MARKETING PARTNERS

Project Name ______________________

How Prospect Proceeds

Clicks on Call to Action (CTA) → Goes to Landing Page [Form] → Download (Thank You) Page → Receives Email → New CTA and Offer

Form → Work Flow → Receives Email

How Offer is Built

1 Prepare/Create Offer → 2 Download (Thank You) Page → 3 Form → 4 Landing Page → 5 Call to Action (CTA) → 6 Email Follow-Up → 7 Build Workflow

1 Prepare/Create Offer

File Name

1. Determine Level of offer based on top, middle, or bottom of sales prospect funnel
2. Create offer that has value commensurate with that stage, e.g., simple checklist, more detailed and substantial e-book, white paper, product sample or consultation

2 Download (Thank You) Page

File Name

1. Use graphic or photo of offer, ebook, etc.
2. Create or place graphic of download button
3. Write and insert thank you headline and body copy
4. Make sure offer is uploaded (PDF or other digital format) to media library
5. Build on blog or website platform depending on where CTA resides

3 Form

File Name

1. What fields are needed for level of offer
2. Which fields are required, which are optional?
3. Form action: send email notification when form is filled out?

When form is submitted:

1. User sent to download page
2. Workflow is triggered, thank you email to user is scheduled
3. Contact information added to database
4. Notification email is sent to team member (optional)

4 Landing Page

File Name

1. Write headline and body copy
2. Include graphic or photo of offer (same as CTA graphic but showing more value?)
3. Use same logo and style as CTA source page (blog or website)

5 Call to Action (CTA)

File Name

1. Write headline and subhead with value statement
2. Graphic/photo of offer/ebook/etc.
3. Graphic of download button with directive copy inside

6 Email Follow-Up

File Name

1. Write headline and body copy
2. Include graphic or photo of offer (same as CTA graphic)
3. Include link to the download
4. Additional offer or links to other resources (e.g., other blog posts)
5. Create a smart email list

7 Build Workflow

File Name

Used to create rules for automatic actions

1. Create logic of when to send email after form is submitted
2. Add contact to a campaign
3. Link form and email to workflow

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