

*Ashish Pawar's*

# 3 STEP CHECKLIST

TO A COMPLETE  
MARKETING CAMPAIGN





## Marketing is hit or miss, right?

No. Follow this simple three-step plan and tick ✓ or check off each of the points below and your business will grow.

I write this with confidence because I did it myself — and now my business has grown organically with no capital investment.

So grab a pen and start ticking ✓ or checking off the items on your list!

And get ready to see a real change in your business...

### Step 1: Develop a Strategic Marketing Campaign

- ☐ Figure out your marketing campaign budget and SPEND IT — every week, without fail.
- ☐ Define EXACTLY who your target market is.
- ☐ Do extensive market research, find out the best ways to reach your ideal customer, client or patient, and do a Competitive Analysis.
- ☐ Choose which marketing media you will spend your budget on (sales letters, postcards, email, website, Pay-Per-Click, etc.)!

- ☐ Compile a physical address list of your target market. Don't forget to add your current customers and prospects to this list too.
- ☐ If you decide on sales letters or postcards as one of your marketing elements, make sure your sales letter or postcard has all the necessary successful design elements, described in Dynamic Marketing [digital] and I offer to you at 50% DISCOUNT. So don't approve your design until you are completely satisfied!
- ☐ Hit your target market repeatedly, so each prospect sees your name at least three times— this can be weekly, bi-weekly or even monthly. Repetition is the key!

## Step 2: Track Your Responses – Prospects Call or Visit Website

- ☐ Prepare your customer service representatives and receptionists to handle specific questions your sales letter or postcard recipients will ask.
- ☐ Have your receptionists or office staff ask how every customer heard about your business, so you know which promotions are most effective.

- ☐ Keep communication flowing between sales and marketing to ensure customers are given consistent information.
- ☐ Make sure your website is professionally formatted, easy to find, and easy to navigate.
- ☐ Create individual sales pages as a way to guide prospects through the sales cycle, and track campaign effectiveness.
- ☐ Create a opt-in or fill-in form on your website to collect customer/prospect contact information (especially email addresses!). If you speak to me I can show you have collect physical address too.
- ☐ Calculate ROI from each marketing avenue. Stick with what works!

### Step 3: Stay In Touch With Efficient Follow-up

- ☐ Sign up with an email marketing service, such as Sendinblue, Zoho Campaigns both below ₹2000 per month.
- ☐ Design an informational email newsletter and send out through your email marketing service to the customers that opt-in to your email list.

- ☐ Run an email follow-up campaign. This is a series of 5 or so emails to be sent to your prospect over 5 weeks for a particular campaign that you are running.
- ☐ Create profiles on the major social networking sites (i.e. LinkedIn, Facebook, and Instagram).
- ☐ Start a company blog and deliver free advice as well as company news through your posts.

So get going and let me know how this has made a positive impact on your business!

Email me anytime at [info@headway2success.com](mailto:info@headway2success.com)

Need help putting together your marketing program? I do that! Get in touch with me on the above email address.

**BUT WAIT THERE IS  
MORE...**

## ONE TIME OFFER

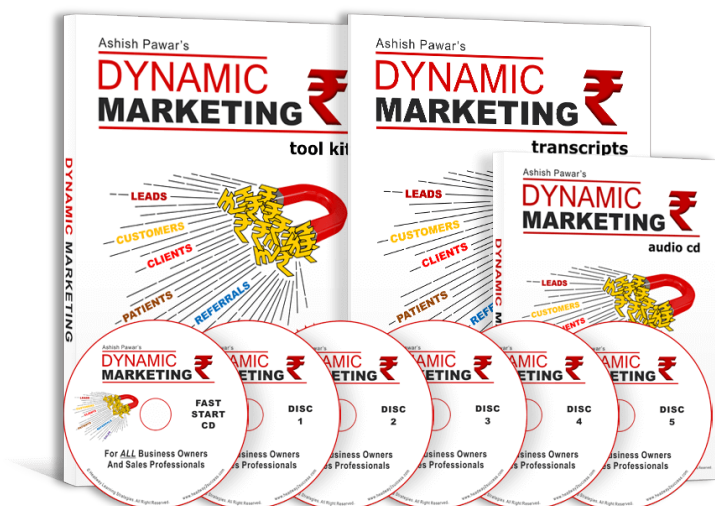
### You Will Never See This Again

Because you are serious about harnessing the money-making power of Direct Marketing I want to make you a special one-time offer to grab the ultimate "Done-For-You Marketing System"...

### REAL Examples From REAL Businesses And Sales Professionals... Not "Made Up Stuff"

Will work with:

- ✓ Sales Professionals
- ✓ B2B & Industrial
- ✓ Retail
- ✓ Professional Practices
- ✓ Service Businesses
- ✓ Restaurants
- ✓ And of course... E-Commerce & Online Businesses



### Here Is What Your Dynamic Marketing [digital] Will Include:

**Extensive SYSTEM TOOL-KIT** with entire campaigns & notes in 8 Sections you can easily "swipe and deploy" for your own promotions (Sales Careers,

B2B & Industrial; Service Businesses; Retail; Professional Practices and Restaurants)

**6 Audio CD's packed** start to finish with real world, hands-on information you can take to the bank with your business.

**Transcripts on Audio CD's** for easy reference. You will have everything there—all the tips, strategies, and moneymaking ideas, right at your fingertips!

**Special Reports:** 1) How To Print As Much Money As You Want, Legally! AND 2) How To Solve All Your Advertising, Marketing, & Sales Problems, Fast & Forever

**REMEMBER: this stuff is guaranteed to work for you.** You are backed by my **365-day money-back guarantee...** so there is no way you can make a mistake here.

It's up to you... Don't miss your ONE chance to get the ENTIRE **Dynamic Marketing System for only ₹1498.50!**

Again, this incredible System normally sells for ₹3117 (with shipping & handling), but on this page only you can steal it for **just ₹1498.50!**

**Here is the link to get your copy:**

<https://headway2success.com/dm-50-offer/>





# YOU DON'T HAVE TO TACKLE THIS ALONE

Write to [info@headway2success.com](mailto:info@headway2success.com)  
and Ashish will build the marketing  
campaign for you, will walk you through  
the process step-by-step, and show how  
to implement a great money making  
marketing campaign. Please allow us 2  
weeks time to revert you.



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