the endless list of tasks and focus on growing a profitable, thriving business!

What you get:

- A 5-Step hiring roadmap. From writing the job description and vetting candidates to presenting a job offer, you will be able to find and hire the right Executive Assistant for your company and needs.
- A comprehensive Onboarding Blueprint to equip you to onboard and train your Executive Assistant according to the needs of your unique business.
- A 30+ page Policies & Procedures Manual to ensure that your Executive Assistant is ready to handle the job from Day 1.
- Tools, resources, and examples to help your Executive Assistant be productive, we have included valuable tools, examples, and resources they can use!

Click [here](#) for more information