

Welcome to...

Challenge Day 2:

Your Current Market Game

Yesterday we took a closer look at your local competitors and how they're showing up online and today's challenge - it's your turn!

Let's take an honest assessment at your **CURRENT** marketing game to see where you are **RIGHT NOW** (not what you want it to be, not what it used to be, but what you are and are not doing at this current moment in time).

Tara

Instructions

Check the box that is most accurate for your business:

WEBSITE

- I have my own website
- I use someone else's website
- I only have a booking software as my website
- I don't have a website

INSTAGRAM

- I have my own Instagram Page exclusively dedicated to my business
- My website is linked in my bio
- I have a bio that clearly communicates this is a business
- I use captions in every single post without fail
- Where I run my business is clearly communicated in my bio
- I include hashtags in every single post
- I post at least 3 times a week, and my images are...
 - Professional and well thought out
 - Only lash photos
 - Random and scattered
- I get potential customers (not lash artists or other beauty pros) following me regularly

FACEBOOK

I have a Facebook business page

I post to my Facebook business page:

Daily

Weekly

Monthly

Never

I get potential customers liking/following my page:

Daily

Weekly

Monthly

Never

I have my website linked on my Facebook Business Page

I utilize the Facebook Messenger Bot on my Facebook Business Page

PAID ADS

I run Yelp paid ads

I run Google paid ads

I run Facebook/ Instagram paid ads

I run local print paid ads (magazine, newspaper, mailers, etc.)

I run Groupons or local daily deals

I run local radio/ tv commercial ads

OTHER MARKETING CHANNELS

Don't worry if you have little to none of these, we're just seeing what you're trying:

- I have business cards
- I have brochures for in studio
- I have flyers to hand out outside of studio
- Signage outside of my studio
- Word of mouth
- Referral program
- Punch cards / loyalty cards
- LinkedIn
- Yelp reviews (non paid yelp usage)
- The Nextdoor app
- Email marketing
- Strategic partnerships (Networking with other biz owners)
- Other: _____
- Other: _____
- Other: _____

BOOTKAMP BINGO - SHARE YOUR BIGGEST TAKEAWAY FROM TODAY'S CHALLENGE IN THE "BOOTKAMP BINGO DAY 2"

Post inside of the Bookt Bootcamp Facebook Group and you can mark off that square on the bingo card!