



Marketing Plan







2025

Epiphany Associates



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KPIs

To measure the success of our marketing efforts, we will track key performance indicators (KPIs) across multiple channels.



Funnel Overview KPIs

- Social Media Followers
- Webpage Hits
- Email Subscribers
- CTA Clicks
- Future Course Sales



Social Media KPIs

- Followers
- Clicks
- Engagement
- Interactions
- Impressions



Ad Work KPIs

- Ad Impressions
- Click-Through-Rate
- Conversion Rate
- Cost Per Click
- Return On Ad Spend (ROAS)
- Bounce Rate



Goals



Social Media Goals

LinkedIn

Q1: 20,000

Q2: 30,000

Q3: 40,000

Q4: 50,000

X & BlueSky

Q1: 0

Q2: 600

Q3: 900

Q4: 1,500

Youtube

Q1: 0

Q2: 500

Q3: 1,250

Q4: 2,000

Note: These goals are flexible as we progress through the year and get a better forecast.



Ad Spend Goals

LinkedIn:

Use ad spend to grow our LinkedIn following and drive leads, with a full ad plan to be released as we test content.



Funnel Creation Goals

Build a functional funnel to provide greater access to Kristen's trainings and content.

Our LinkedIn goal is ambitious with over 100% growth in one year (As requested). With ads we can make an impact, however to pull this off we need to increase our output of content. We are ready for this adventure, but want to disclaim that this will be a wild ride.

- The AdventureYeti



LinkedIn Market Share



LinkedIn Full Market

Total Users: **1,500,000,000**

Estimated Monthly Active Users: **31,000,000**

Percentage Of Monthly Active Users: **2.07%**

Note: these numbers are based on Metricool 2025 Social Media Report

Using this Metricool report we can estimate that roughly 2.07% of LinkedIn users are on the platform monthly. We will be using this percentage throughout our report to estimate how many users are more likely to come across our content.

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Gov. Administration Market

Total Users: **13,000,000**

Estimated Monthly Active Users: **268,667**

Note: these numbers are based on LinkedIn Ads



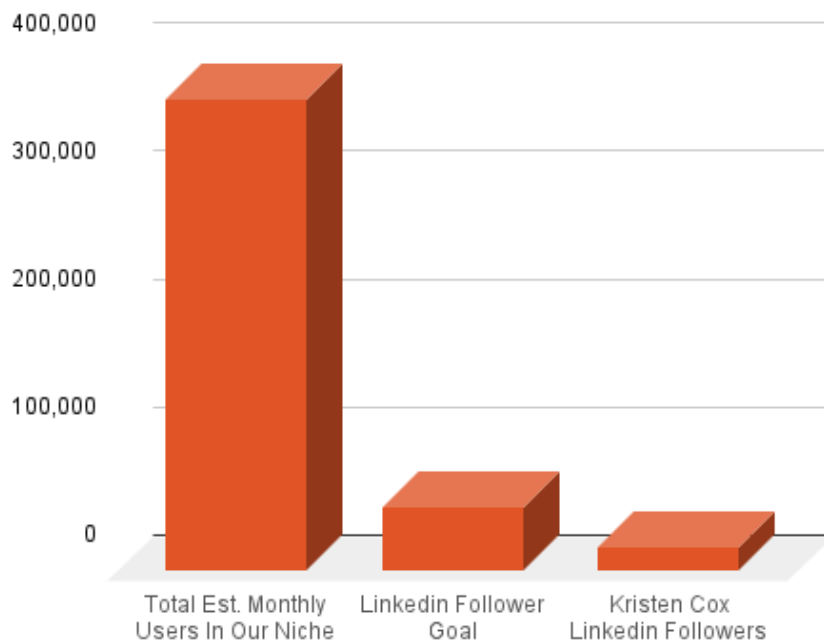
Health & Human Service Market

Total Users: **4,800,000**

Estimated Monthly Active Users: **99,200**

Note: these numbers are based on LinkedIn Ads

Total LinkedIn Follower Market Share Breakdown



Total Monthly Active Users: **367,867**

LinkedIn Follower Goal: **50,000**

Kristen's LinkedIn Followers: **18,210**

Note: Further Data report can be found on the Content Calendar Spreadsheet

Direct LinkedIn Targeting



Direct Marketing Purpose

The goal of direct LinkedIn marketing is to help grow Kristin's speaking engagement and influence with leaders of Government Departments across the country.



Outreach to Key Decision-Makers

We've compiled a comprehensive list of leadership from the Human and Health Service Departments in each state west of the Mississippi. This presents a great opportunity to build connections and share your content with key decision-makers. We can explore outreach strategies, including direct messaging, to provide valuable insights and relevant offers.

