



Academy

Client Annual Marketing

36 Touch System

(1-12) Monthly Postcards

Company: Sensations

Cost: Approximately .80 cents each : $12 \times .80 = \$9.60$

(13-15) Written personal note cards

Get cards from Dollar Tree

Cost: $3 \times (.50 + .55 = \$1.05) = \3.15

(16) Birthday message

Facebook, text, phone call

Cost: Free

(17-28) Facebook post

Like, comment, share

Cost: Free

(29-30) Pop-Bys

(2) Holiday theme, special day, item of value

Cost: $2 \times (5.00) = \$10$

(31) Home anniversary or wedding anniversary

Past client, new client or friend, farm

Cost: Free - Facebook Post

(32) Luncheon meeting

Past client, new client

Cost: \$30

(33) Promote customers business

Video interview, Facebook post

Cost Free

(34-36) Phone calls

Follow up, update, check-in, illness...)

Cost: Free

Total investment - \$52.75