



Jamaica Cottage Technical Report

By Christopher Phelan

Summary

We are to produce 3 Sales funnels for marketing initiative:

1. Livestock Storage
2. Leisure rooms
3. General Storage

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

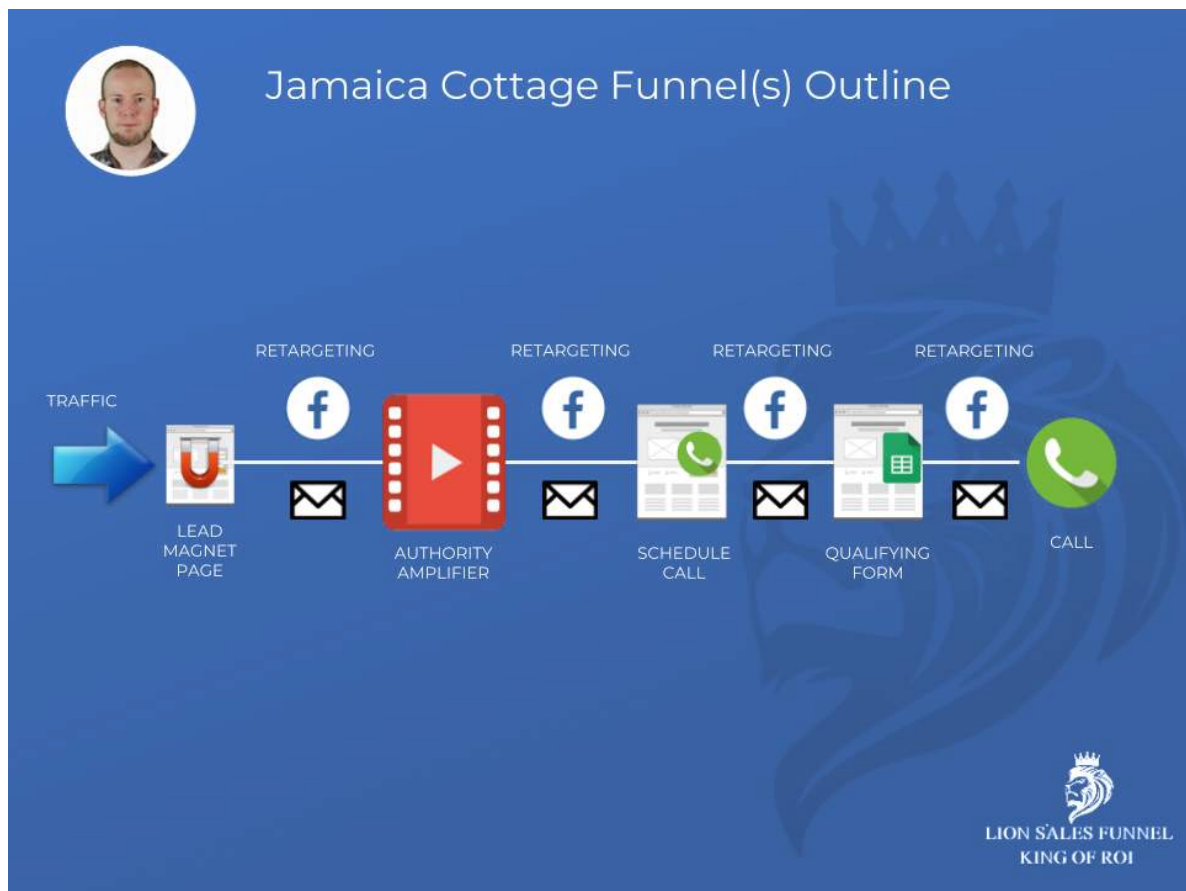
The funnel will focus on gathering emails and getting users into a sales call with your staff. In the long run the emails will build into a huge list which you will be able to use for a continuous source of cheap sales leads.

Requirements

Requirements

The general layout requirements for all 3 funnels are identical so we will be using an identical flow for all three

Funnel outline:



Audience research must be conducted to identify the main target audience for all 3 funnels.

Lead magnet page

- Build
- Design
- Copywriting

3 Lead magnet must be produced to cater to the 3 different kinds of people coming into this funnel.

- Lead magnets must be easily consumable
- Once content is finalized, then lead magnets will be converted into a more consuming and entertaining format.