Note: All contact information will be found under our Content Calendar Spreadsheet

Departments Included In Our Listing



Broad LinkedIn Targeting



Direct Marketing Purpose

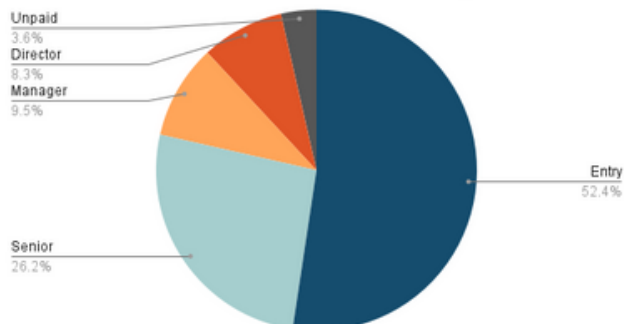
Our purpose in growing a broad LinkedIn audience is to establish a strong foundation for future digital content. By building and engaging our audience now, we are creating a warm and receptive network before launching content. This growth will allow us to effectively leverage LinkedIn as a powerful platform for introducing Kristen's products.



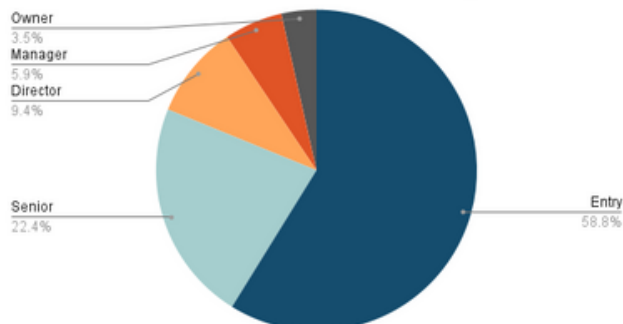
Division of Seniority

We have compiled LinkedIn's list of people who work as Government Administration and in Health and Human Services. We have divided these lists into positions of director, manager, senior, and entry level employees. This allows us to target these specific users and feed them specific content.

Government Administration LinkedIn Seniority



Health and Human LinkedIn Services Seniority



We can utilize the Seniority to help us:

1. Promote boosted posts and ads to targeted seniority levels.
2. Tailor content to specific leadership tiers while expanding our audience reach.
3. Gain valuable insights into the size and structure of divisions within our email lists.

We also collected a list of shared interest by group, we can utilize these interests when it comes to developing content to reach our audiences. We can also target our reach ads to these interests to get more engagement and followers that are not exactly in our niche.

Note: All this information is found within our Content Calendar Spreadsheet.

LinkedIn Ad Plan

Boosting Posts

We will use the boost post feature on the Epiphany Associates page to help draw more traffic to any post that pushes towards the email funnel or following (expands reach). Recommended \$25-50 per post, minimum daily spend \$15 (Charges based on impressions). Based on the boosted posts' performance, we can then identify posts/ad creatives that would do best in a paid ad campaign.

Paid Ad Campaigns

Using the boosted post history, we will test out various campaigns to see which one performs best in filling the funnel. Once the 'Freebie' is built up, we will use ad campaigns to push people toward it and collect their email information in exchange for a free valuable offer.

Why we chose Epiphany Associates page:

Though Kristen Cox's page has an impressive number of followers to start with, building up the Epiphany Associates page will be better for the company in the long run. The more people that we can get connected to the company instead of Kristen, the better for overall brand/product awareness.

What happens to Kristen's Page?

- We will slowly transition from Kristen's page to the Epiphany Associates page by posting on Epiphany Associates and then having Kristen repost it. This way we can hopefully get Kristen's followers to go to the Epiphany Associates page.
- Kristen's account will be used for direct marketing to seek out speaking opportunities.

Recommended Ad Spend:

Goal of Ads: Increase traffic and followers (Transition to fill our funnel).

