# 2025 MARKETING PLAN WEEK 6

**Prepared By :**
Andrea Domingos

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aldomingos@quinnipiac.edu

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# Progress Summary

In this final week, I finalize the Art Health Tracker journey. Now starting today, users can purchase the product on Gumroad (explanation later). With enough time this week, the product will also appear on Etsy.

The tracker will be $5 dollars. Doesn't seem like a lot but I want users who want a way to be there health to have an easily accessible option. Perhaps later in the future, I can add a deluxe feature for users who want more out of such a product.

For now though, there is now only a little left. I still have to film some promotional materials but that will be completed on October 8th. At this point, I am extremely motivated. I am ready for users to see what I can offer.

The final sales state looks like this:

- **Sales Design Layout**: 100%
- **Content (Written)**: 100%
- **Content (Artistic)**: 100%
- **Video:** 75%
- **Overall**: 92% completion.

Let's explore the sales, and see what users will be getting!

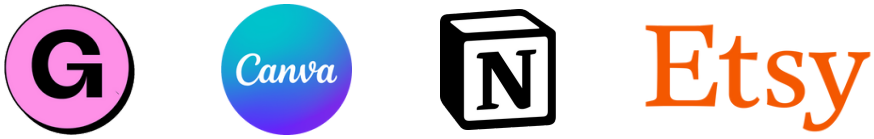
# Launch Strategy

Launching the Art Health Tracker required a schedule going into the week. I set a couple major goals for this week and the week after.

1. I wanted to get my product launched by, **October 6th.**
2. For promoting the product, I want to use **Instagram posts, Email templates, and a TikTok/YouTube tutorial. Each will be sent after the product releases.**
3. Etsy shop location must be completed by **October 8th.**
4. By **October 10th**, I would like to have either sections on LinkedIn and my portfolio to the tracker's different shops.

With my goals laid out, I began my journey into creating my sales assets and text.

### Tools Used This Week




The first thing I did was begin to create my Notion shop page. This is because Notion takes around 1-2 weeks to verify if you can sell on Notion. As a result, Notion was no longer the main place to sell on for the time being. That's why Gumroad is now here. I originally wanted to put the Art Health Tracker on Gumroad last because I knew that Notion templates already existed. Finding them was challenging however. But with Notion out of the picture for now, Gumroad became the new place to sell.

Meanwhile, I used Canva to create many of the sales assets for Etsy and Gumroad, since Canva allowed for accessible creation, but also good design quality.

### Creating to the Masses

For promoting the product, I wanted to mainly focus on medias where creativity plays a big role. Pinterest, Instagram and TikTok were great areas to promote, but also promoting through a more professional means like email could help to. Lucky, Gumroad has an email system or I could use a platform like Constant Contact.

# Target Audiences

When I look to what a user would gain from seeing a product like Art Health Tracker, I noticed some important facts.

1. A consumer looking for journal/tracker would activity seek out such products through websites or threads like Reddit.
2. Consumers value the personal growth aspect of tracking their health most of all: they want to see that their health is the main priority.
3. For users looking for a creative outlet outside out journaling, there actually isn't a lot of information of expressing yourself. This product should be something they'd want to learn about.

I also found it interesting that many users find art to be difficult because the practices take a long time and users feel discouraged if their art isn't good. One of my main priorities was to obviously target artists but after seeing how people struggle with art, I want to promotional material that encourages users to continue creating.

### The Mindset of the Sales Page

Once I had all of my target audiences laid out, I gain creating my sales page. My main objective was to create something simple but informative. I didn't want to overwhelm new users with too much information but I also want to make sure that people understood what each part would sell.

I wrote down each of the major features of the Art Tracker and what each sections does. I informed users that this tracker was a template. Once they would buy the product, they would receive a short series on instructions about how they could use the template and make it editable.

Once all the written content was done, I started finishing up on the assets for both the sales page and for future promotional material.

# Assets + Sales Pages

The main tool I used to create the sales pages were through Canva. I wanted to focus on a welcoming environment, with information that wouldn't overload at first glance. I saw many Etsy Notion templates have beautiful designs but the information on how the product worked was a lot. By focusing on this simple yet welcoming design, I am able to create designs that are educational and easy to understand. This process became the foundation my design philosophy going in (example shown below).

