

# **FULL MARKETING STRATEGY** **£699PM PLUS AD SPEND**



**Traffic that we earn: (social media)**

**Create own show- video, podcast, blog  
10 minute interaction (dream 100)  
Daily posting- 5 categories of interest**



**Traffic that we buy: (ads)**

**Interrupt- targeting based on dream  
100, facebook, youtube, instagram  
search based- google ads**



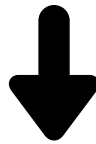
**Database**



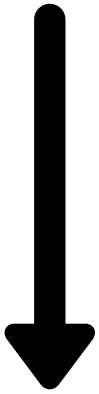
**Sales page/funnel/website/lead  
generation**



**Sales training  
sales process**



**Automated Follow Up Email Sequence-  
Know, like, trust, challenge, convert**



**Value emails- provide database with value and links to social media  
show**

**Seinfeld emails- Hook, story, offer to drag people back into sales  
funnel based on open email, click link, purchase or lead**



**New sales funnel:**

**Automated email sequence to sell  
Data sent to sales team based on open  
email, click link or lead/purchase**

**Retargeting Methods:**

**Website View**

**Clicked but no lead**

**Lead but no sale**

**Video View/page interaction**

**Database Retargeting**