



Able Motion Mobility Technical Report

Summary

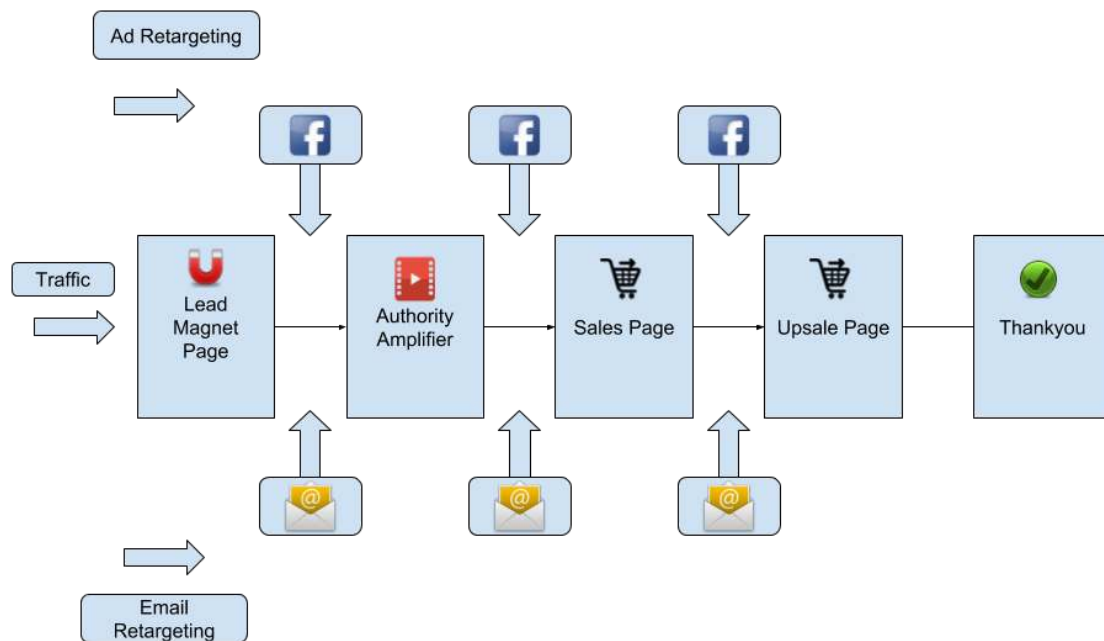
We are to produce a marketing sales funnel purpose built for the direction of traffic towards your product(s). The funnel will operate independently parallel to your store but it will efficiently collect emails allowing you to market other products later.

The dual purpose of this funnel will be to sell your driving mobility product while also efficiently harvesting emails. The end result of this project is that your site will be able to efficiently convert PPC traffic to sales. Additionally the emails you collect will provide you with a less costly stream of leads to your website in the future.

Requirements

Requirements Able Motion Mobility

Funnel outline:



Audience research must be conducted to identify the main target audience.

Lead magnet page

- Build
- Design
- Copywriting

Lead magnet must be produced.

- Lead magnet must be easily consumable
- Lead magnet must be relevant to the main problem with needing a left side accelerator pedal
- Once content is finalized, then lead magnet will be converted into e-book or infographic.

Authority amplifier page

- Build
- Design
- Copywriting

Thankyou/Upsale Page

- Build
- Design
- Copywriting

Authority amplifier produced, Alex in conjunction with Jason

- Authority amplifier must be consistent with the lead magnet

Sales page

- Build
- Design
- Copywriting

email automation campaigns must be produced

Pre sale email campaigns

- Deployment of lead magnet
- Welcome Sequence
- Segmented by whether or not the clients watched the video
- Segmented by whether or not they are opening the emails
- Segmented by whether or not they are clicking the emails

- Cold lead drip campaign
- Email copywriting elements

Post sale email campaigns

- Standard timed campaign from the moment of registration.
- Triggers based on when they finish or reach a certain point in the video.