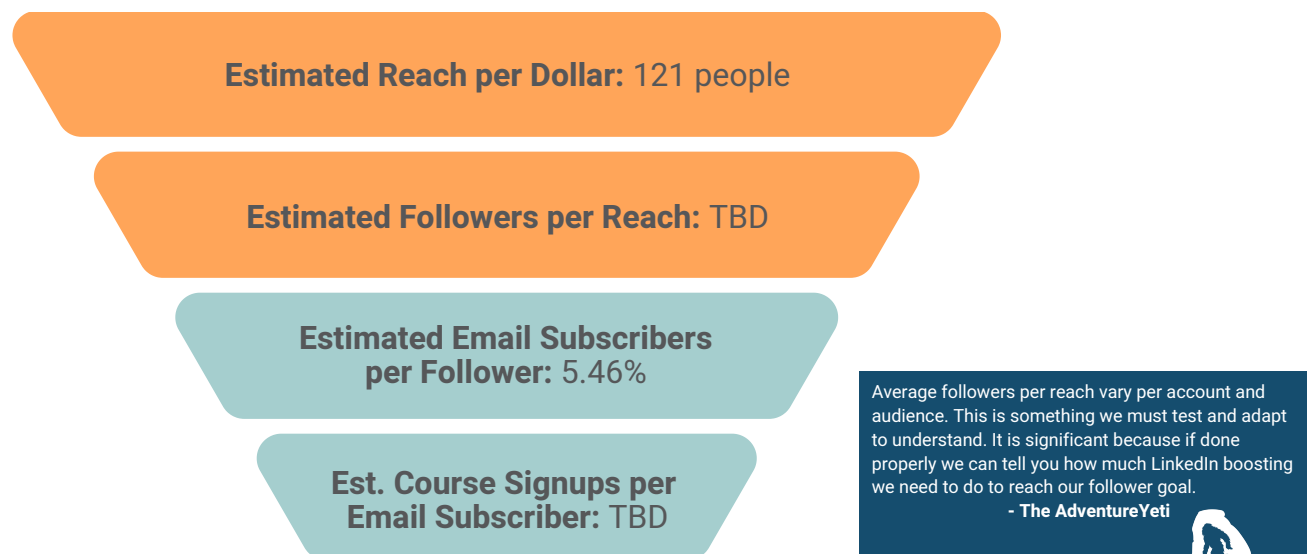
Budget type: Daily Spend

Daily Budget: \$20 (starting)

Monthly Budget Cap: \$2,000

We'd start with a \$20 daily budget, then begin to scale based on ad performance. As we continue to run ads we will test how much it takes to get a follower, or a course purchased, as shown in the funnel graphic below.

Ad Funnel



How To Utilize YouTube

Objective and Purpose: Educate the audience while building brand reputation by sharing engaging long-form video content that highlights the brand experience and product quality. Establish Epiphany Associates as an authority through in-depth presentations, talks, and webinars. Drive viewers to the Epiphany Associates website, email list, and community.

Post-Frequency: Post all event recordings, interviews, and presentations along with 1–2 short clips as they come (repurposed from long-form videos).

(Utilitze this more frequently when the podcast is live.)

Note: Once we have access to the podcast studio, we'll begin to publish content from there.

Content Ideas:

- Full-Length Presentations Podcasts: Upload full recordings from Epiphany Associates' past and future events, such as keynote speeches, webinars, and government workshops.
- Educational Series: Create a series of 5–10-minute videos addressing common challenges in government structures or leadership, offering actionable advice.
- Podcasts: Build a podcast to discuss large government issues. Use this as a way to network, build credibility, and get more reach.
- Event Clips: Post 1–2 minute clips from longer videos, highlighting key moments or valuable takeaways to drive interest in the full content.
- Divide best content into YouTube shorts for more exposure.

Youtube is the quickest way to grow channel as it is the "leading platform for visibility." (Metricool 2025 Social Media Study, pg 29)

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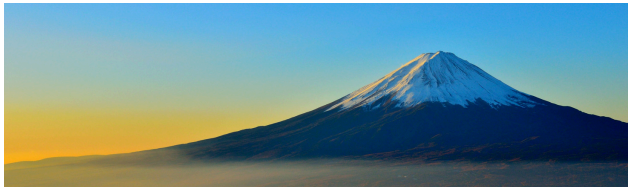
How To Utilize X & BlueSky

Objective: Share quick insights and real-time commentary or engage in conversations with professionals and policymakers. This content can be taken from weekly posts, emails, and other content. The purpose of this content is to drive traffic to more in-depth content (e.g., emails, videos, and LinkedIn).

Post-Frequency: 3-5 posts per week.

Content Ideas:

- Using content from emails, we take the best 3-5 one liners and post it on X & BlueSky.
- Respond or comment about current events.
- Invite followers to our other social media pages.



With engagement in X declining, There is huge growing demand in a similar platform called, Bluesky. We plan to post on both platforms.

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How To Gather Content



Weekly Email Content

We'll use the Weekly Email to pull short content snippets and share them across platforms for unified weekly content



Podcast & Film

We will take the footage from what Kristen films in the podcast studio and extract short videos and blurbs to use in our unified media push.



