

A close-up photograph of a stethoscope resting on a light blue, textured surface. The stethoscope has a silver-colored chest piece and black tubing. The text is overlaid on the image.

Doctors Studio Technical Report

By Christopher Phelan

Summary

We are to produce 2 sales funnels. One for Interstitial Cystitis and another for Prostatitis they are to exist independently but will be linked by the doctors studio university program.

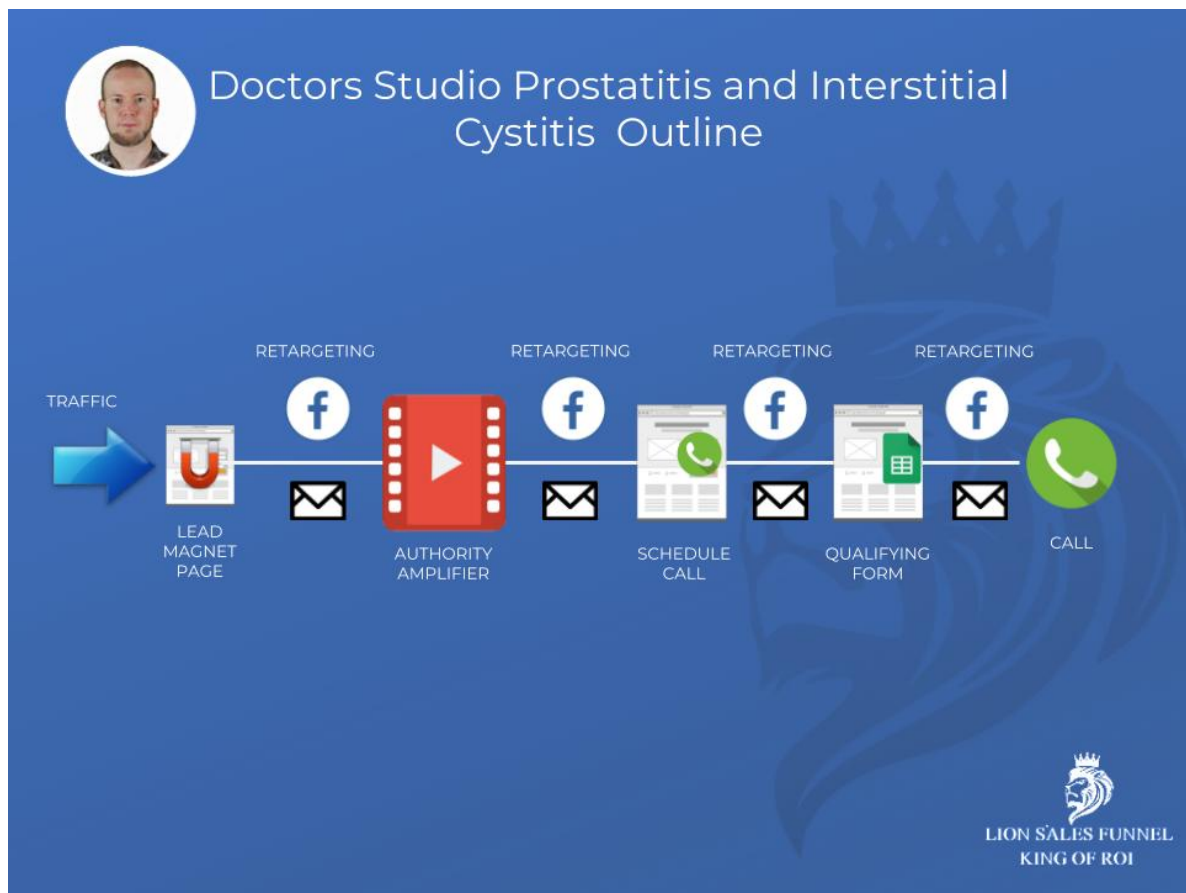
As they will face different target audiences (people with different conditions) there will be no cross-selling between the products and they will have individual paths in email automations.

Requirements

Requirements Interstitial Cystitis

As the requirements of both courses are virtually identical we will use one set of requirements for both.

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 Interstitial Cystitis
- Once content is finalized, then lead magnet will be converted into e-book or infographic.