Thank you page

- Build
- Design
- Copywriting

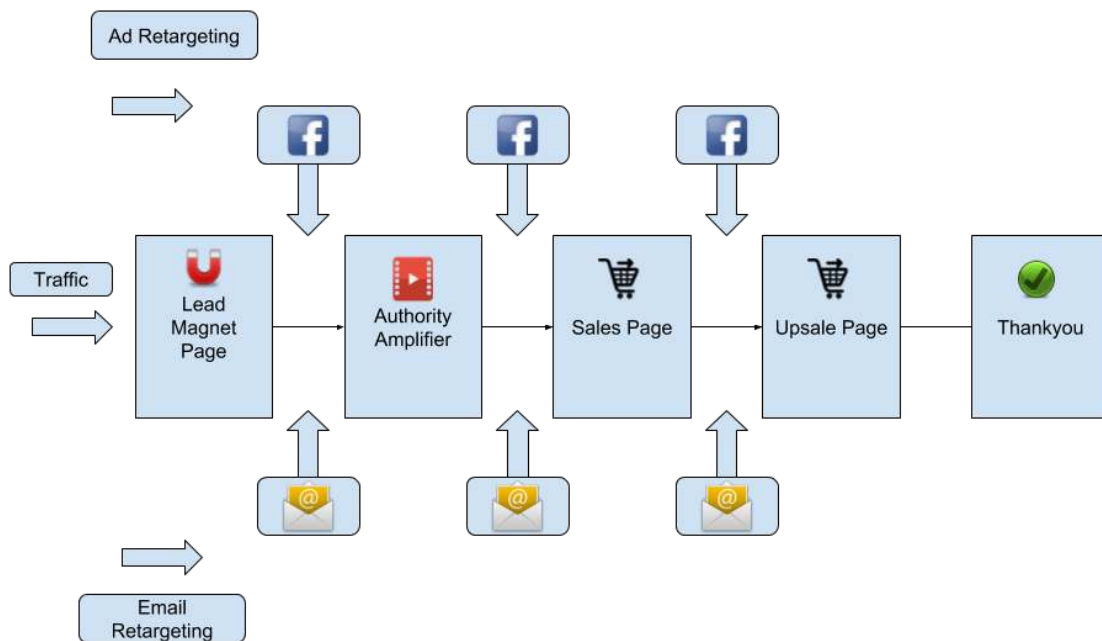
All elements must be tested and proofread at the end of the project.

Process workflows



Funnel workflows

1. User traffic will land first on the Lead Magnet page. Immediately after entering their email address the lead magnet will be sent via email and they will be redirected to the authority amplifier page.
2. The user watches the authority amplifier and ideally they decide to go on to make a purchase directly after the video
3. Once a purchase is made the user is redirected to the Thankyou page where they are given the opportunity to buy an additional plate for their product
4. The User is finally sent to the Thankyou page.
5. If the lead is lost at any point during the funnel they will be re-targeted with both email and Facebook advertisement campaigns.



Note: There will also be a standalone upsale page for selling additional consultations.