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

Thank you page

- Build
- Design
- Copywriting

email automation campaigns must be produced

Pre sale email campaigns

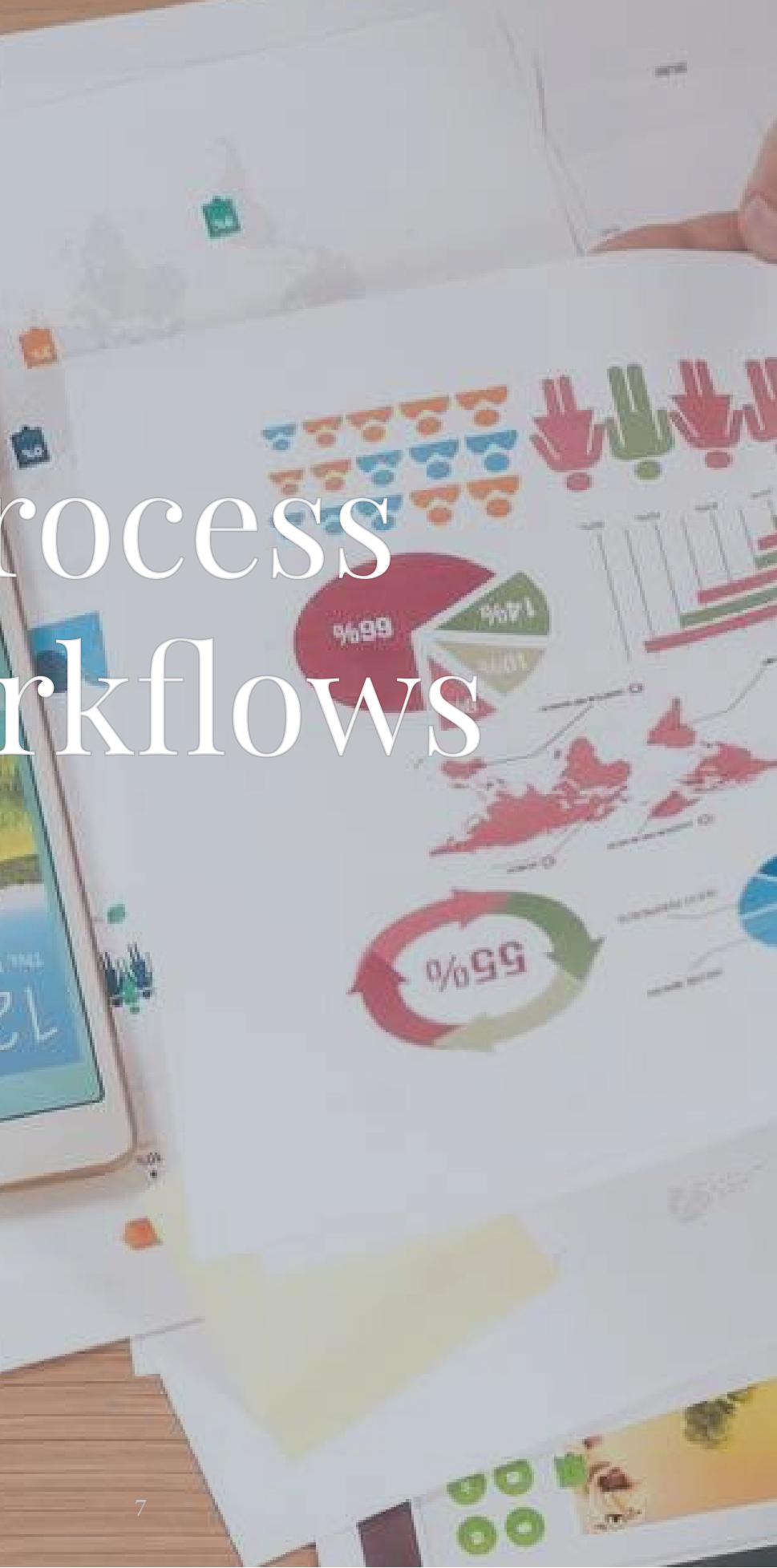
- Deployment of lead magnet
- Welcome Sequence
- Segmented by whether or not the clients watched the video
- Segmented by whether or not they are opening the emails
- Segmented by whether or not they are clicking the emails
- Cold lead drip campaign
- Email copywriting elements

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.