Authority amplifier page

- Build
- Design
- Copywriting

Thankyou/Form page

- Build
- Design
- Copywriting

Authority amplifier produced, Alex in conjunction with Matt

- Authority amplifier must be consistent with the lead magnet

Sales page

- Build
- Design
- Copywriting

Consultation upsale 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

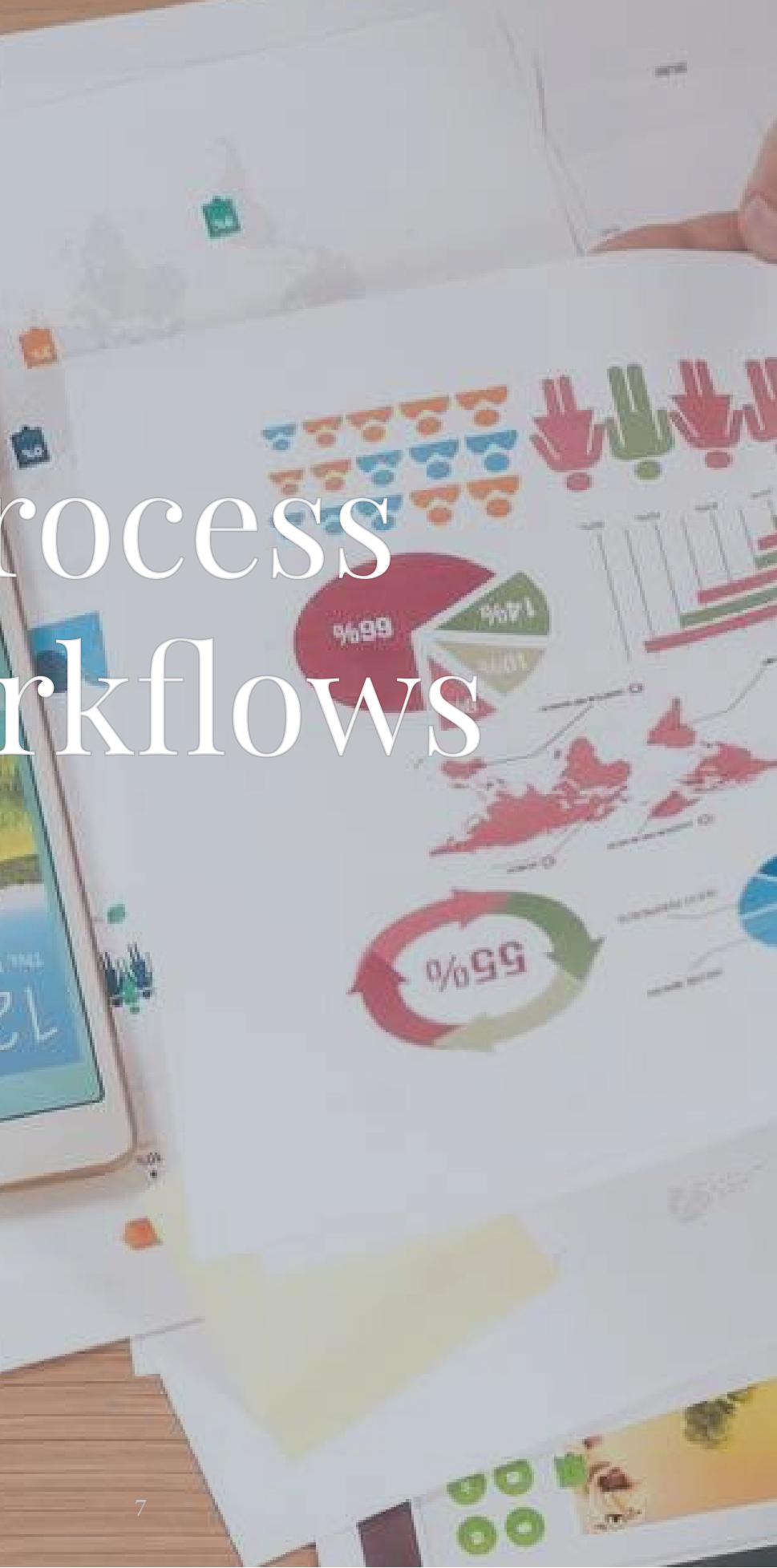
- Standard timed campaign from the moment of registration.
- Triggers based on when they finish or reach a certain point in the video.

Thank you page

- Build
- Design
- Copywriting

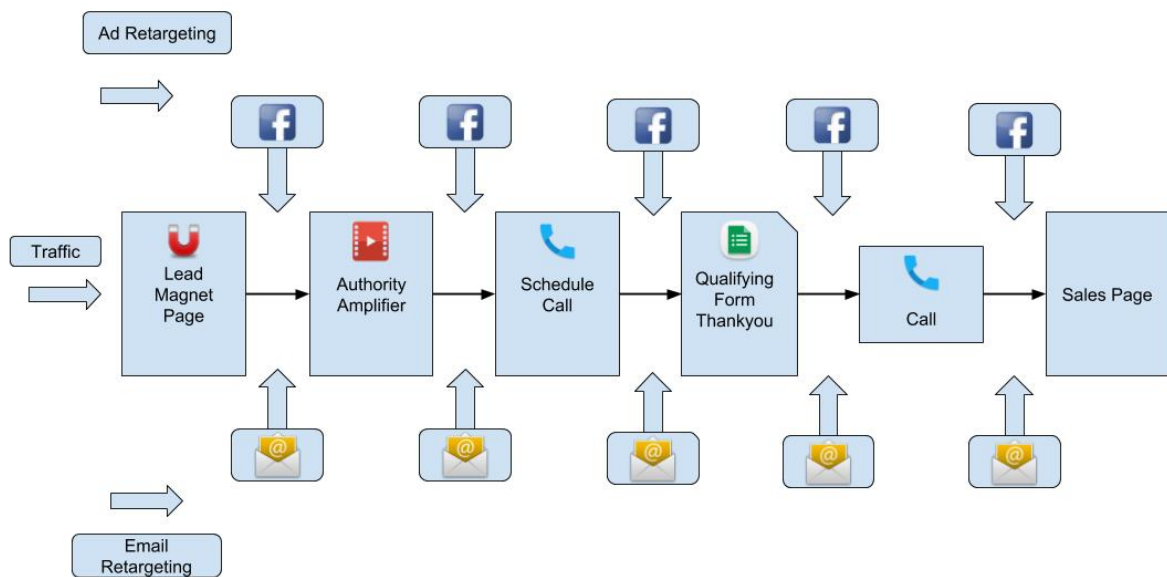
All elements must be tested and proofread at the end of the project.

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 schedule a call.
3. Once a call is scheduled the user is redirected to a qualifying form page where we will collect some data on them increasing the odds of conversion in the call.
4. The User attends the call and if they are interested in purchasing they will be directed to the sales page where it will give them Access to the course and/or the ability to schedule a consultation.
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.

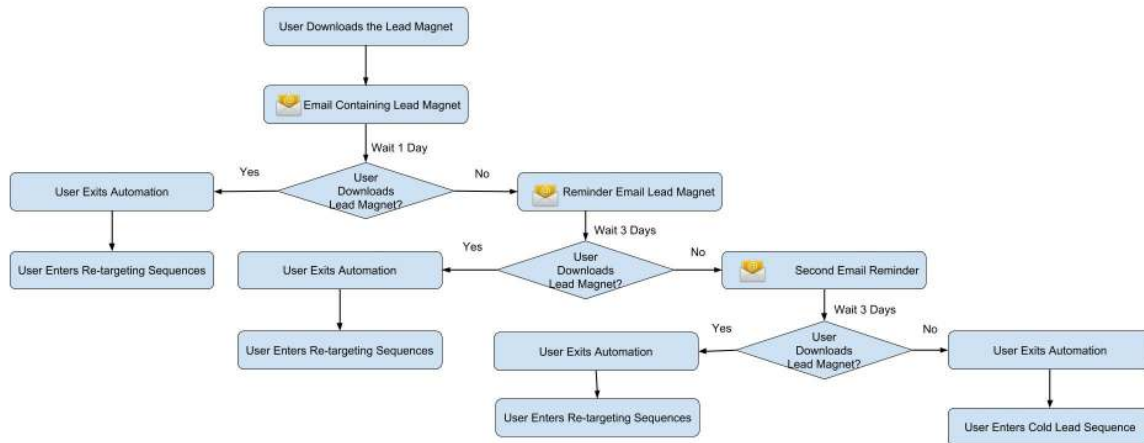
Email Workflows

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.

