

June Marketing Plans

Note:

- In conjunction with obtaining mass awareness, I'll be connecting with my warm market by promoting Sehatu Sleep and asking them to sign up for a 2-hour intro to deep relaxation session. Once they experience their first session, I'll follow up with them and then sell them the beginning package.
- It's my responsibility to follow up with all my contacts. I represent Sehatu Sleep, and I'll be professional, respectful, honest, and humble.
- I'll be in touch if and when I have a question and I will not make decisions that will require special treatment for a group/ customer without permission from Amer and Iram.

1. Press Release to all Major Sacramento TV Stations/ Networks:
 - a. Written release due June 1st (Friday).
 - i. Proof-reading by Amer and Iram.
 - b. Monday (June 4th) call and email listed Sacramento TV Stations.
 - c. Monday (June 11th) Call to confirm they have received the email and schedule for them to do a write up.
2. Sacramento Bee:
 - a. Contact Sacramento Bee to write an article about Sehatu Sleep
3. Contact Neighboring Companies <10 miles radius>
 - a. Wellness Depot
 - b. PWC
 - c. Charles Schwab
 - d. Apple
 - e. ...

Note: Get in touch with HR and setup an appointment to meet them in person. Goal here is NOT to sell anything, but to promote Sehatu Sleep and invite them for a 2-hour introduction to deep relaxation session.

4. Galleria Mall:
 - a. What kind of advertising can we put up at the mall?
5. Magazine advertising:
 - a. Free magazines at Wholefoods
6. Farmers Market @ Wholefoods:
 - a. Tabling to promote Sehatu Sleep
 - b. Sell Gift Certificates to encourage people to come in for a 2-hour Intro to Deep Relaxation Session
7. Bayside Church Community Fairs:
 - a. Contact Bayside Church and get the dates for upcoming fairs, cost of tabling, and just show up and have fun promoting Sehatu Sleep! :)