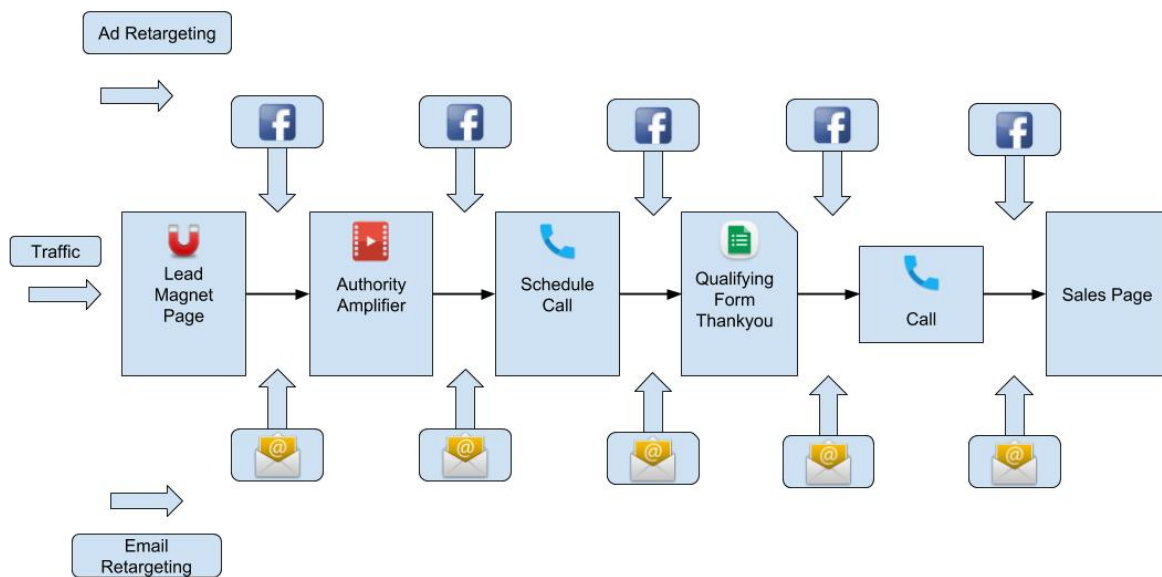
All elements must be tested and proofread at the end of the project.

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: In your case we are only responsible for the email re targeting, instructions will be given to your advertising team about how we want the re targeting on Facebook to go.

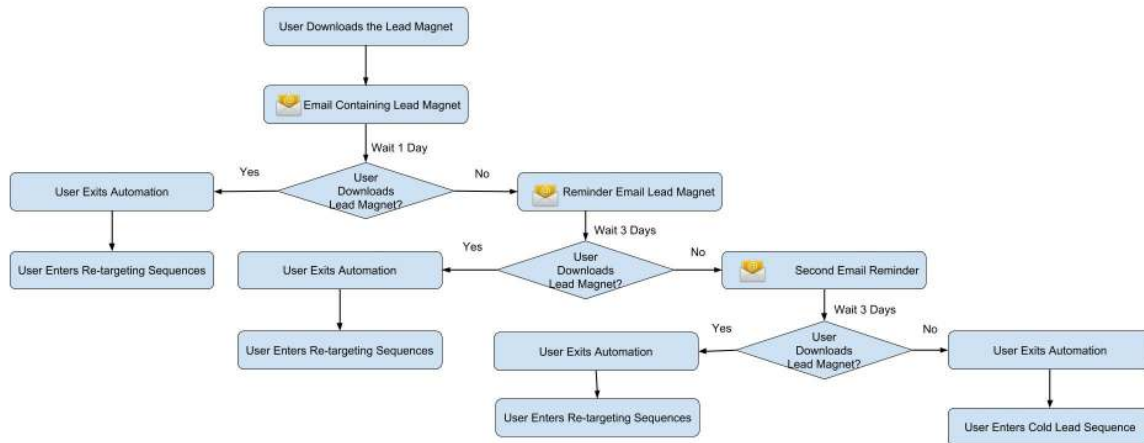
Email Workflows

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.

