THAT'S ambitious

OPTIMIZE STAGE
Course 2 – Groundhogg 1

PART 1
What is Marketing Automation?

Using _____, _____ & sometimes _____, to automate marketing activities.

Repetitive tasks include:

- _____ marketing
- _____ messages
- Posting to _____ _____
- _____ campaigns
- _____ & SMS _____
- Sending of _____ & _____ material
- _____ _____

It can automate repetitive tasks via customer trigger points, but it can never fully replace the _____ element.

An automated marketing CRM is software that can do many of these tasks, but most good CRM software requires the user to

go through a _____ _____ _____. That process typically includes a 3 step process which unfolds over time:

- _____
- _____
- _____

What a CRM cannot do is _____ and _____.

PART 2

The Marketing & Sales Funnels

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

1. _____
2. _____ _____
3. _____ _____
4. _____ _____
5. _____
6. _____ the _____

PART 3
7-Step Client Value Optimizer System

See printout on next page.

Notes:

7-STEP CLIENT VALUE OPTIMIZER

Choose A Targeted Audience Traffic Source

Email List | LinkedIn Ads | SEO | Facebook Ads | Yahoo Ads | Twitter Ads | Youtube Ads | Blogging | Google Ads

Lead Magnet BDO #1

YES

Offer a Tripwire

YES NO

Follow Up Series

YES NO

Offer Core Product

YES NO

Follow Up Series

YES NO

Offer Profit Maximizer

YES NO

Follow Up Series

YES NO

Create the Return Path

Email List | Blogging | Retargeting | Social Media | Custom Audiences

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PART 4

Getting the Lead

Landing Page Prerequisites

1. Page loads _____ (under 5 sec)
2. _____ _____
3. Gets the point across in under ___ sec.
4. Create _____ _____ (_____ mind at work)
5. CTA is clear and "_____ _____."

A Good Landing Page Should _____ _____ the Outcome

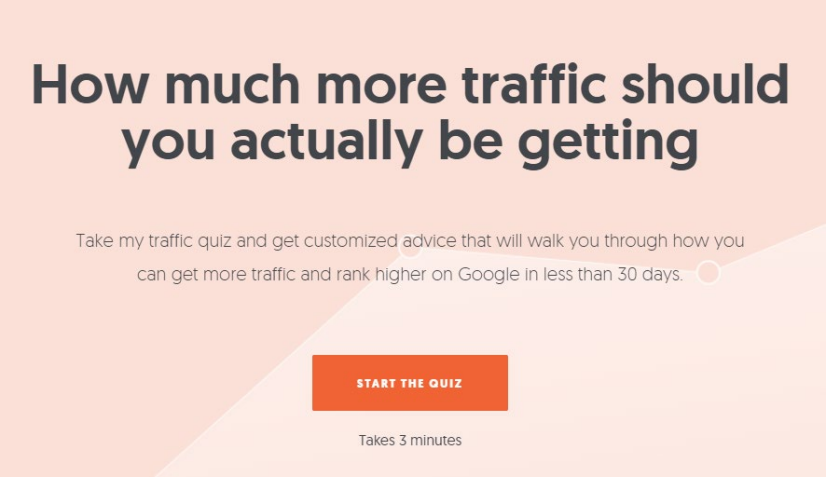
Suggested Journey	**Call to Action**
• Communicate _____ • _____ • _____ • _____ _____ • _____ • _____	Fill Out a Form
• Short intro _____ • What will I _____?	Register for Webinar
• What does it _____? • How does it _____?	Download Free Info or Free Sample

• Why do I need ____?	
• _____ or _____ • Other _____	Call
• Communicates value to _____?	Share on Social Media
• _____ Options • _____ Products • _____ Understanding	Online Chat
• _____ • _____ • _____ • _____	Buy Now

How to avoid high bounce rates:

- _____
- _____
- _____ ____ audience
- Appropriate _____
- Quality _____
- _____ _____
- Can reader discern the _____?
- _____ voice vs _____ voice

THE TRAVEL MARKETER
DIGITAL
TRAVEL KIT
The travel marketer's digital toolkit


How much more traffic should you actually be getting
Take my traffic quiz and get customized advice that will walk you through how you can get more traffic and rank higher on Google in less than 30 days.
START THE QUIZ
Takes 3 minutes

PART 5
The Follow Up

The Phone Call

- _____ the client, get them to move quicker

The Demo

- _____ _____ leading to offer

Short Term Nurture

- ____ to _____ emails over 7 days
- _____?

Long Term Nurture

- 5 to 10 emails over couple of months.
- Short emails to _____ them to a new _____ appt or _ _____
- _____ and ____ days

PART 6
Promoting the “Next Action”

Continuously be thinking about the NEXT ACTION you want a user to experience on your site. This user experience (UX) is created by design, not by accident.

Action: The click through

Next Action: Video or podcast, buy, register, subscribe, buy, phone call, share on social media

Action: Watch video or listen to podcast

Next Action: Free download, free sample, quote, consult.

Action: Buy, Register, Subscribe

Next Action: Welcome & onboarding

Action: Abandon Cart

Next Action: Short term nurture with incentives to purchase.

Action: Fill out a Form

Next Action: Book consult.

Action: Online chat

Next Action: Buy, book consult.

Action: Phone call

Next Action: Short term nurture.

Action: Shared on social media.
Next Action: Email follow up.

Marketers know that it takes on average approximately 5 to 7 _ _____ to create a sale.

Ultimately, you need to test which and how many touchpoints before a sale is optimal for your target audience. When devising your follow up strategy, this is where marketing automation has the _____ _____.