


Example Marketing Automation Plan

Keap (Infusionsoft)

Stops automation

Third party tool

 Component is live and running

Sales pipeline

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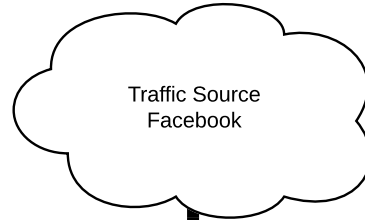
Schedule a call:
<https://www.julianmills.co.uk/schedule-discovery-call/>



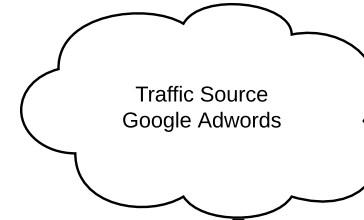
Watch video presentation on how this Marketing Automation Plan is created and used



Traffic Source
Search Engine Searches



Traffic Source
Facebook



Traffic Source
Google Adwords



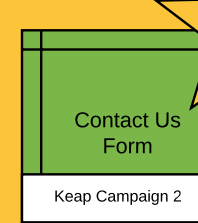

WORDPRESS

Website



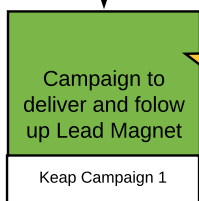
Lead Magnet
Sign Up Form

Keap Campaign 1



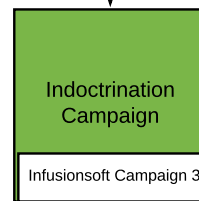
Contact Us
Form

Keap Campaign 2



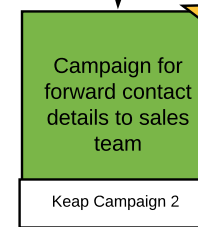
Campaign to
deliver and follow
up Lead Magnet