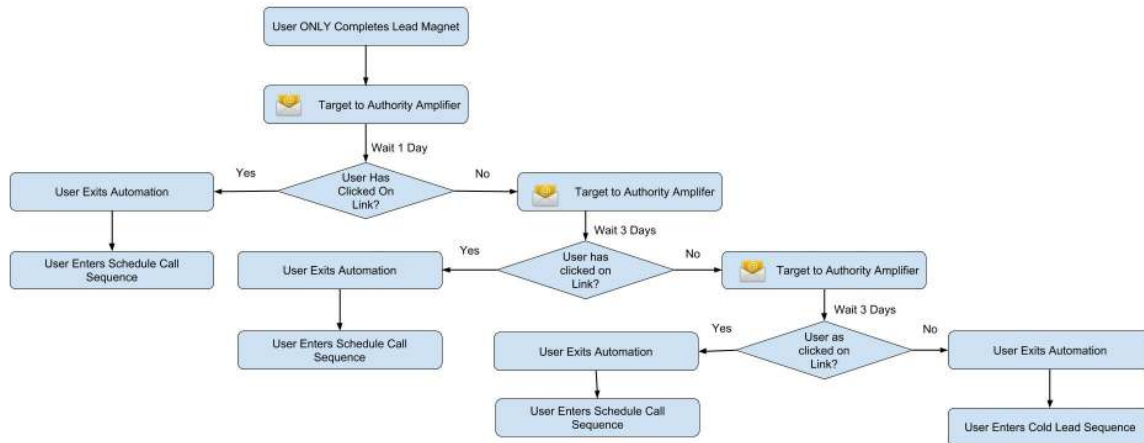
Lead Magnet Deployment Sequence

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



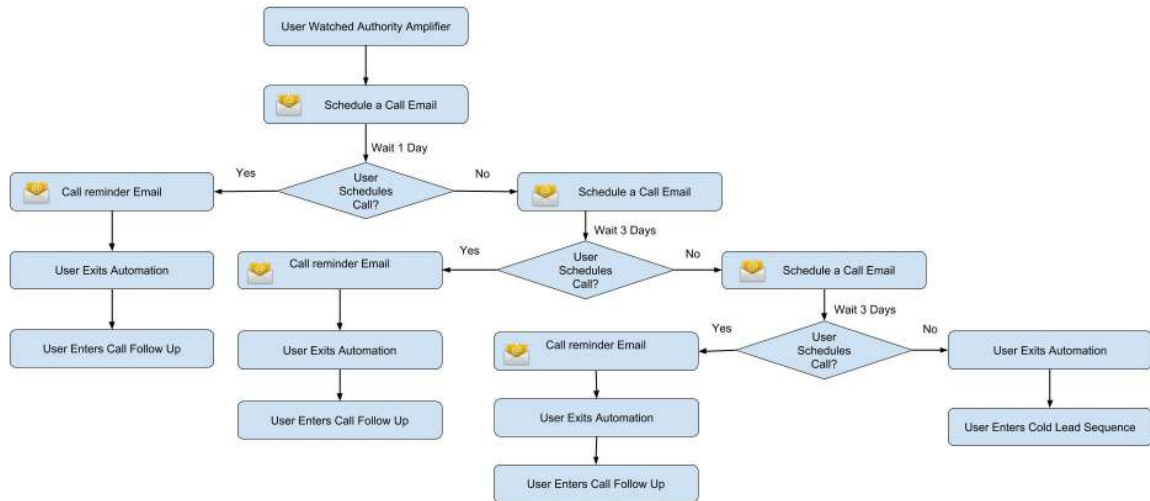
Authority Amplifier Sequence

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.



