

Marketing Plan Brief – Body Piercing System

PROJECT OVERVIEW

- Sales page to sell an ebook, which has a “ring” of theme related PF sites pushing traffic onto it.
- Create a podcasting series on body piercing where accredited experts are interviewed on body piercing (we need to think about what format these interviews take).
- Create mutually beneficial relationships with the body piercing professionals and their associations across the world, so we get credibility and content.
- What the associations need are more paying members. What the members need are more clients. What we need are connections with credible associations and their members, so we can continually get fresh content.

WEB STRATEGY

SALES system: Sales page which sells an ebook on body piercing. This system has an affiliate program included (Clickbank) for the general Internet resellers, and a PAYdot.com system for our JV partners (the body piercing professionals), so we can give them a bigger slice of the “pie”. This needs more thought.

TRAFFIC Generation Systems:

1. Series of keyword focused PF sites, which cross link with each other and link through to the sales page. These PF sites PULL the RSS feed/s created for the podcasting delivery system on Q. It is recommended that we use Quikonnex with its podcasting enclosure system.
2. Interview the body piercing professionals on a regular basis. Post channel items on the Qchannel and include the podcast (which can be spidered by the SE’s). These podcasts direct people through to the sales page.
3. Backend a “directory” of body piercing professionals on the sales page web site OR on its own site. People get this link AFTER they’ve bought the book. However, web surfers can also find this page, and (of course) there would be a graphical link on this page to the sales system. Only members of the body piercing associations across the world would be put on this directory.
4. Use a private DV to organization the communication between the body piercing experts across the world. Set up interviews with the professionals and so they can meet with the marketing team etc.
5. We need to think about what our upsell products will be here (jewelry is an obvious one).
6. Rollout Strategy: Sales page, ebook and Clickbank system are done/ body piercing professionals approached/ Q- DV system setup/ JV partners arrangements put into place/ Interviews done/ Podcast series rolled out/ PF systems put into place/ Continue to develop PF systems and add podcasts.