

Marketing Accelerator Program

Sales & Marketing Automation *Outline of the Implementation Strategy*

\$997pm

\$10,000 annual if paid in full (Save 17%)

The Process

Includes

Intake

- ✓ Building Buyer Persona
- ✓ Install/Optimize Marketing Automation Platform
- ✓ Define Offer
- ✓ Setup Analytics

- ✓ Annual Subscription to Marketing Automation Platform (*SharpSpring*)
- ✓ One on One Coaching with a Marketing Strategist

Build

- ✓ Co-Create Campaign
- ✓ Scrub/Append List (1000 Contacts)
- ✓ Setup Lead Stages & Lead Scoring
- ✓ Integrate Website

- ✓ Access to the Enfusen Training & Certification Library
- ✓ Training & Assistance in building out an optimized campaign that converts

Launch

- ✓ Provide 100 Marketing Qualified Leads
- ✓ Launch Activation Campaign
- ✓ Set Content Calendar
- ✓ Setup Trigger Alerts for Activity

- ✓ 100 Marketing Qualified Leads
- ✓ Campaign Implementation Assistance
- ✓ Monitoring and Review Coaching

Sell

- ✓ Review Stats of Initial Campaign
- ✓ Optimize Strategies for Conversion
- ✓ Set Annual Sales Goals
- ✓ Activate Weekly Recommendation Engine

- ✓ Go to Market Strategy
- ✓ Enfusen Virtual CMO Tool
- ✓ Ongoing one on one coaching (12 months)
- ✓ Monthly Group Training Webinars

DATA DRIVEN MARKETING