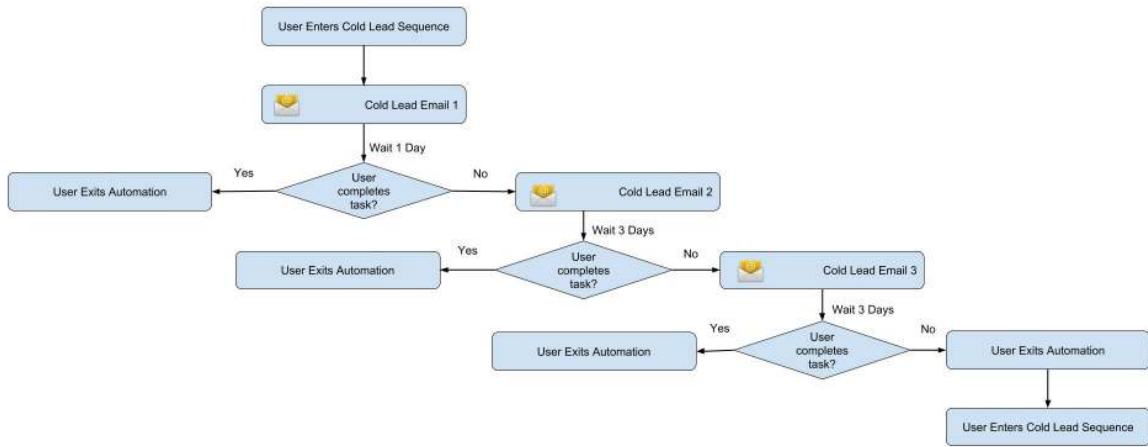
Schedule Call Sequence

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



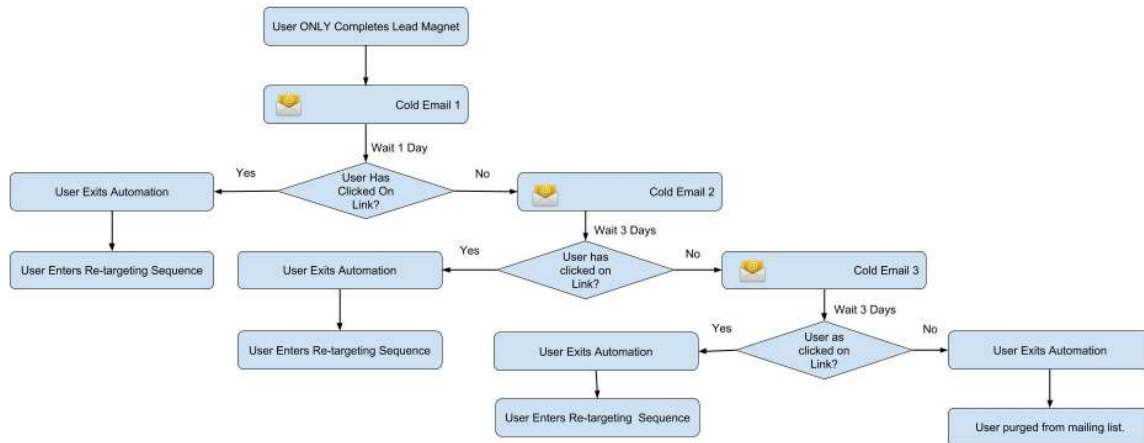
Call Follow Up Sequence

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.

Additional upsells

When the user makes a purchase they will be targeted by email for optional extras.

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

PPC Campaign

We will need to be in communication with your advertising company at a later stage.

Right now we are at the early stage of development, in the final weeks once everything is almost finalized we will need to communicate with your advertising people to develop a working plan to market your funnel.

Usually we take responsibility for this, but as you have elected to use your own in house people the system will work a little differently.

As discussed on the call, the main thing your advertising people need to know right now is that we will be advertising the free plans at the front end of the funnel, so that is what they will be focusing their advertising efforts on. We will aim to complete and provide them with a copy of the lead magnet by 18/2/19.

Facebook re-targeting will be discussed once the funnel pages are fleshed out. We will Need to organize a meeting with your advertising people.

Lead Magnet

Lead Magnet Ideas (storage)

- Your free plans lead magnet is quite good. It can be further improved by modifying it to lead the user to believe that buying your materials is a better option.
- 5 top benefits of having a garden shed
- How to build a really SOLID shed
- Best Materials to use for shed construction
- Laying a foundation for a Shed

Lead Magnet Ideas (Livestock)

- Livestock building design and construction plans?
- DIY chicken coop

Lead Magnet Ideas (Leisure)

- Cabin building plan
- Top 5 benefits of having a wooden outhouse on your property.

Conclusion:

We think you were on the right track with using DIY plans as a lead magnet, these people are already ready to pull the trigger and your prefabricated parts can be placed very easily as a shortcut to building a high quality outdoor shed.

We think we should offer 3 sets of plans for each area of interest.