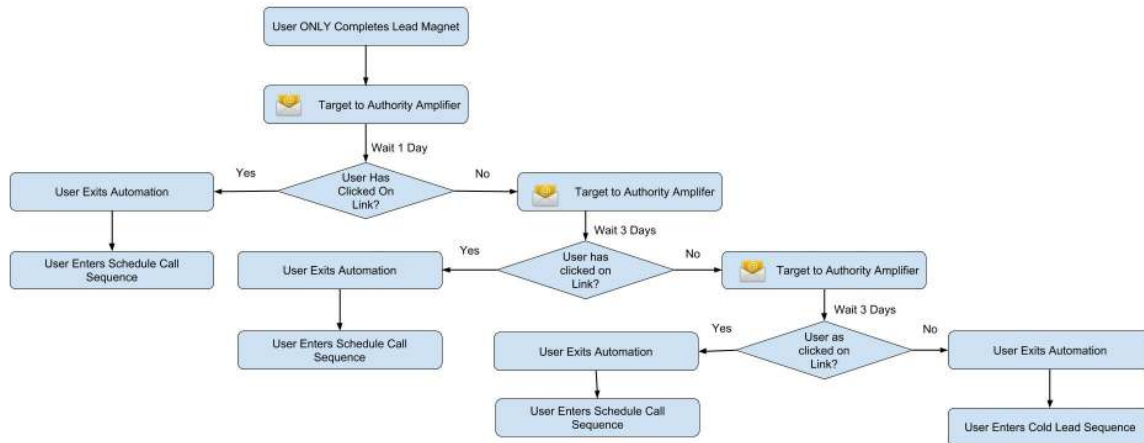
Lead Magnet Deployment Sequence

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



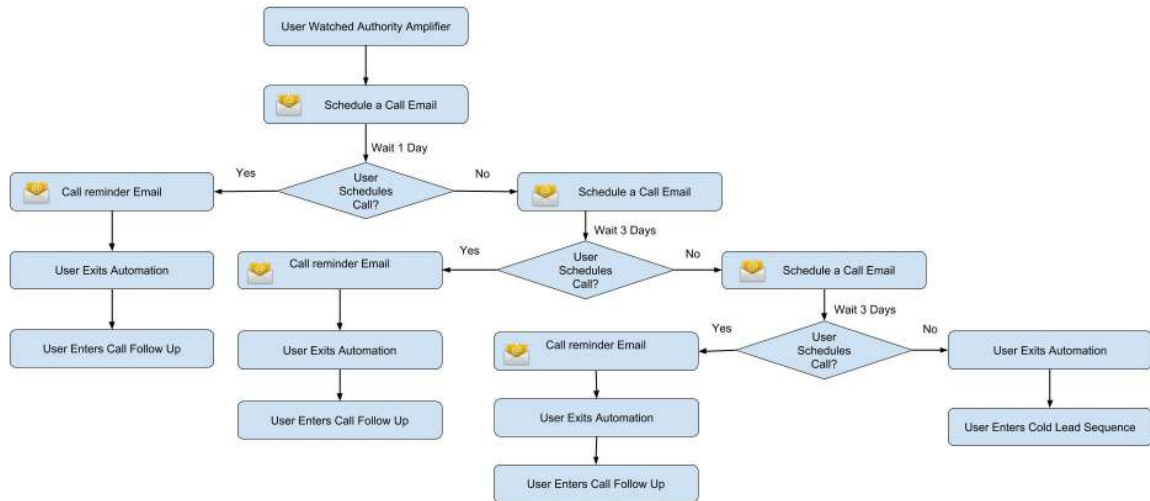
Authority Amplifier Sequence

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.



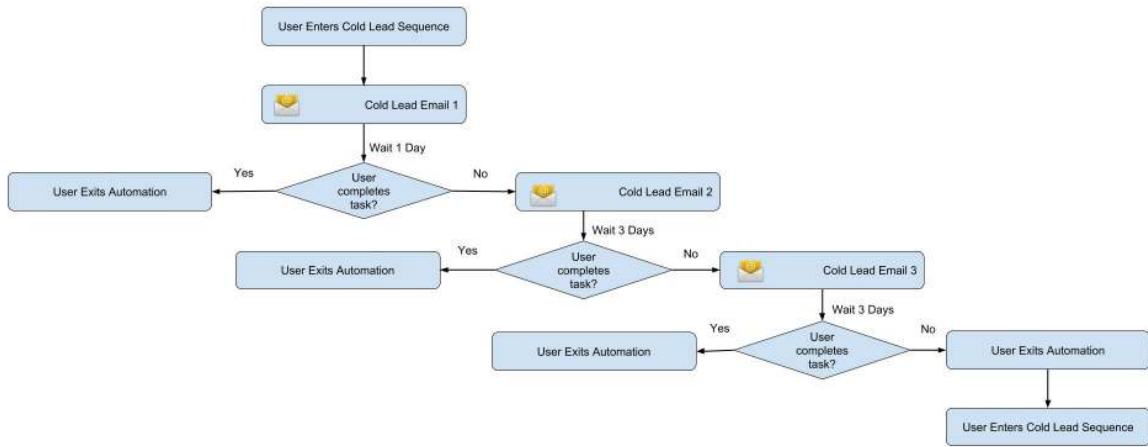
Schedule Call Sequence

1. If the user watches Authority Amplifier but does not book a call after 1 hour they will be sent to this sequence.
2. Up to 4 emails will be sent over the course of a week. Depending on the course the user takes they will receive anywhere from 2 to 4 emails total.
3. If the User Schedules a call they will be sent a reminder 24 hours before their appointment time.
4. If the User does not Schedule a call after 1 week they will be sent to the cold lead sequence