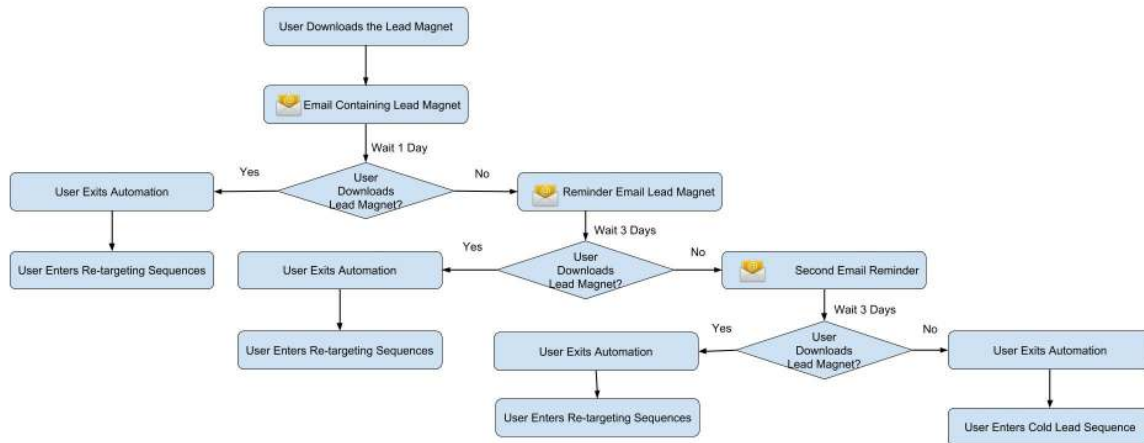
Email Workflows

General information

- User will typically be targeted between 7- 11 PM eastern as this time is typically most responsive, but other time periods may be A/B tested post launch.
- Using a highly detailed tagging process the users will be guided through the email sequences until they either become a customer or they reach the cold lead list.

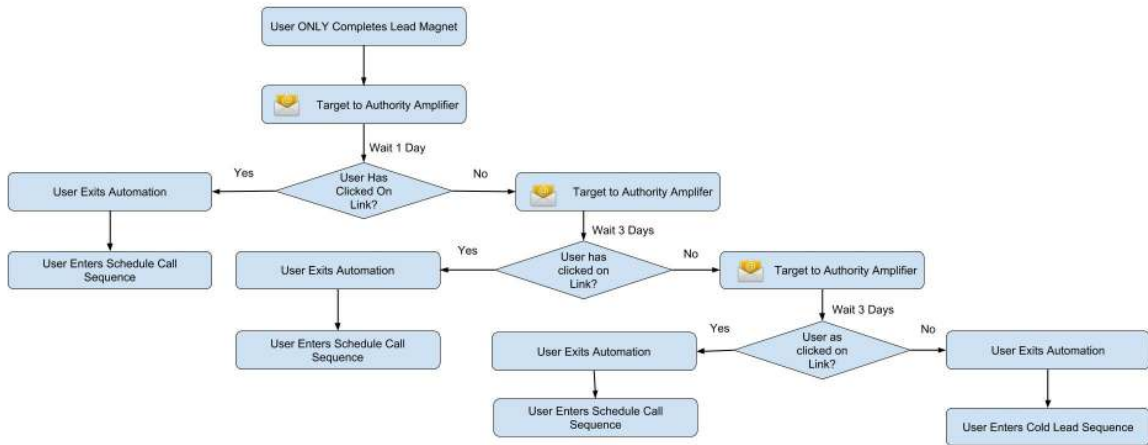
Lead Magnet Deployment Sequence

1. Immediately after providing their email address the user will be sent to the lead magnet email automation sequence.
2. They can be sent 1-3 emails over the course of a week, depending on whether or not they have downloaded the lead magnet inside the email.
3. Once they have downloaded the lead magnet they will be moved into one of the following re-targeting sequences depending on previous progress through the funnel.
 - a. Authority Amplifier Sequence
 - b. Schedule Call Sequence
4. If user does not open the lead magnet after a week they will be sent to the cold lead Sequence