- Shed plan
- Livestock storage plan(chicken coop?)
- Leisure Cabin plan

We would like any and all material you have on potential items we can use, the important thing is that the plans need to be segmented based on the niche area for the most effective results.

If you don't have all the required information it is fine, we should be able to source this online.

Following up from our call on this. We have decided to go with the plans for each individual area. I feel this will be by far the most successful lead magnet as it provides immense value to your clients.

Authority Amplifier

1 video for each funnel 10 minutes long:

Script will be provided for the first video within **2 weeks**

On your side in order to accommodate the early launch we expect you to return the first draft the same week we provide you with the script. Most likely the video will require multiple drafts so we need to allow time for this.

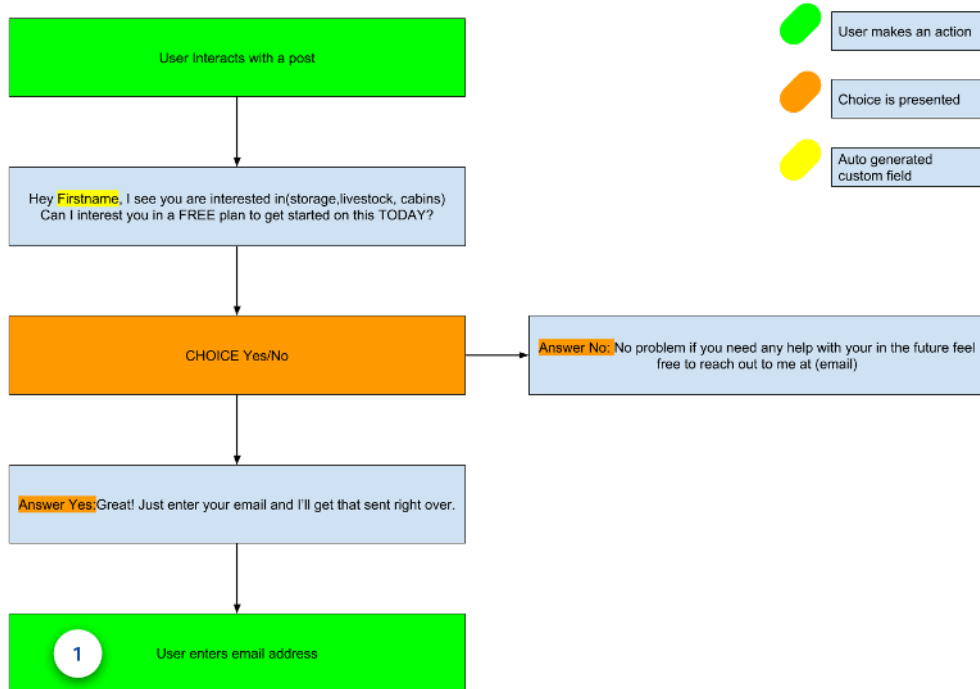
Call center script

When the users get on the call, the right script will help your staff close them.

We will provide you with a guide increase your staffs effectiveness at closing the sale.

Alex will deliver this along with the final delivery date for each funnel.

Social Media



Facebook autoresponder chains can be used to engage clients from social media to get them to your landing pages.

Basic function of the chat bot will be to direct the user to the landing page, or to get them to schedule a call with your staff.

Need admin access to the Facebook page/business.

Re-targeting like you suggested in your email is difficult, because the user will have to of actually signed up to your page before they can be contacted in any meaningful way.

If you are interested in this kind of engagement let us know

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.

Timeline.

You mentioned that you would like to get a funnel live ASAP. I think we can accommodate that. Assuming you are prompt in providing everything we need from your end we can get the first leisure funnel ready by 1/3/2019.

After this date it will simply be a matter of how quickly your advertising team can put something together.

Technical Report Delivery	Today.
Lead Magnet Delivery(Storage)	15/2/19
Authority Amplifier/ Welcome video script delivery (Storage)	22/2/19
Storage Funnel Completion	1/3/19
Lead Magnet Delivery(Leisure & Livestock)	8/3/19
Authority Amplifier/ Welcome video script delivery (Leisure & Livestock)	15/3/19
Funnel completion (Leisure & Livestock)	22/3/19

NOTE: All times are preliminary, assuming a smooth transition with the authority amplifier video and a fast response from you on all other required resources.

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.