Past Content

On weeks without any updated content we will pull from achieved content within the Fulcrum or other sources.



Content Calendar



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1 X/Bluesky Post	2 LinkedIn Post	3 Email Article X/Bluesky Post	4 LinkedIn Post	5 X/Bluesky Post
6	7 LinkedIn Post	8 X/Bluesky Post	9 LinkedIn Post	10 Email Article X/Bluesky Post	11 LinkedIn Post	12 X/Bluesky Post
13	14 LinkedIn Post	15 X/Bluesky Post	16 LinkedIn Post	17 Email Article X/Bluesky Post	18 LinkedIn Post	19 X/Bluesky Post
20	21 LinkedIn Post	22 X/Bluesky Post	23 LinkedIn Post	24 Email Article X/Bluesky Post	25 LinkedIn Post	26 X/Bluesky Post
27	28 LinkedIn Post	29 X/Bluesky Post	30 LinkedIn Post			

CONTENT TOPIC

Week 1 (3/30): Series - Introduce the 5QF series

Week 2 (4/6): Series - 5QF - 1, 2, 3

Week 3 (4/13): Series - 5QF - 4, 5, conclusion

Week 4 (4/20): Past Article - Finding the root problem - Problem solving/management

Week 5 (4/27): Past Article - Don't benchmark to the average; become the outlier others use as benchmark

PLATFORM

Email Article

LinkedIn Post

X/BlueSky Post

Content Calendar



May

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
				1 Email Article X/Bluesky Post	2 LinkedIn Post	3 X/Bluesky Post
4	5 LinkedIn Post	6 X/Bluesky Post	7 LinkedIn Post	8 Email Article X/Bluesky Post	9 LinkedIn Post	10 X/Bluesky Post
11	12 LinkedIn Post	13 X/Bluesky Post	14 LinkedIn Post	15 Email Article X/Bluesky Post	16 LinkedIn Post	17 X/Bluesky Post
18	19 LinkedIn Post	20 X/Bluesky Post	21 LinkedIn Post	22 Email Article X/Bluesky Post	23 LinkedIn Post	24 X/Bluesky Post
25	26 LinkedIn Post	27 X/Bluesky Post	28 LinkedIn Post	29 Email Article X/Bluesky Post	30 LinkedIn Post	31 X/Bluesky Post

CONTENT TOPIC

Week 1 (5/4/24): Series - Theory of Constraints Introduction

Week 2 (5/11/24): Series - Theory of Constraints

Week 3 (5/18/24): Series - Theory of Constraints Conclusion

Week 4 (5/25/24): We need fewer committees and more project teams

PLATFORM

Email Article


LinkedIn Post

X/BlueSky Post

Content Calendar



June

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1 	2 LinkedIn Post	3 X/Bluesky Post	4 LinkedIn Post	5 Email Article X/Bluesky Post	6 LinkedIn Post	7 X/Bluesky Post
8	9 LinkedIn Post	10 X/Bluesky Post	11 LinkedIn Post	12 Email Article X/Bluesky Post	13 LinkedIn Post	14 X/Bluesky Post
15	16 LinkedIn Post	17 X/Bluesky Post	18 LinkedIn Post	19 Email Article X/Bluesky Post	20 LinkedIn Post	21 X/Bluesky Post
22	23 LinkedIn Post	24 X/Bluesky Post	25 LinkedIn Post	26 Email Article X/Bluesky Post	27 LinkedIn Post	28 X/Bluesky Post
29	30 LinkedIn Post					