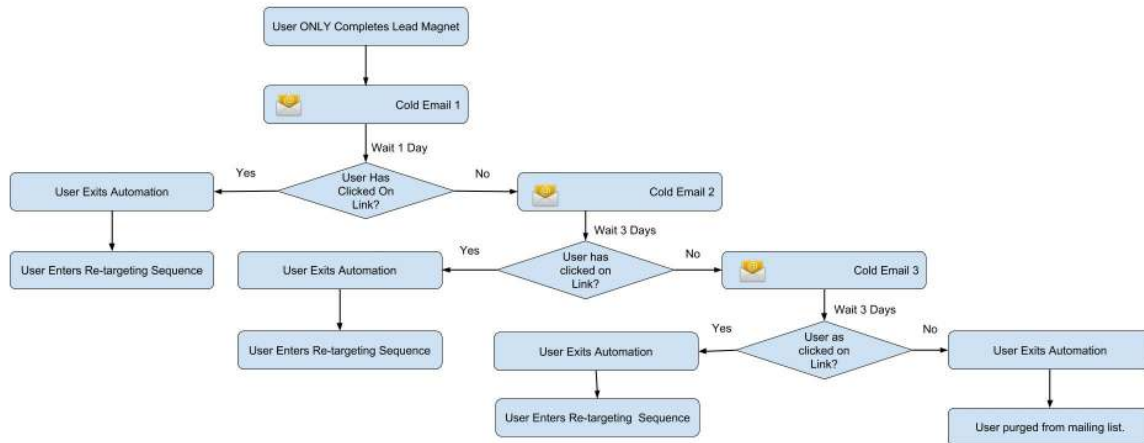
Authority Amplifier Sequence

1. If the user downloads the lead Magnet, but does not watch the Authority Amplifier they will be sent emails encouraging them to go back to the Authority Amplifier page.
2. The user will receive 1-3 Emails over the course of a week, depending on whether or not they decided to watch the Authority Amplifier.
3. Once they have watched the video they will exit the automation and will be forwarded to the schedule call sequence.
4. If user does not watch video after 1 week they will be forwarded to the cold lead sequence.



Cold Lead Sequence

1. If users fail to respond to re-targeting sequence then they will be entered into the cold email list.
2. Users will receive 3 emails over the course of a week.
3. If users respond they will be re-entered into the re-targeting automation based on their tags.
4. Failure to respond will purge the user from the mailing list(to make space for more leads).



Welcome Email

When a user signs up to the lead magnet they will receive a welcome email.

Additional plate upsells

The user who makes a purchase will be offered an upsale of an additional plate right after purchase, they will also be offered this item via email at later dates.

Newsletter Emails

In order to increase engagement on your email list we intend to begin a newsletter sequence linked to articles on your site, initially 3 articles and 3 emails will be included in this sequence, later on we will want to add to it.

NOTE: Email automation subject to change as specific requirements come to light based on A/B testing and other factors.

Target Audience

Types of people we would target.

- Recent stroke victims who are experiencing a change in their ability to get out in the world
- Those who are recently disabled are struggling with feeling helpless and want to take control again
- Need to drive for their job
- Driving is a sign of independence (16 year olds can do it) and everybody wants to get back on the road
- Question for Jason: does he target recently disabled or lifetime disabled?

Geographics:

Americans only or international shipping?

Landing page content

It would be suitable to include the informational video about the use of your product that you have on youtube somewhere on either the lead magnet, or sales page.

Testimonials on the sales page are a must.

We want to highlight that these item(s) are a key to independence for people who feel limited by their disability.

PPC Campaign

Facebook targeting:

Your Niche is somewhat difficult to target on Facebook, but one source of relatively cheap leads we could use is to target everyone who is registered on pages related to relevant disabilities such as:

Google ads keywords:

Search volume is quite small for your main left foot accelerator device, however the competition is low so your ads will get a reasonable amount of clicks on these search terms(subject to testing)

Assuming you wanted to target people globally, we recommend testing audiences regionally as poorer countries will have less people with the income, however those leads will be cheaper and if the competition is not there it could be a worthwhile investment.

The collection of data is key here, once we have some results we can refine your campaign to filter out the keywords/regions etc that are not getting decent returns.

NOTE: Finalization of advertising campaign will only take place at a later stage of the project once the course is completed. Initial research is mainly for purposes of deciding a suitable lead magnet.

