



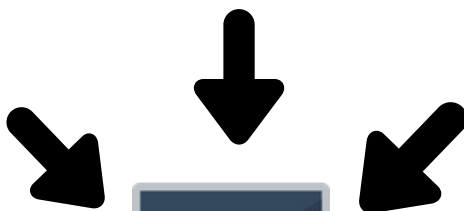
Social Media:
As Above



Search Engine Optimisation
Website Optimisation
Content Marketing



Paid Ads:
As Above



Database



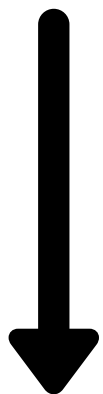
Sales page/funnel/website/lead generation



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