CONTENT TOPIC

Week 1 (6/1/25): Article - Focusing your team

Week 2 (6/8/25): Series - Seductive Seven Intro

Week 3 (6/15/25): Series - Seductive Seven 1-4

Week 4 (6/26/25): Series - Seductive Seven 5-7 and conclusion

PLATFORM

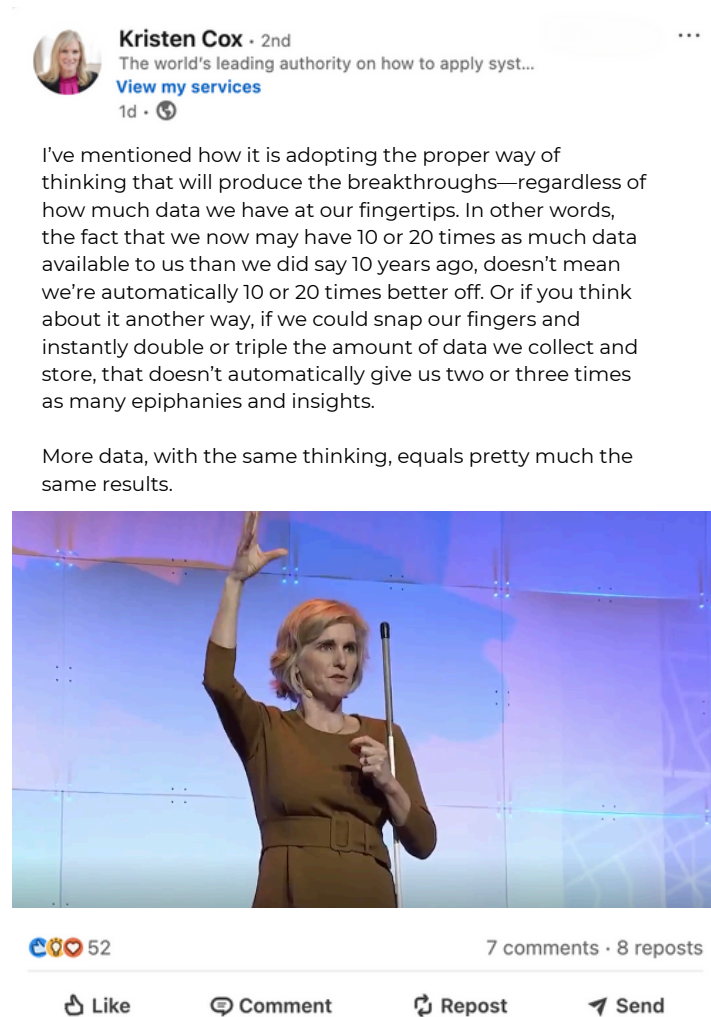
Email Article

LinkedIn Post

X/BlueSky Post

Content Examples:

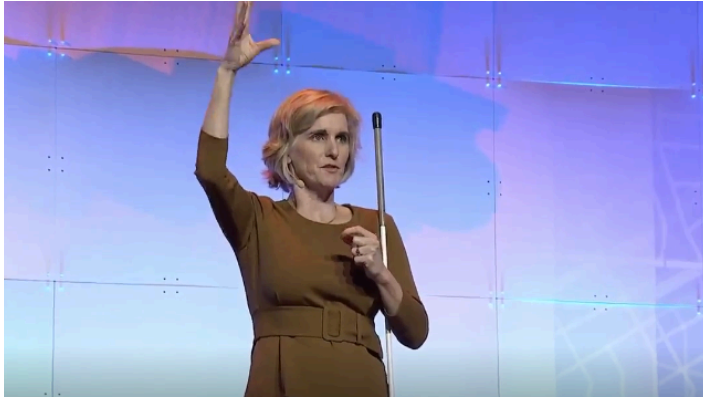
Each week, we will provide a structured content plan for review, outlining posts tailored for each platform in preparation for the following week's distribution. The content will be delivered in a formatted PDF and a text readable Word document, allowing for easy approval and any necessary revisions.



Kristen Cox · 2nd
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I've mentioned how it is adopting the proper way of thinking that will produce the breakthroughs—regardless of how much data we have at our fingertips. In other words, the fact that we now may have 10 or 20 times as much data available to us than we did say 10 years ago, doesn't mean we're automatically 10 or 20 times better off. Or if you think about it another way, if we could snap our fingers and instantly double or triple the amount of data we collect and store, that doesn't automatically give us two or three times as many epiphanies and insights.

More data, with the same thinking, equals pretty much the same results.



👍❤️ 52 7 comments · 8 reposts

👍 Like 💬 Comment ↻ Repost ➦ Send

Content Examples:



A screenshot of a tweet from Kristen Cox (@Epiphany_Associates). The tweet text reads: "If we could snap our fingers and instantly double or triple the amount of data we collect and store, that doesn't automatically give us two or three times as many epiphanies and insights. More data, with the same thinking, equals pretty much the same results." The tweet is dated April 1, 2025, and has 200.1K views. Engagement metrics show 31 replies, 1,581 retweets, 9,681 likes, and 20 bookmarks.



A screenshot of a YouTube video player. The video title is "Seductive Seven: Episode Two | More Data" by EpiphanyAssociates. The video content shows a woman with blonde hair, wearing a brown top, standing in front of a large screen displaying data visualizations. The video player interface includes a progress bar, play/pause controls, and a list of recommended videos on the right side.



Conclusion

This plan sets the course for bold growth—building authority, driving engagement, and expanding Epiphany Associates’ reach. With a mix of content, analytics, and adaptability, we’re ready to make giant prints.

ADVENTURE ON!
- ADVENTUREYETI



Marketing Plan 2025

Epiphany Associates



Get In Touch

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