Keap Campaign 1



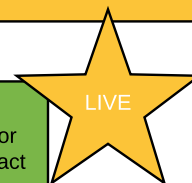
Indoctrination
Campaign

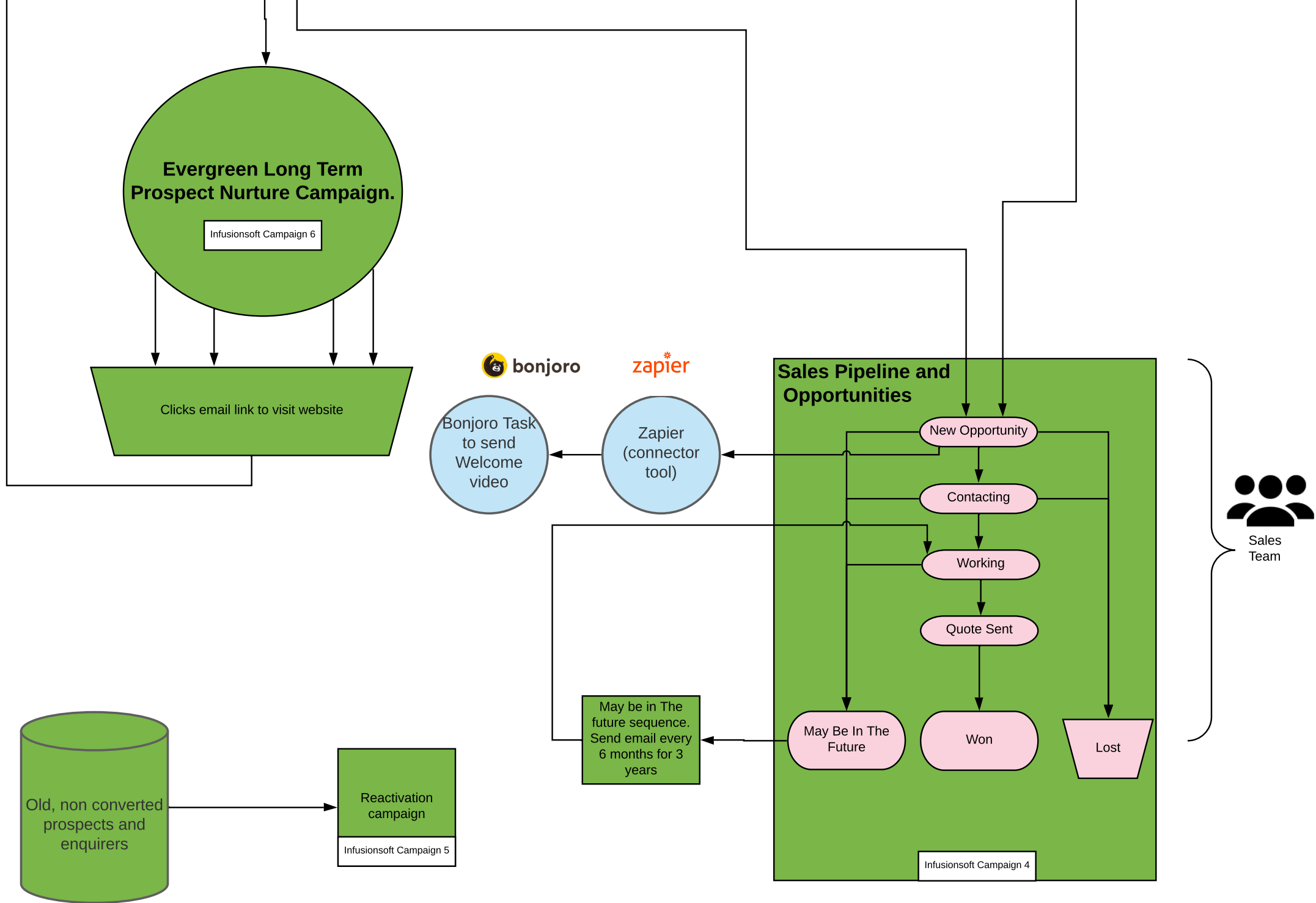
Infusionsoft Campaign 3



Campaign for
forward contact
details to sales
team

Keap Campaign 2





Evergreen Long Term Prospect Nurture Campaign.

Infusionsoft Campaign 6

Clicks email link to visit website



Bonjoro Task to send Welcome video

Zapier (connector tool)

Sales Pipeline and Opportunities

New Opportunity

Contacting

Working

Quote Sent

May Be In The Future

Won

Lost



Sales Team

May be in The future sequence. Send email every 6 months for 3 years

Reactivation campaign

Infusionsoft Campaign 5

Old, non converted prospects and enquirers

Infusionsoft Campaign 4

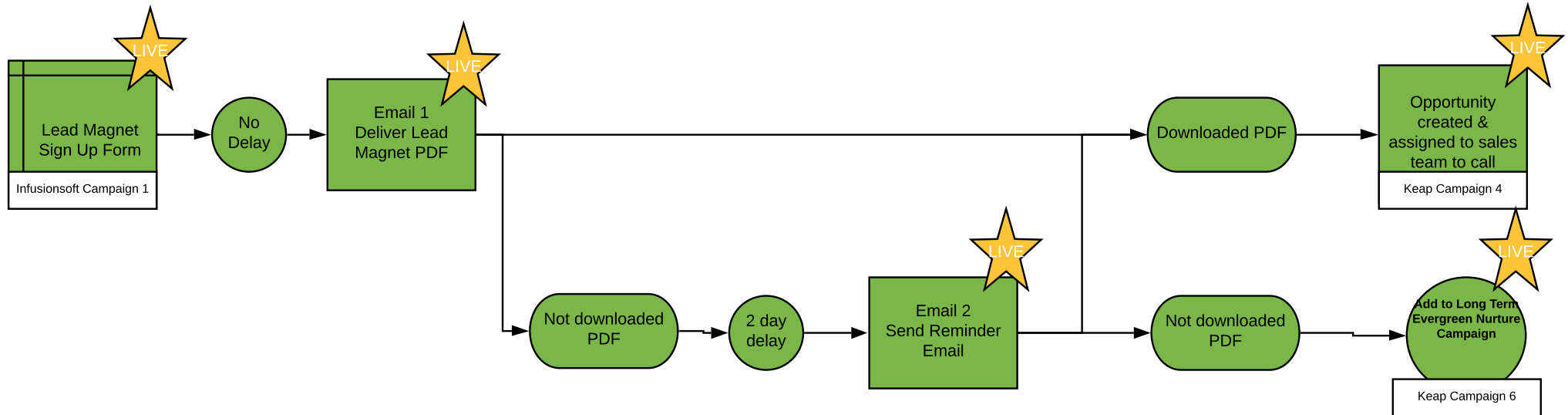
The 5 Key Campaigns

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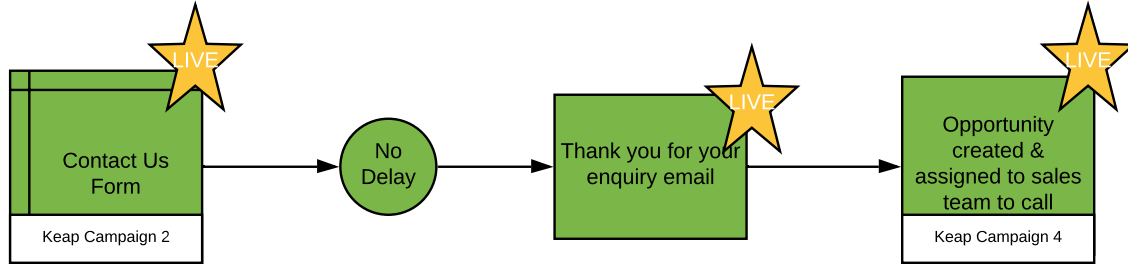