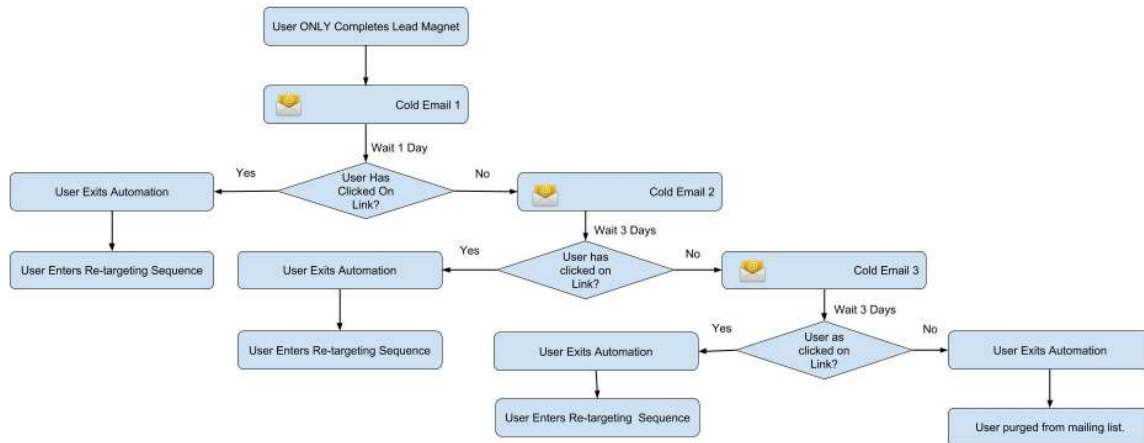
Call Follow Up Sequence

1. If the User makes it to their call but does not make a purchase they will enter the call follow up Sequence.
2. User will be sent up to 3 Emails over the course of a week that will direct them either to make another call, or to link them directly to the sales page.
3. If User does not make a purchase after a week they will be moved to the cold lead list.



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).



Missed Scheduled call

1. If user misses their call they will be sent a single email offering them to reschedule.
2. If user ignores this email they will be sent to the cold lead list.

Welcome Email

When a user makes a purchase of the course they will receive a welcome email.

Consultation upsells

When user reaches key areas in the course they will receive a timely email to encourage them to buy a consultation with Dr. Ripol.

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

Target Audience

Sufferers of interstitial cystitis and prostatitis.

From a English speaking regions of the world.

Middle class or above

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 the conditions such as:

interstitial cystitis



Interstitial Cystitis Warriors

+ Join

9.6K members · 10+ posts a day

Hi everyone! I made this group for Interstitial Cystitis sufferers to come and meet others that have it as well. We go through so much and it feel...



Interstitial Cystitis

+ Join

97 members

Your bladder is a hollow, muscular organ that stores urine. The bladder expands until it's full and then signals your brain that it's time to urinate,...



Healing Interstitial Cystitis Naturally

+ Join

10K members · 10+ posts a day

This group is intended for those with Interstitial Cystitis (and other related conditions) who are searching for natural healing, support, and a pain-fr...



Interstitial Cystitis 101 (IC101)

+ Join

6K members · 10+ posts a day

This group is for men and women, and others, or parents with kids suffering Interstitial Cystitis, along with the issues it brings up in our...

🏠 5 members said that they live in Liverpool



Interstitial Cystitis Support group

+ Join

3.7K members · 10+ posts a day



Interstitial Cystitis a.k.a. painful bladder syndrome

+ Join

3.3K members

Interstitial cystitis (IC) is a condition that results in recurring discomfort or

The target audience for interstitial cystitis and prostatitis on these pages is rather small and so we have determined that the lions share of advertising will have to come via Google ads.

We may decide to build a small facebook campaign but for scaling purposes we will have to look at google as the target audience is simply not there on facebook.

Google ads keywords:

interstitial cystitis

interstitial cystitis	N/A	100,000	1,000,000	Low	0.07	0.73
interstitial cystitis treatm	N/A	1,000	10,000	Low	0.56	17.8
interstitial cystitis sympt	N/A	1,000	10,000	Low	0.07	0.25
interstitial cystitis pain r	N/A	100	1,000	High	0.67	5.49
interstitial cystitis natura	N/A	100	1,000	High	0.83	3.19
interstitial cystitis cause	N/A	1,000	10,000	Low	0.08	0.44
interstitial cystitis cure	N/A	1,000	10,000	Low	0.09	1.59
ic bladder	N/A	1,000	10,000	Low	0.1	2.75
bladder pain no infectio	N/A	1,000	10,000	Low	0.07	3.36
interstitial cystitis relief	N/A	100	1,000	High	0.45	7.24
ic symptoms	N/A	1,000	10,000	Low	0.09	0.31
irritated bladder	N/A	1,000	10,000	Low	0.59	1.23
ic treatment	N/A	100	1,000	Low	0.87	20.8
acute cystitis	N/A	1,000	10,000	Low	0.07	0.22
bladder discomfort	N/A	1,000	10,000	Low	0.11	3.43
bladder infection cause	N/A	10,000	100,000	Low	0.05	0.7

Prostatitis

prostatitis	N/A	100,000	1,000,000	Low	0.07	1.06
prostatitis treatm	N/A	10,000	100,000	Low	0.21	1.77
prostatitis sympt	N/A	10,000	100,000	Low	0.06	0.94
chronic prostatitis	N/A	1,000	10,000	Low	0.12	2.32
acute prostatitis	N/A	1,000	10,000	Low	0.08	1.5
prostatitis pain	N/A	1,000	10,000	Low	0.12	1.66
antibiotics for pro	N/A	1,000	10,000	Low	0.07	2.75
symptoms of pro	N/A	1,000	10,000	Low	0.04	2.75
prostatic hyperpl	N/A	10,000	100,000	Low	0.13	4.55
benign prostatic	N/A	1,000	10,000	Low	0.23	11.6
bph treatment	N/A	1,000	10,000	Low	0.33	4.28
is prostate cance	N/A	1,000	10,000	Medium	0.93	7.47
prostatitis treatm	N/A	1,000	10,000	High	0.26	2.03
psa	N/A	100,000	1,000,000	Low	0.09	2.54
prostate cancer c	N/A	10,000	100,000	Low	0.05	4.12
prostatitis causes	N/A	1,000	10,000	Low	0.07	1.04

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

You mentioned 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.

We can expand into targeting symptoms etc later but for now we recommend targeting these obvious terms as they are low competition and will have a relatively low bounce rate compared to less specific terms.

