

Marketing Pathways Resource Bundle

Practical tools, guides, and trackers to help you market your product effectively. Use this bundle as a reference as you grow.

1. Marketing Pathways Map

This map shows you the big picture of how marketing pathways connect. Start with one, achieve the milestone, and then layer in additional strategies for growth.

Pathway	First Action Step	Outcome Milestone
Organic Social	Post daily (Reels/Pins/Stories)	First 100 followers
Content & SEO	Publish 1 blog or video answering a common question	First 1,000 website visits
Paid Ads	Test \$5/day ad to promote freebie or \$7 kit	Break-even campaign
Email & Funnels	Create 3-email welcome sequence	First \$100 from email
Partnerships	Host a joint IG Live with a peer	100+ new followers from collab
Affiliate & Influencers	Invite 3 affiliates and give them swipe copy	First affiliate-driven sale
Community & Events	Start a FB group or run a 3-day mini challenge	50 active members

■ Tip: Don't try to do everything at once. Pick one pathway, reach the milestone, then layer in the next.

2. Starter Checklist: Which Pathway Should I Begin With?

Answer these questions honestly — your responses will point you toward your ideal marketing pathway.

- Do you already have an audience or followers?
- Do you have a budget for ads right now?
- Do you prefer creating video, writing, or building communities?
- Do you want fast results or are you patient for long-term growth?
- Do you enjoy connecting directly with people or working behind the scenes?

Scoring Guide

Mostly YES answers: You're ready for advanced pathways like Paid Ads or Partnerships.

Mostly NO answers: Start with simple, organic approaches such as Social Media or Content.

Pathway Hints:

- If you answered YES to budget → Start with Paid Ads or Email Funnels.
- If you prefer fast results but no budget → Start with Organic Social.
- If you enjoy writing or tutorials → Start with Content & SEO.
- If you love people and groups → Start with Community & Events.
- If you'd rather team up → Start with Partnerships or Affiliates.

■ Example: If you have no budget but can post daily, Organic Social is your best starting point.

3. Milestone Tracker Worksheet

Use this tracker to measure your progress and celebrate wins. Each table comes with example entries so you can see how to use it effectively.

Social Media Growth Tracker

Date	Platform	Followers	Posts This Week	Engagement %
09/01	Instagram	50	5	4%

Email & Content Tracker

Date	Subscribers	Emails Sent	Blog Posts/YouTube Videos	Conversions
09/01	35	2	1	3

Sales & Partnerships Tracker

Date	Product Sold	Units Sold	Collabs/Affiliates	Revenue
09/01	7-Day Kit	3	1	\$21

■ Tip: Revisit this tracker weekly. Growth often looks small daily, but the progress compounds over time.

Bonus: Quick-Win Action Sheet

Overwhelmed? Start here. These actions take 30 minutes or less but can make a real impact. Each quick win comes with an expected result so you know what to look for.

Pathway	Quick Action	Expected Result
Organic Social	Post 1 Reel or Pin answering a FAQ today.	Gain 10–20 new views/followers
Content & SEO	Write a 500-word blog post solving one pain point.	Begin ranking for a keyword
Paid Ads	Test a \$5/day ad for your freebie.	First email subscribers from ads
Email & Funnels	Draft your first 3-part welcome sequence.	Warm leads in your inbox
Partnerships	DM 1 peer to suggest a collab live or post.	New visibility to a fresh audience
Affiliate & Influencers	Ask 2 friends to share your product with their link.	First affiliate-driven clicks
Community & Events	Create a private FB group and invite 10 people.	First active group members

“Success is the sum of small efforts, repeated daily.” – Robert Collier