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CAMPAIGN 1.
Capture leads with a lead magnet and follow up



CAMPAIGN 2.
 Contact Us page form. Systemise to follow up to avoid prospects falling between the cracks

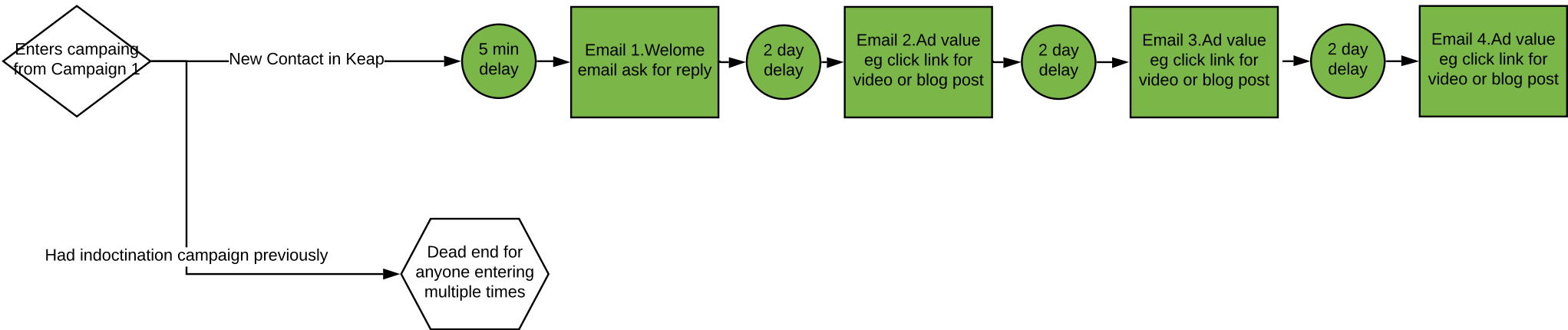


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CAMPAIGN 3.
 Indoctrination Campaign. Introduce prospects to your business so they Know, Like and Trust you

