



ZOOM & BOOM MARKETING PLAN

2-Week Purium Pack Special

Get ready for a new and exciting way to market your Purium business! We're going to keep things fresh by announcing one Purium pack special every two weeks. Use this training sheet as reference to get in the swing of the Zoom and Boom routine! NOTE: All marketing assets will be released on the Purium Tribe Page.

WEDNESDAY, JANUARY 31

Amy & Dave ANNOUNCE the special on their Facebook LIVE!

ZOOM: Directors get a sneak preview of the special on the Wednesday afternoon Director's Zoom Call

NOTE: You must be a Director and above or invited by a Director and above to participate in Director's Zoom Calls.

THURSDAY, FEBRUARY 1 – TUESDAY, FEBRUARY 13

Brand Partners need to **Like, Love and SHARE all the marketing assets they see on social media.**

As a reminder, feel free to use the marketing assets from the Purium Tribe Facebook page.

Whenever you post, text or email someone, include your personal Gift Card code! Someone you don't even know could potentially use that code and become a new Customer without you even hearing from them!

MARKETING ASSETS TO LOOK FOR

- **Amy & Dave's Facebook LIVE** (first week product knowledge)
- **Facebook (FB) Ad (targeting existing Customers and Brand Partners)**
- **Dave's Lifestyle Call/Podcast** (second week product knowledge)
- **2 Blog Posts** (1 per week)
- **2 Unique Posts** (video, re-shared post from a BP, a creative GIF, etc.)
- **2 Emails**
 - first week: announcement to ALL Customers & Brand Partners
 - second week: "Last Chance to Sell" to ALL Brand Partners

WHAT TO DO WITH THE MARKETING ASSETS

- **"Love" or "Like" the posts you see** on FB's Purium Health Products and Purium's Official Instagram
- **Share your Gift Card code on FB** in the way that best fits you (blog post, etc.)
 - Private Messenger
 - Via your own page
 - Via a group that you belong to
- **Personalize YOUR messages and captions**
- **Tie in health education, news-related issues or have fun with it**—bring your sense of humor

REPEAT "ZOOM & BOOM" EVERY TWO WEEKS