

# MARKETING MADNESS

## WEEK 1 BRANDING

### TIP OFF

What is a brand?  
(5-10 minutes)

### DRILL

Define your brand.  
(30 minutes)

### PLAY REVIEW

Does your definition match your current branding?  
(30 minutes - 1 hour)

### DRILL

How do you want to change your branding? (30 minutes)

### GAME TIME

Develop a brand strategy.  
(30 minutes - 1 hour)

### OVERTIME

Branding [deep dive](#).  
(10-15 minutes)

### OVERTIME

Our favorite [rebrand](#).  
(10-15 minutes)

## WEEK 2 ORGANIC SOCIAL

### TIP OFF

[Getting started with social media and Content marketing](#). (15-20 minutes)

### DRILL

Brainstorm 3 post ideas.  
(15-30 minutes)

### GAME TIME

Create post #1  
(30 minutes)

### GAME TIME

Create post #2  
(30 minutes)

### GAME TIME

Create post #3  
(30 minutes)

### OVERTIME

Explore free tools  
(30 minutes-1 hour)

### OVERTIME

Create a [content calendar](#) (1-2 hours)

## WEEK 3 SEO + CONTENT

### TIP OFF

What is SEO/SEM?  
(20 minutes)

### PLAY REVIEW

Perform a website audit of your images.  
(30 minutes - 1 hour)

### PLAY REVIEW

Perform a website audit of your pages.  
(30 minutes - 1 hour)

### PLAY REVIEW

Perform an audit of your content strategy.  
(30 minutes - 1 hour)

### DRILL

Make a content plan. (1 hour)

### DRILL

Sign up for the free tools in [this blog](#).  
(1 hour)

### GAME TIME

Write a blog.  
(1-2 hours)

## WEEK 4 PAID PROMOTION

### TIP OFF

[Guide to Promotional Marketing](#). (5-10 minutes)

### DRILL

Establish your goals.  
(30 minutes)

### PLAY REVIEW

Establish your budget.  
(30 minutes - 1 hour)

### DRILL

Set up Business Manager.  
(30 minutes)

### DRILL

Set up analytics tracking.  
(30 minutes - 1 hour)

### GAME TIME

Brainstorm a campaign.  
(1 hour)

### OVERTIME

How to decide whether to hire an agency or manage paid promotion yourself. (30 minutes)