

Learnable Preliminary Marketing Plan (2025-2026)

Digital Strategy

- Consulting firm support, KPIs
- Brand messaging and segmentation
- Plan, timelines

Co-Marketing

- Publishers
- Authors
- eLearning Affiliates
- Industry partners

Social Media

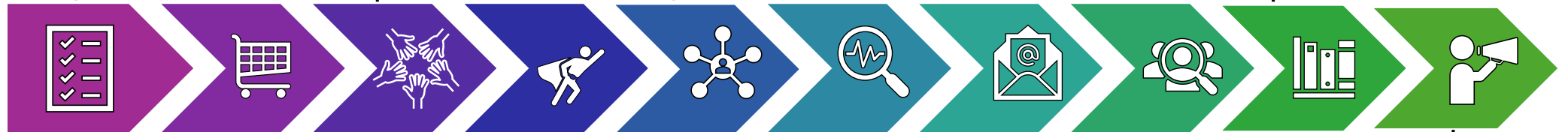
- Learnable Social Polling
- Facebook, Instagram
- X, TikTok

Email Marketing

- Customers
- Potential customers
- Personalization
- Newsletters

Channel Development

- Amazon, Walmart
- B&N, Powell, BAM
- Publisher's site
- Author's site



Learning Management System

- eCommerce
- Connections to retail channels
- Analytics
- Marketing technology

Influencer Marketing

- Authors
- Users
- Organizations
- Media groups
- Parent groups

Search Engine Optimization

- Keyword optimization
- Meta information
- Link building
- Fee-based results

Paid Advertising

- Pay per click ads
- Affiliate links
- Banner ads
- Traditional
- Trade magazines – business, other

Content Marketing

- Press releases
- Podcasts, blogs
- Free Learnable Editions of books
- White papers