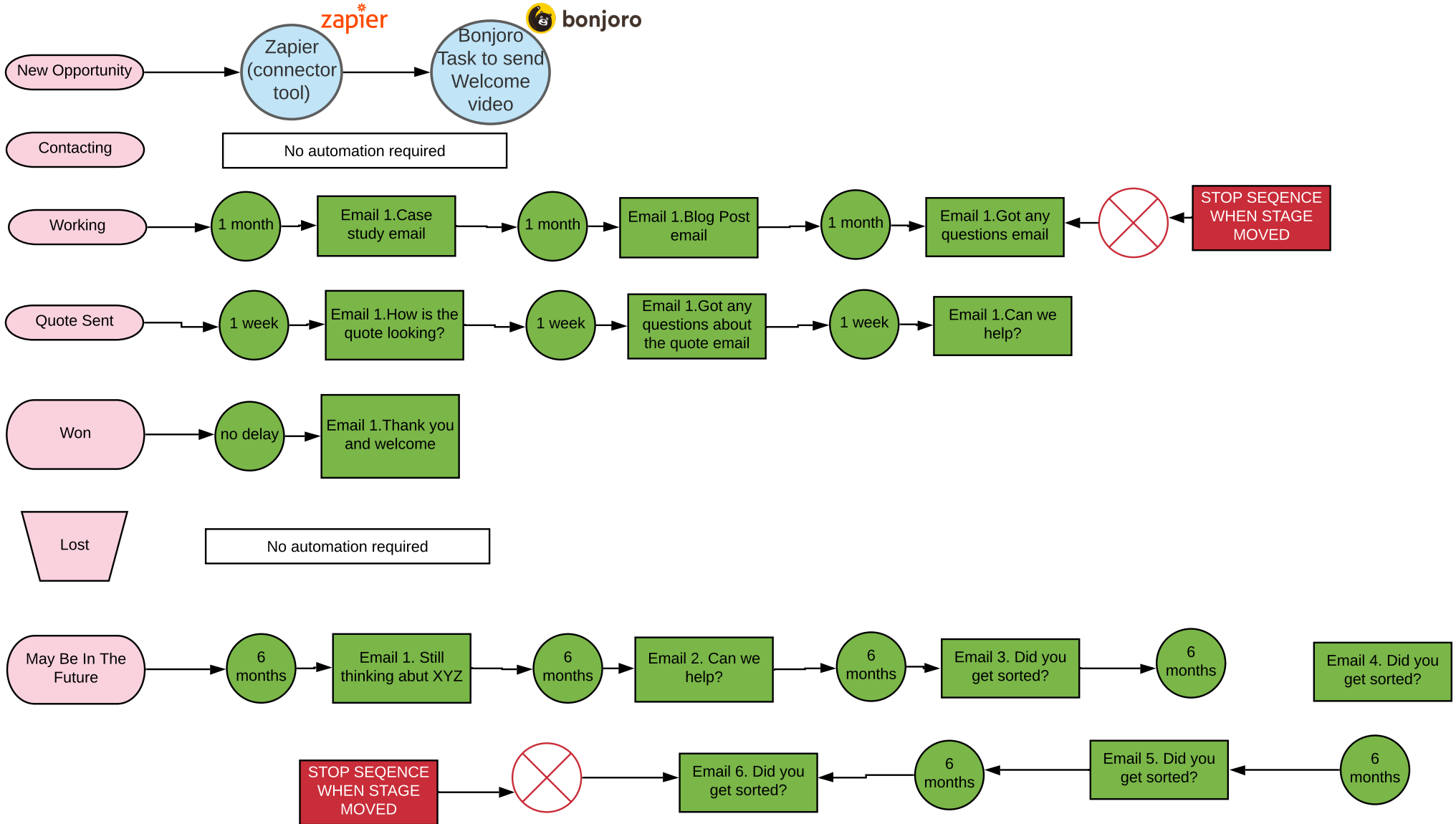


CAMPAIGN 4.
Sales pipeline to support sales team

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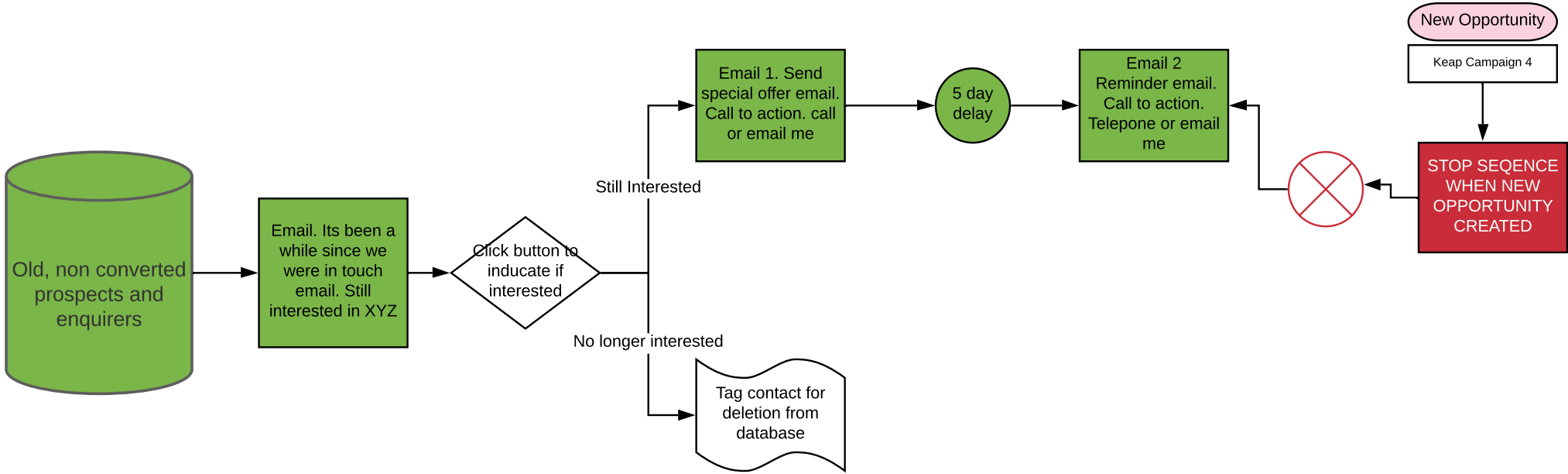