Lead Magnet

Lead Magnet Ideas Able Motion Mobility

- Driving safely with mobility issues - A guide highlighting the additions that can be made for disabled people and stroke survivors.
- Rebate car manufacturers guide - I saw this article on your website and I think it is extremely useful information that should be brought to the forefront.
- Mobility quiz to find out what devices you need to get driving.
- Detailed step-by-step breakdown of the easiest way to get into car with wheelchair while alone
- 10 driving tips for those who are recently disabled and need help adapting
- 4 Driving mobility tools for recently disabled drivers
- Driving manual using a left hand accelerator

Conclusion:

Based on what we have seen from keywords and information online. We recommend developing two of these lead magnets.

We feel that provides general information about drivers who need driving aids. Since your target audience is I assume going to be all kinds of driving aids it makes sense to start building your list to gear towards that now.

So essentially we can go two paths here, either we can focus on and target people more likely to be in need of the left foot accelerator

We need to discuss this further in our next call. We have provided some ideas about lead magnets but the decision maker here should be you as somebody who is closer to the actual product than us.

Authority Amplifier

We should highlight the information included in the lead magnet first of all before continuing on to talk more about

The main pain point I have been able to identify from previous reviews on amazon is perhaps people don't fully understand the installation process, so leading on from the lead magnet we should use your already existing content to show the user how the device is installed.

Script:

Alex will be producing you a script for this video

Opt In Box

We will redesign your opt in box to make it more suitable for conversion.

Some Ideas for this include:

- Discount codes
- Newsletter relating to disabled issues
- Possible linking to the funnel lead magnet.

Thankyou Page/Upsales

- The user will be redirected to a qualifying form/Thankyou page after making a purchase
- The goal of this page is to make some upsales,

A/B Testing

Testing your site for optimization.

We would A/B test the following elements in your case for maximum conversion.

The Lead magnet may require tweaking

The products that are brought to the forefront of the store

The opt in box offers

Timeline

Now that we have spent a bit more time planning the logistics we can give you a more detailed timeline for your project.

Technical Report Delivery Date	18/1/2019 First Meeting
Production of Lead Magnet	25/1/2019
Creation of Landing Page Content	1/2/2019
Authority Amplifier Script provided	1/2/2019 Second Meeting
Creation of Landing Page Build	8/2/2019
Testing and optimizations	15/2/2019
Where to go from here	15/2/2019 Third Meeting

**You can also arrange two meetings at times of your choosing during the video making process in order to get assistance with your video production.*

