

## DAY 1



- **9am** - Email List with **Email #1** [Link: Webinar Registration]
- **10am** - Live Video on Facebook Page - CTA Webinar [Run Ads]
- Social Media Mentions (All Platforms) - CTA Webinar

## DAY 2

- Twitter and Facebook Mentions - CTA Webinar
- Graphics on Instagram, IG Stories - CTA Webinar

## DAY 3



- Email 'Unopened' Subscribers from Email #1
- Live Video in Facebook Group - CTA Webinar
- Live Video on Instagram - CTA Webinar

## DAY 4

- Twitter and Facebook Mentions - CTA Webinar
- Graphics on Instagram, IG Stories - CTA Webinar

## DAY 5



- Email List with **Email #2** [Link: Webinar Registration]
- Social Media Mentions (All Platforms) - CTA Webinar

## DAY 6



- Email 'Unopened' Subscribers from Email #2
- Live Video in Facebook Group - CTA Webinar
- Live Video on Instagram - CTA Webinar

## DAY 7



- **9am** - Sales Page Live / Cart Opens
- **10am** - **Live Webinar** [1hr & 15min Reminders] with 24hr Promo CTA
- **12noon** - Post Webinar Reply to Facebook Page [Run Ads]
- **2pm** - Email List with **Email #3** [Link: Sales Page]

## DAY 8

- Email Webinar Replay Link (FB Page) and 24hr Promo CTA Reminder
- Email 'Unopened' Subscribers from Email #3
- Social Media Mentions (All Platforms) - CTA Sales Page

## DAY 9



- **9am** - **Email #4** - CTA Additional Launch Bonus [Link: Sales Page]
- **10am** - Live Video Celebrating Launch on Facebook Page [Run Ads]

## DAY 10



- **9am** - **Email #5** 'Final Offer' Details [Link: Sales Page]
- **10am** - Short Live Video on All Platforms - CTA Sales Page
- **6pm** - **Email #6** 'Last Chance' Reminder [Link: Sales Page]
- Social Media Mentions (All Platforms) - CTA Sales Page