NOTE: Finalisation 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 interstitial cystitis

- 6 things you can do today to relieve interstitial cystitis pains
- The top list of home remedies for Interstitial cystitis symptoms
- Doctors Studio Interstitial cystitis pain relief guide
- Avoid these food types if you have interstitial cystitis
- Train your Bladder to reduce interstitial cystitis pains in 3 easy steps
- Fill out this quiz to see if you are making your interstitial cystitis worse!
- interstitial cystitis 2 minute online diagnosis!

Lead Magnet Ideas prostatitis

Lifestyle and home remedies

- 6 things you can do today to relieve interstitial cystitis pains
- The top list of home remedies for prostatitis symptoms
- Doctors Studio Interstitial cystitis pain relief guide
- Avoid these food types if you have interstitial cystitis
- Do this to relieve prostatitis symptoms today
- Fill out this quiz to see if you are making your prostatitis worse!
- prostatitis 2 minute online diagnosis!

Conclusion:

Based on what we have seen from keywords and information online. We recommend developing a lead magnet that provides home remedies in a PDF form.

This being an area of medical of expertise we recommend that you have considerable input in the construction of the lead magnet what we recommend is that you provide us with some content based on these two formats. We will then make modifications based on a marketing perspective and return it to you for final verification before we convert it into a PDF in a more attractive format.

The steps would go as follows:

You provide us with lead magnet content based on these

Authority Amplifier

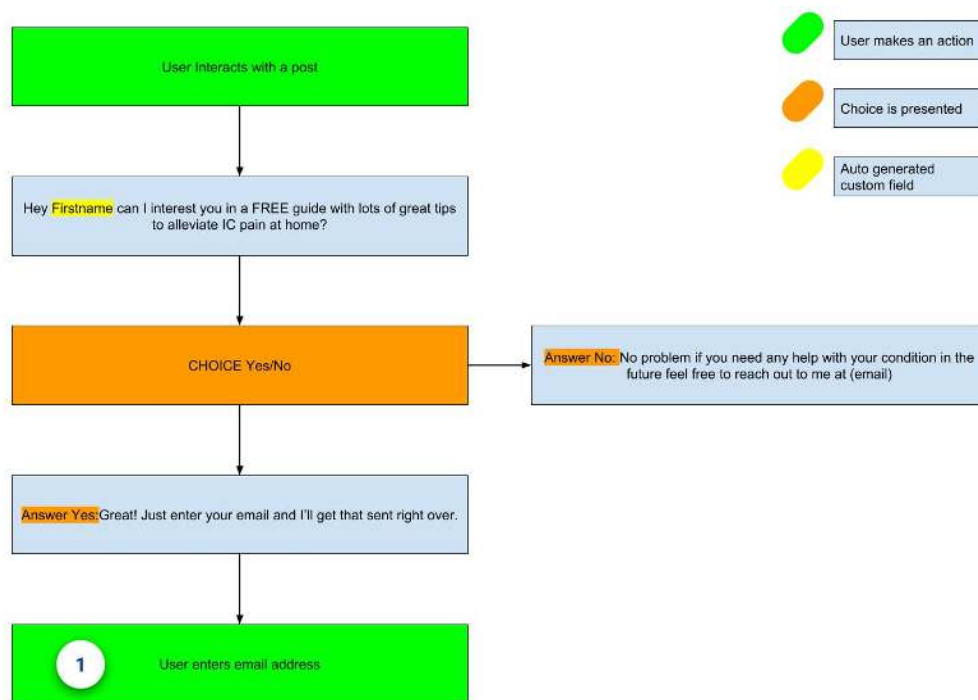
1 video for each course 10 minutes long:

Script:

Call center script

Call center script to be defined.

Social Media



Facebook autoresponder chains to be decided closer to completion of course content.

Basic function of the chatbot will be to direct the user to the course buy page, or to get them to schedule a call with your staff.

Need admin access to the facebook page/business.

Membership Area

Possible set up of limited access for a trial version of the course.

Overall time i to be staggered based on a weekly basis

quiz and other interactive elements? Lead quizzes has a very pleasant design

1 → How long have you been studying here?

A Under 1 year

B 1-2 years

C 2-3 years

D 3-4 years

E 4+ years

2 → And do you study full, or part-time?

A Full-time

0 of 7 answered

Powered by Typeform

Thankyou Page/Qualifying form

- The user will be redirected to a qualifying form/Thankyou page after scheduling a call.
- The goal of this page is to gather information which can make it easier to close the sale on the call.