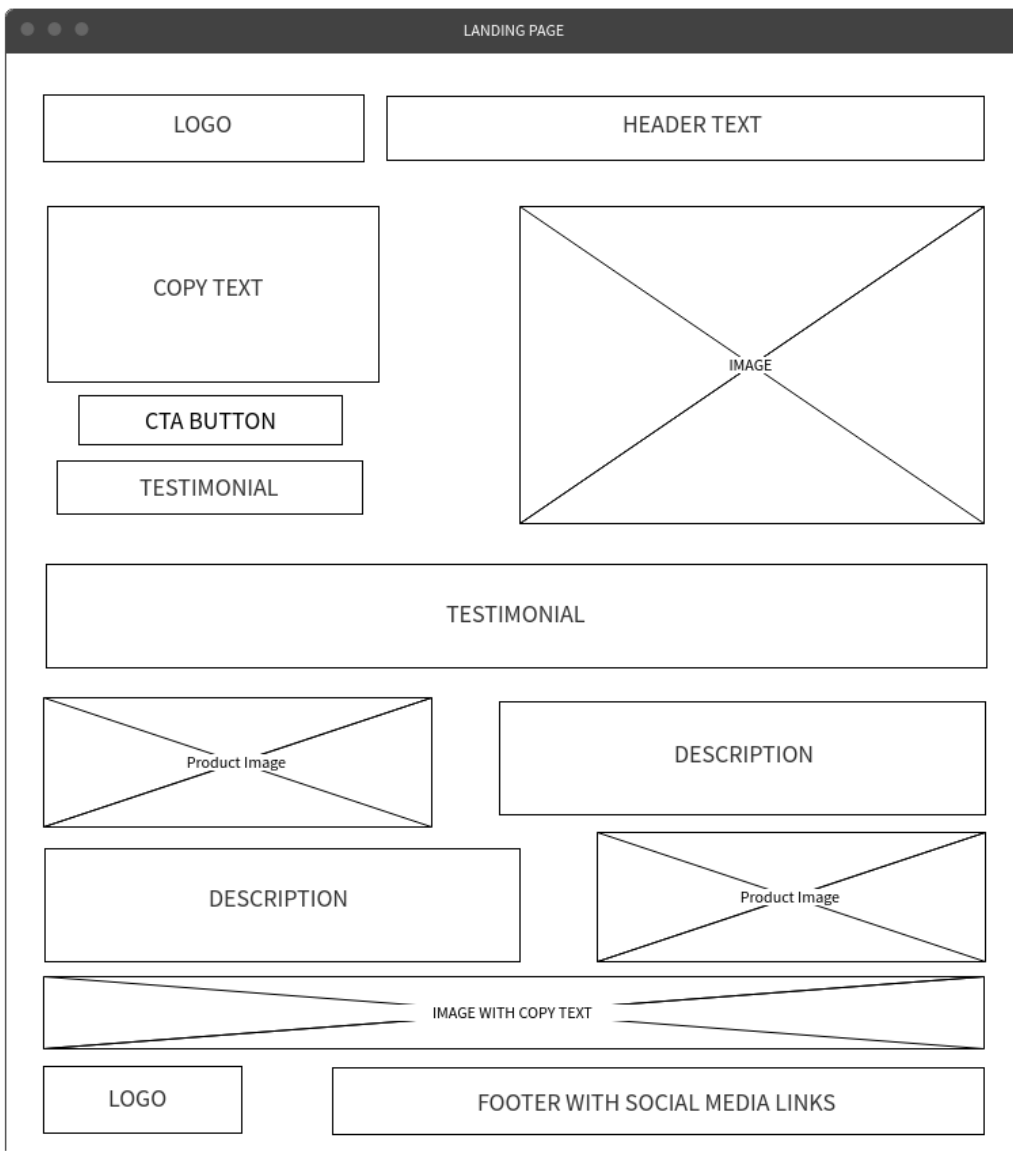
Design

Preliminary design for funnels and membership area

Here are some samples of what we could do for your page design. If none of these appeal to you personally do not be shy, show us something you do like and we will take it as inspiration for your build.

Note: All designs are preliminary and will change as other content is added. The purpose of this section is to build a platform from which to build the rest of the landing page and proceeding pages.

Wireframe



Higher detail



REDEFINING ACCESSIBILITY LIVING BEYOND LIMITS

We supply all types of support & mobility aids to help consumers with living a more comfortable independent life.

[SEE ALL PRODUCTS](#)


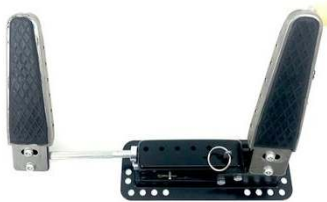
"Their work on helping people with disabilities has made a significant difference to our lives and business."
John Smith, Project Manager ABtest Inc.



[Get Discount](#)

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Robert Johnson - Engineer

You can choose from our collection of conversion elements, or blocks as we like to call them, like **featured products, countdown timers, social proof sections and more.** We're always making new blocks to benefit users of Zipify Pages.

Your page will look great on any device, it's 100% mobile responsive and all your data is under one domain so tracking leads and sales and Facebook is easy and simple and accurate.

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We are customer focused and take great pride in providing reliable, easy to use mobility solutions that make positive changes in the (daily) lives of our customers.



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