CoverEase

Lightning Fast, Easy, Awesome

CoverEase Marketing Timeline

Aggressive

(Every Week)

After Implementation Complete – Week 1

SEND EMAIL: Announcement Email (See Email Templates)

POST TO SOCIAL MEDIA: New Partner Post (See Social Media Content)

Week 2-52

Send an email and post to social media every week.

Once you've cycled through all of the email templates, repeat them again. Make small variations if needed.

Passive

(Every Other Week)

After Implementation Complete – Week 1

EMAIL: Announcement Email (See Email Templates)

SOCIAL MEDIA: New Partner Post (See Social Media Content)

Week 2-52

Send an email and post to social media every other week.

Once you've cycled through all of the email templates, repeat them again. Make small variations if needed.