Design

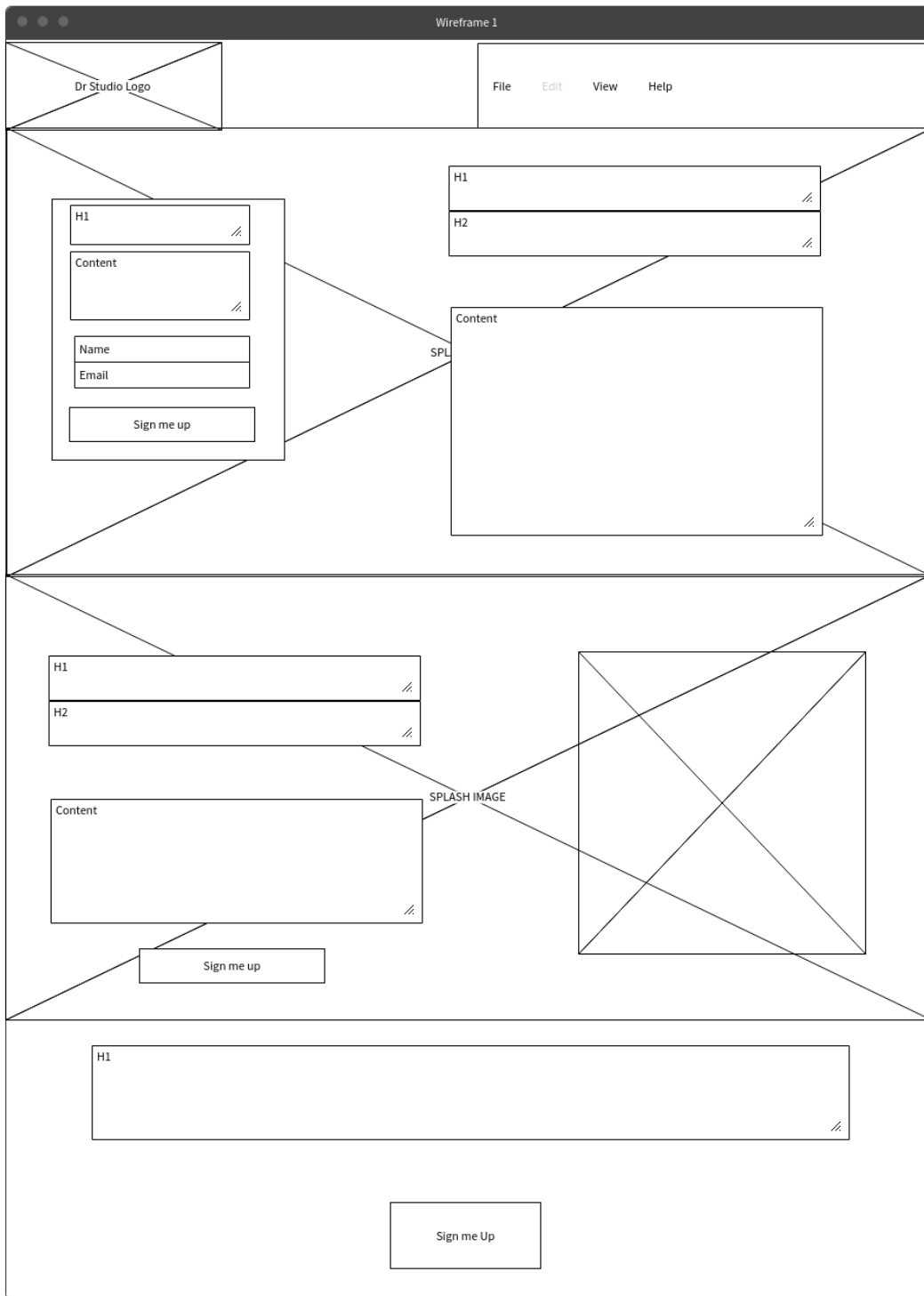
Preliminary design for funnels and membership area

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.

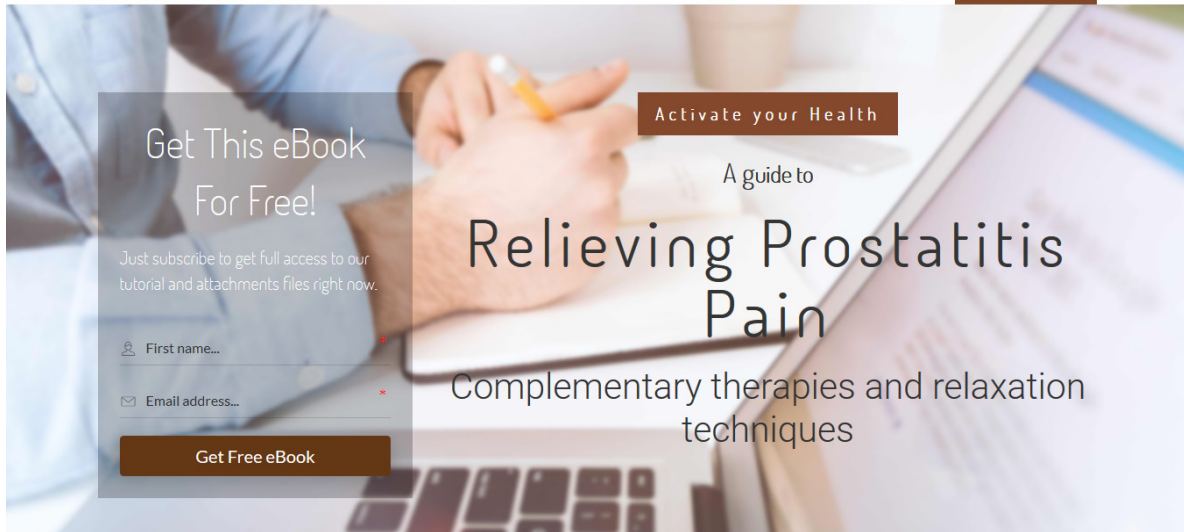
Note: All designs are preliminary and will change as other content is added. The purpose of this section is to build a platform from which to build the rest of the landing page and proceeding pages.

Design A

Wireframe



Higher Detail



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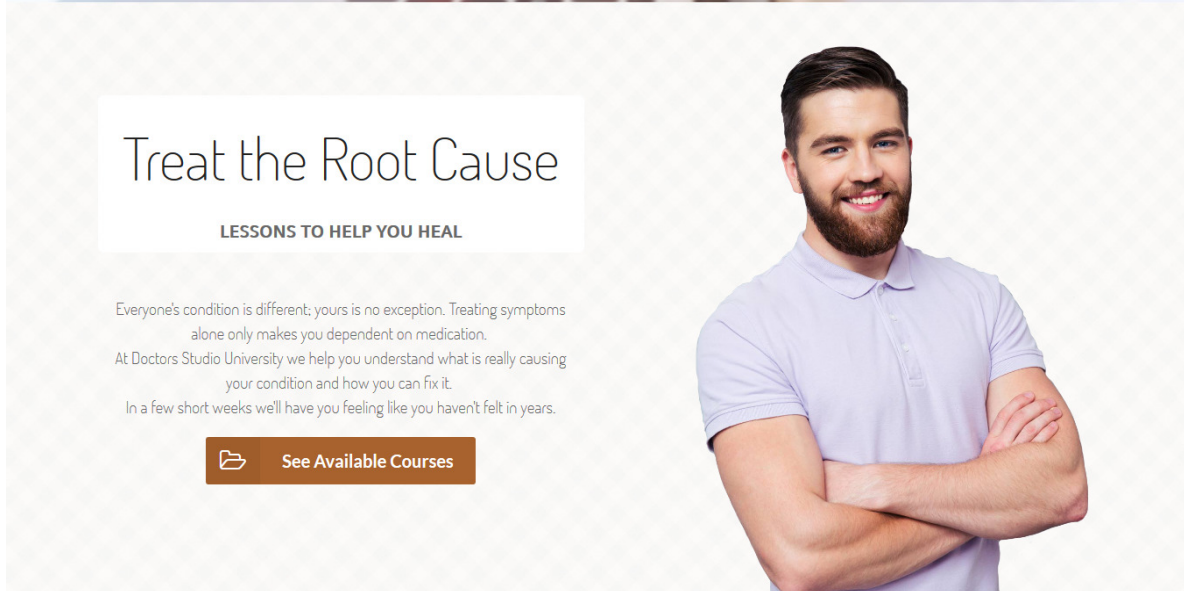
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Activate your Health