CAMPAIGN 5.
Reactivate Old prospects and enquires

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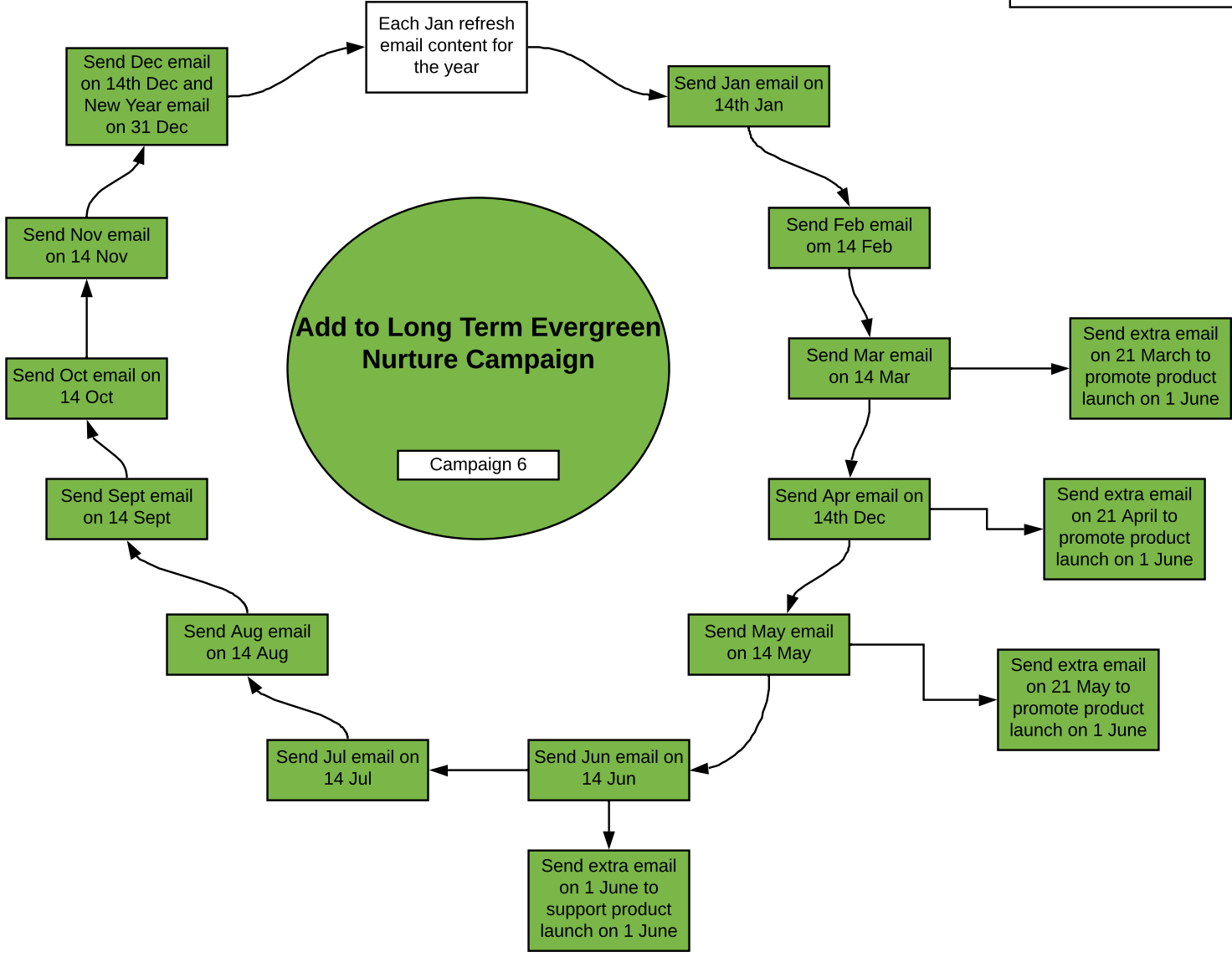


CAMPAIGN 6.
Evergreen Long term prospect
nurture.

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The Top 5 Tools I Use

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Goes without saying I recommend Keap (fka InfusioSoft) for marketing automation, Lucid Chart for planning campaigns (and this presentation) and of course Bonjoro



Tool 1 Call Scheduling automation.

I use Schedule Once. Many use Calendly. Saves so much time.



Tool 2 Wordpress with plugins. & Plug-ins of note

Yoast SEO - optimise posts for Google search
Revive Old Posts. Auto Tweet about blog posts.
UpdraftPlus. Back up site.



Tool 3 Zapier.

For connecting systems together. EG I intergrate Bonjoro and Tawk.to into my automated marketign system.



Tool 4 Tawk.to. Live Chat.

The free version is brilliant for live chat and can autoamte follow up using Zaper,



Tool 5 Fix Your Funnel.

The free Funnel Bots account gives a suite of tools to give enhanced functionality to Keap (InfusioSoft). The paid account gives sophisticated text marketing capabilities