1

**Focus on Information**

Users must be able to understand what the tracker will do for them as a template.

2

**Focus on Simplisty**

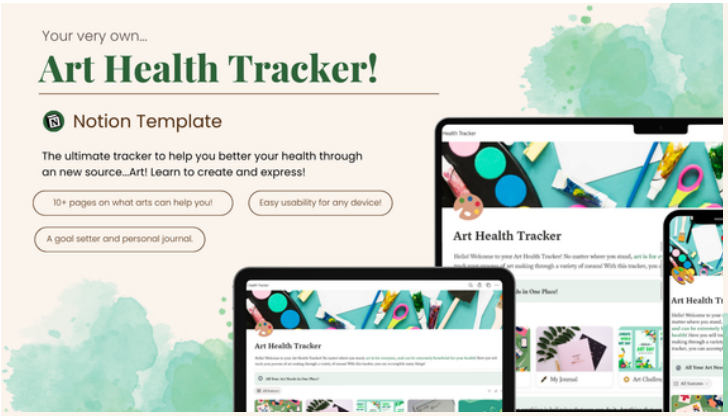
The imagery should not be too overwhelming. Focus more on effective hierarchy.

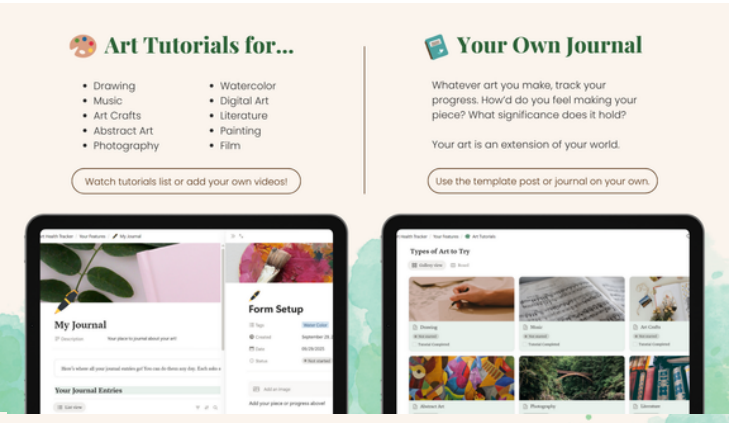
## Creation Process of Sale Pages

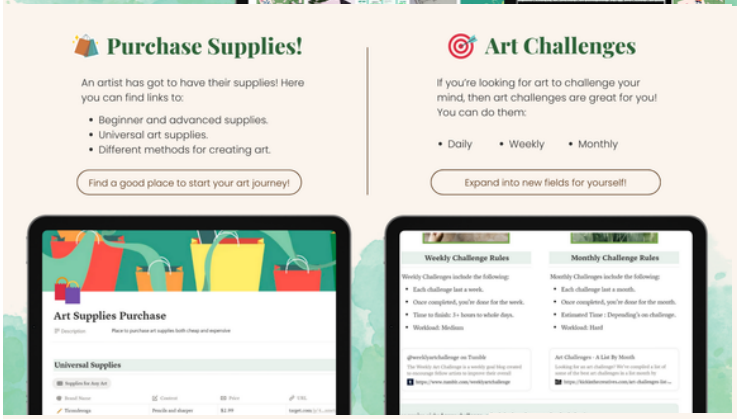
Once I understood my design ideas, I continued making the sales pages. I wanted Gumshoes and Etsy's sale pages to be the same but also be slightly different hierarchy wise. Etsy's pages required more information, and I also began the process of creating a video showing the navigation. Meanwhile, Gumroad's focused more on large amounts of content, so its pages had to be bigger.