A guide to

Relieving Prostatitis Pain


Complementary therapies and relaxation techniques

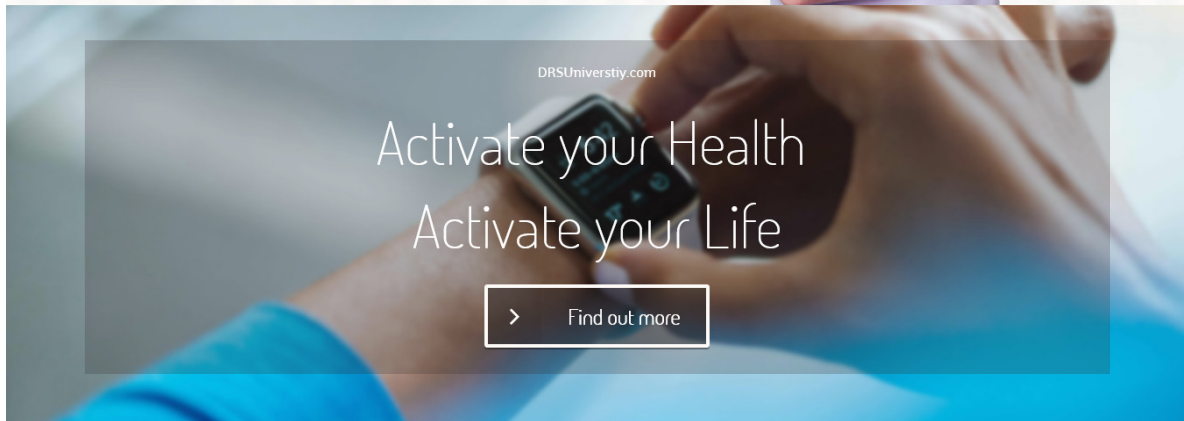


Treat the Root Cause

LESSONS TO HELP YOU HEAL

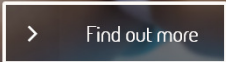
Everyone's condition is different; yours is no exception. Treating symptoms alone only makes you dependent on medication. At Doctors Studio University we help you understand what is really causing your condition and how you can fix it. In a few short weeks we'll have you feeling like you haven't felt in years.

