

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! :)