



## RELATIONSHIP MANAGEMENT

### Strategic Promotional Guide

As an Influencer, when/what you post can make a HUGE impact on Ryan's campaign. Thank you so much for taking the time to look over our recommended promotional plan.



## WEEK BEFORE LAUNCH

(4-7 days before launch date)

- Post a social graphic to two of your most used social media platforms.
  - Examples and Recommendations:
    - “Mark your calendars! On October 17th, Ryan is launching their book *Hire Better People Faster*.”
    - Make it personal: Talk about how you know Ryan
    - Include WHY their topic matters
    - “Stay tuned for a launch announcement because there will be plenty of bonuses that will be given away for free when you buy the book on launch day”
  - We recommend you include a photo of you and Ryan
    - OR a photo of you and the book
    - OR a photo of Ryan only



## LAUNCH DAY

- Send an email to your following that includes:
  - WHY Ryan's topic matters
  - How you personally know Ryan with a short story about your relationship
  - Why you felt compelled to share this with your audience
  - Make sure to include:
    - Links to purchasing page
    - Mention bonuses again which can be claimed when they purchase the book
  - We recommend this email to be sent at 4:00am ET on launch day
- Additionally, we recommend you do one of the following options:
  - Option 1: Go LIVE on your favorite platform (LinkedIn, Instagram, Facebook, YouTube)
    - Interview Ryan LIVE or go LIVE by yourself
    - Share stories about Ryan (how you met, impactful moment)
    - Share the book topic, why you're excited about it
    - Drive the traffic to Ryan's Book Sales Page where followers can purchase and collect bonuses
  - Option 2: Social post
    - Swipe copy from the launch day email you sent to your following
    - Use sample social posts and swipe graphics from Ryan's Influencer Promotional page (marketing materials)
    - Post to your main feed of your most frequently used social network



## POST LAUNCH

(2-3 days after launch date)

- Post one final social media post to thank your network and ask for their continued support for the launch.
  - Include purchasing links
  - Thank the audience for their attention
  - Remind people again to purchase the book and write an honest review
    - Ryan has worked extremely hard to get his message into the world and anything we can do to support them is meaningful work.

NOTE: Please refer to [Ryan's Influencer Promotional page](#) to swipe marketing materials including sample emails, social posts, and promotional graphics.