 See Available Courses



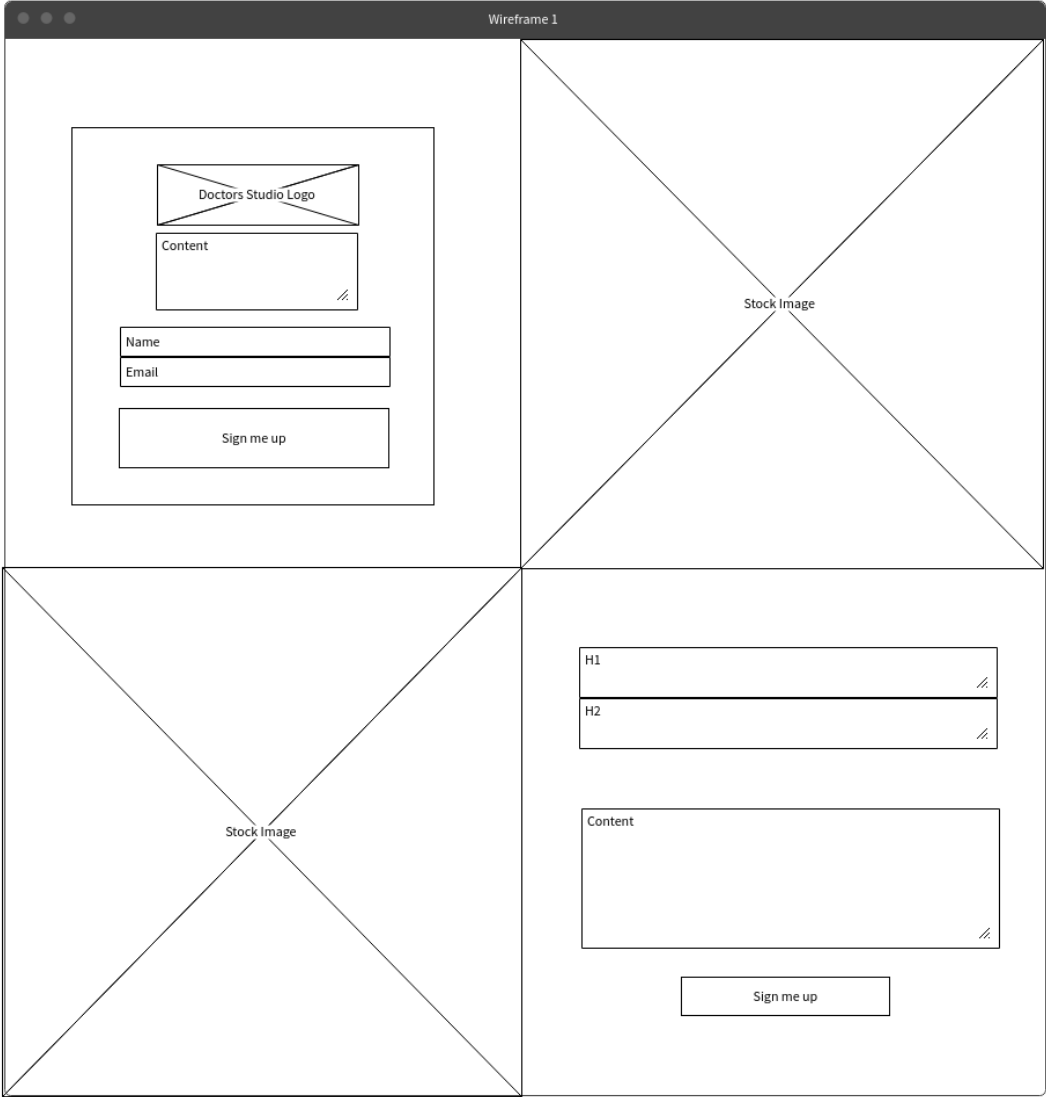
DRSUniversity.com

Activate your Health Activate your Life

 Find out more

Design B

Wireframe



Higher detail



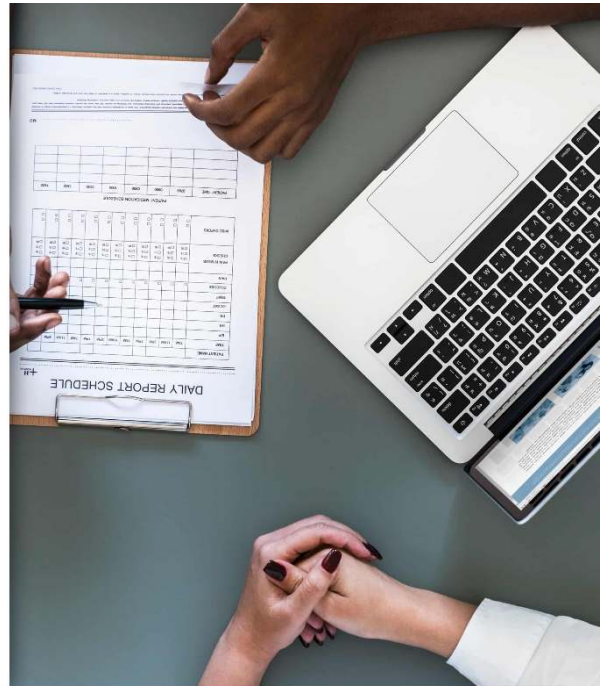
Your guide to

Relieving Prostatitis Pain

Complementary therapies and relaxation techniques

Get your FREE guide!

[Get Free eBook](#)



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LESSONS TO HELP YOU HEAL

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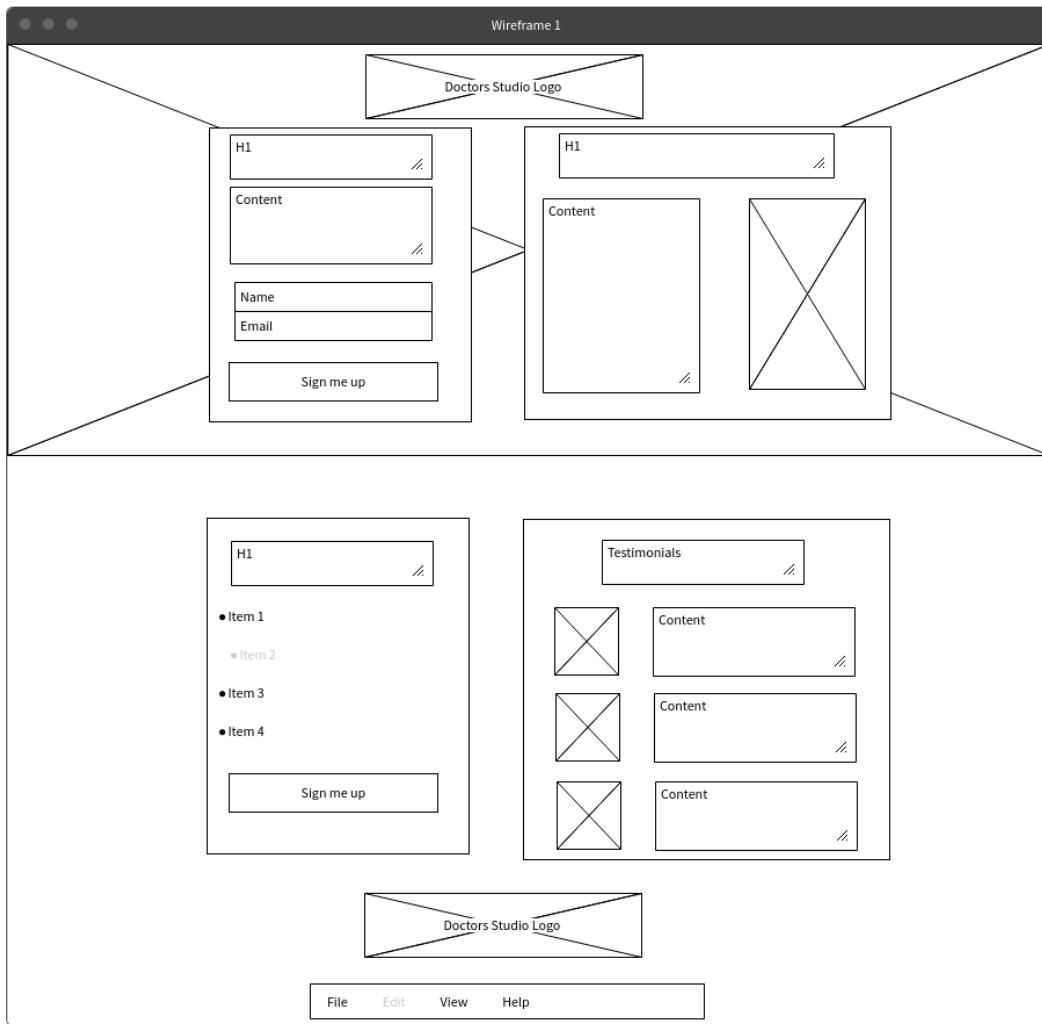
At Doctors Studio University we help you understand what is really causing your condition and how you can fix it.

In a few short weeks we'll have you feeling like you haven't felt in years.

[See all courses](#)

Design C

Wireframe



Higher detail

Get your FREE guide today!

Just subscribe to get full access to our tutorial and attachments files right now.

Get Free Guide

Relieving Prostatitis Pain

Complementary therapies and relaxation techniques



If you want to know more we have courses for you.

- ✓ Nam libero tempore, cum soluta nobis est eligendi optio cumque nihil impedit quo minus id quod maxime placeat facere poss
- ✓ Sim ad minima veniam, quis nostrum exercitationem ullam corporis suscipit laboriosam, nisi ut aliquid ex ea commodi
- ✓ Maxime placeat facere possimus, omnis voluptas assumenda est omnis

View all courses

What they say about us...



David Brown

Rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis.



Peter Flores

Rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis.



Ashley Knight

Rerum hic tenetur a sapiente delectus, ut aut reiciendis voluptatibus maiores alias consequatur aut perferendis.