



# 6 WEEK MARKETING PLANNER

nettl<sup>®</sup> 

# 6 WEEK MARKETING PLANNER

Start date .....

Marketing should be like your favourite cocktail (or mocktail, that's cool). A mix of things that come together to refresh senses and evoke emotions. A flurry of activity that captivates and engages.

But all good cocktails follow a recipe, or else you end up with more of a Llandudno Donkey than a Moscow Mule. So plan your marketing activity right, and get ready to enjoy the fruits of your labour.

If you need any help, we've got a bunch of useful people and resources at your disposal. Just drop by, visit our website or give us a bell.

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[www.nettl.com](http://www.nettl.com)  
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	MONDAY	TUESDAY
Week 1		
Week 2		
Week 3		
Week 4		
Week 5		
Week 6		

WEDNESDAY	THURSDAY	FRIDAY
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### DID YOU KNOW?

81% of SMBs still rely on email as their primary customer acquisition channel.

### DID YOU KNOW?

A business is twice as likely to successfully sell to a lost customer as to a brand new prospect.

### DID YOU KNOW?

87% of people said they were influenced to make an online purchase as a result of receiving direct mail.

### DID YOU KNOW?

The word around the industry is that lumpy mail gets opened 100% of the time, and double-digit response rates aren't unheard of.

### DID YOU KNOW?

79% of marketers generate sales using event marketing.

### DID YOU KNOW?

4 out of 5 people say they've connected with a business after getting direct mail.

### DID YOU KNOW?

94% of B2B marketers use LinkedIn to distribute content.

### DID YOU KNOW?

It costs between 60% and 600% more to sell to a stranger than to an existing customer.

# WE'RE HERE FOR YOU...

*Here at Nettle, we're your local one-stop creative agency specialising in delivering beautiful websites, branding, print, SEO, Social media, PPC and PR - helping your business win more customers.*

Looking for someone local to help launch your new website project? To make the most of your marketing budget? To develop your branding? To help you market digitally? For someone who doesn't speak jargon at you? A designer, printer, website maker or digital marketer?

Yay! You found us! How did you get to be sooo lucky?

There are over 180 Nettle studios in the UK. We're real ladies and gentlemen who work with businesses like yours. And we're in your neighbourhood.

Drop by, visit our website or call us in Newark on 01636 611112 or to reach our Grantham studio, it's 01476 249030.

### The Studio

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