

# TRANSFORM IN 4 (April 2024)

## Marketing Calendar

### Week 1: April 13 - April 19

- **Sunday (April 13): Kickoff Teaser:**
  - Social media post teasing the upcoming program launch with a focus on transformation stories or benefits.
- **Monday (April 15): Prelaunch Announcement**
  - Email #1 - Email announcement teasing the upcoming program launch
- **Wednesday (April 17): Official Program Announcement**
  - Email #2: Email announcement detailing the program, its benefits, and how it aligns with readers' goals for spring.
- **Friday (April 19): Success Stories Spotlight/3 Mistakes**
  - Email #3: Either an email featuring testimonials or success stories from past participants to build credibility and showcase results or 3 Mistakes email.
- **Sunday (April 21): FAQs/Protein Labeling**
  - Email #4: Either an email addressing frequently asked questions or Protein Myths email.
- **Social Media Posts:**
  - Daily engagement posts with tips, motivational quotes, and questions to encourage interaction and sharing.

### Week 2: April 20 - April 26

- **Tuesday (April 23): Feature Benefits Highlight**
  - Email #5: Email with more in-depth information about why accountability is important to maintaining motivation (or about a feature you are doing).
- **Thursday (April 25): Last Chance Reminder**
  - Email #6: A reminder email highlighting the value of the program and emphasizing the limited time available to create a sense of urgency.
  - Email #7: Final reminder email highlighting that there are only a few hours left to sign up
- **Social Media Posts:**
  - Countdown to the program start date with daily posts featuring quick health tips, participant testimonials, and reminders about the program start date.

April 14 Sunday	April 15 Monday  Email #1	April 16 Tuesday	April 17 Wednesday  Email #2	April 18 Thursday	April 19 Friday  Email #3	April 20 Saturday
April 21 Sunday  Email #4	April 22 Monday	April 23 Tuesday  Email #5	April 24 Wednesday	April 25 Thursday  Email #6 Email #7	April 26 Friday  Prep Starts	April 27 Saturday