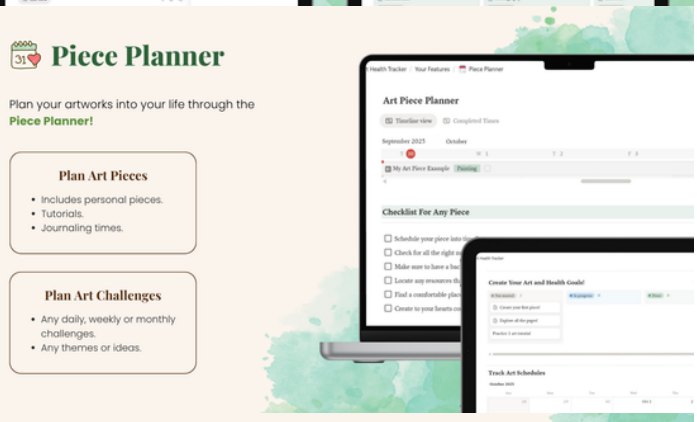
As for the actual information, I wanted users to 1. understand what this tracker's goal was and 2. how the tracker would be able to benefit their health through art. I created a title (opening) page, 2 pages dedicated to the main content and 1 page for how such a tracker would benefit the user. All of the pages are shown below.

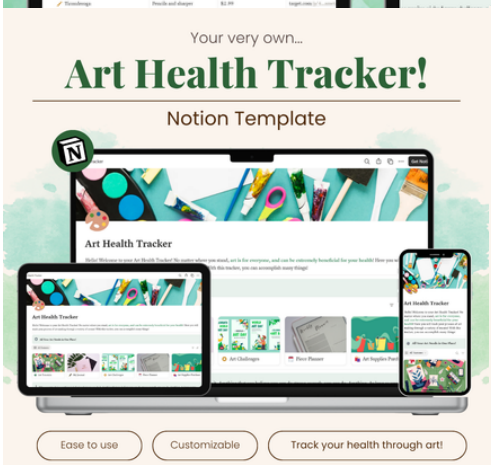
# Assets + Sales Pages (cont.)

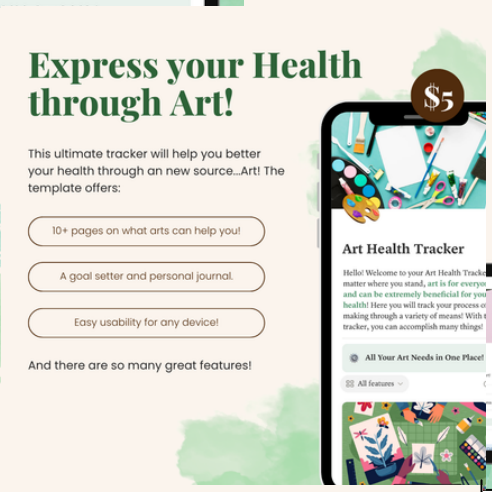


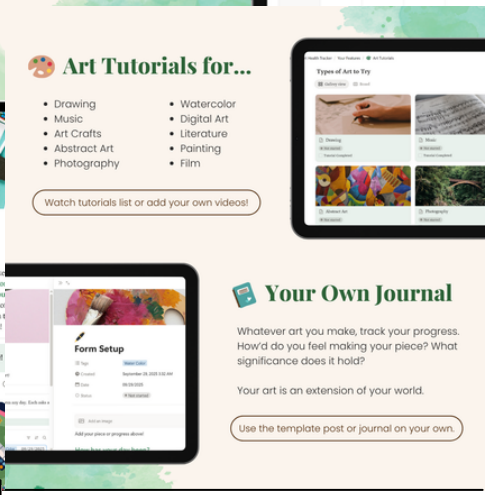



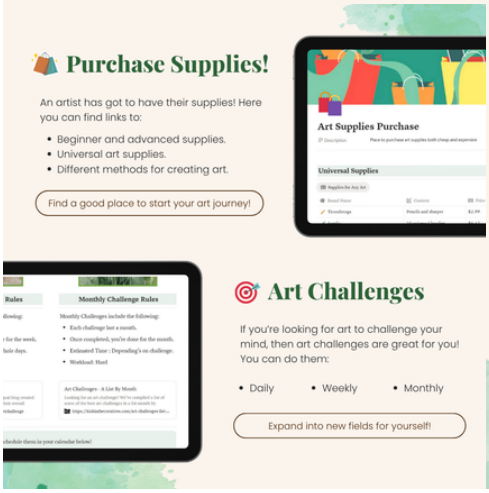



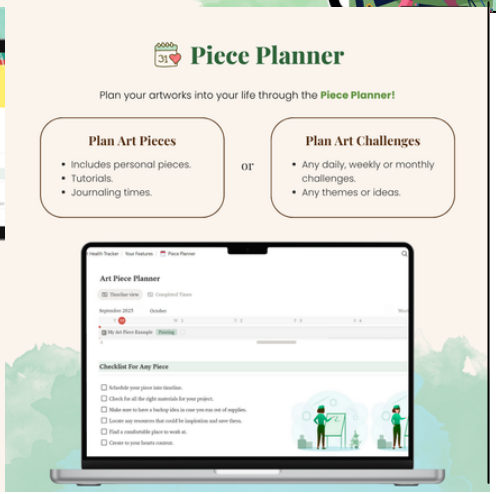



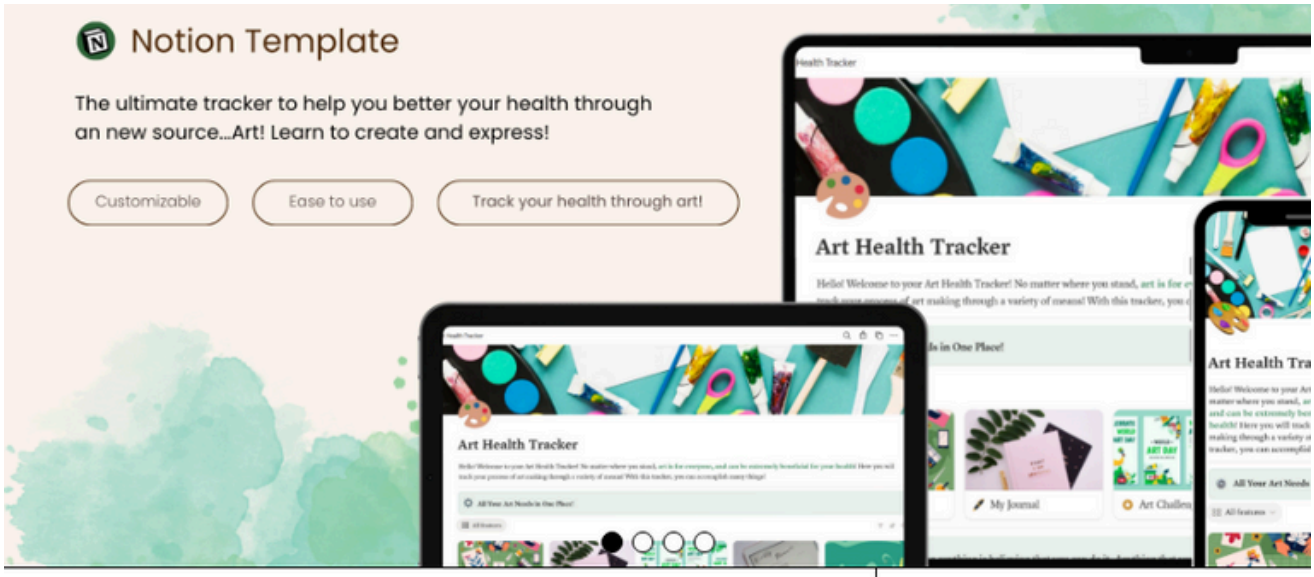

The wide introductions are for the Gumroad sale page. The smaller introductions are for Esty's sale page. There will also be a video for explaining showing how the tracker works.

# Reflection

I found this week to be different, but in a good way. Learning the best methods to get people interested in your product was extremely interesting to me. I never thought advertising your product would be difficult but you have to get into every single detail. It was enlightening.

The next steps in my plan are to finish up the Etsy page and create the video explanation for users. These shouldn't be too hard but I want to make sure that users can understand how to get through the tracker, especially those who've never used Notion before.

For now though, I am proud to say the Art Health Tracker is now available on Gumroad (sales page below). It has been such a journey exploring the different aspects of the sales process, but now, I am confident to say progress can only go up from here.




## Art Health Tracker

$5+

Andrea

Journaling can be difficult to do everyday. But why not do it in a more interesting way? Well you're in luck!

I present to you the *Art Health Tracker!*

This template allows for any user to learn how to express themselves through art as well as help schedule challenges and pieces to motivate the user! The template includes 10+ main

Name a fair price:

$ 5+

I want this!

Welcome to your own Art Mental Health Tracker! This product is a Notion template that designed to you manage your health through

Notion Template 10+ pages