We think it best to keep the general design the same throughout all 3 funnels for branding reasons, but we will change the background images to make them more relevant to livestock, storage and leisure.

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

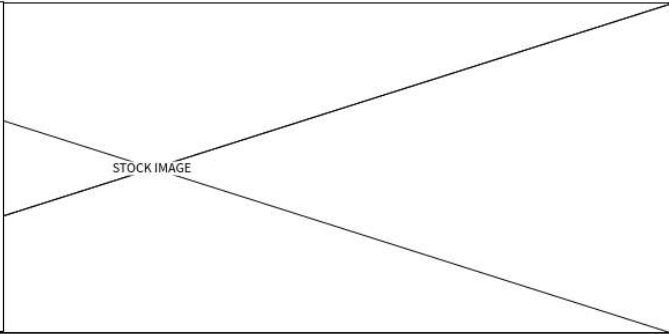


ADDRESS

PHONE NUMBER

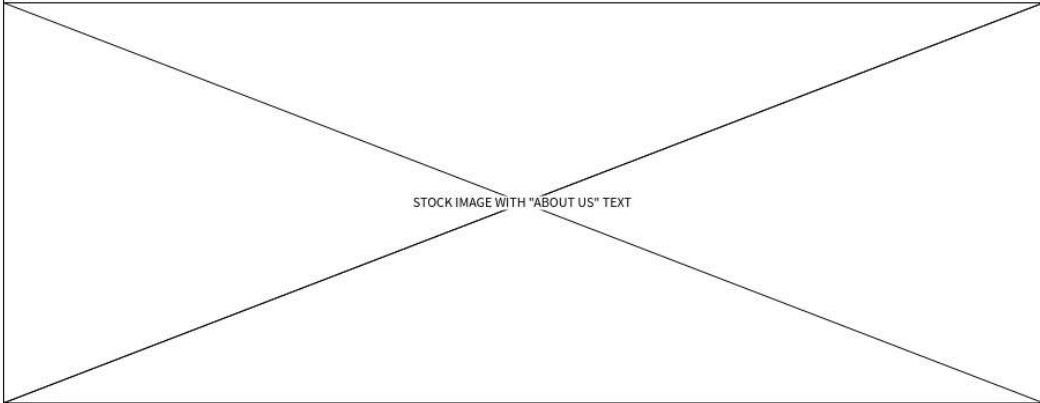
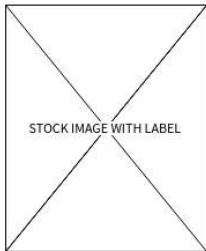
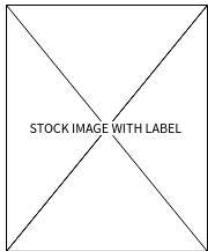
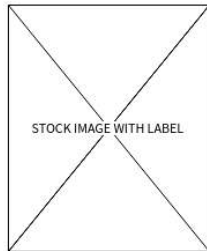
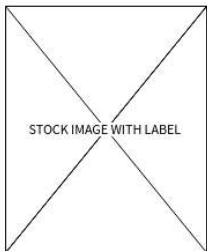
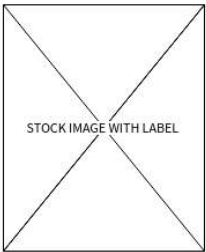
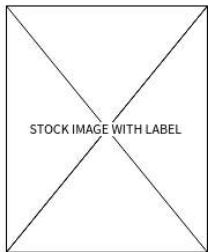
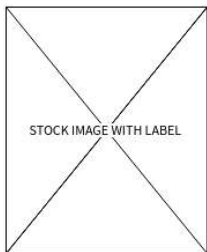
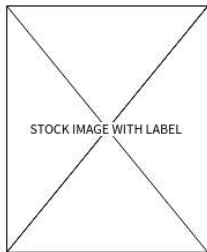
HEADER AND TEXT

CALL TO ACTION BUTTON

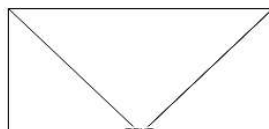
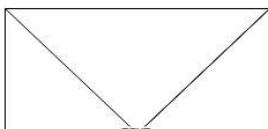
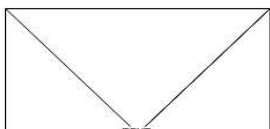


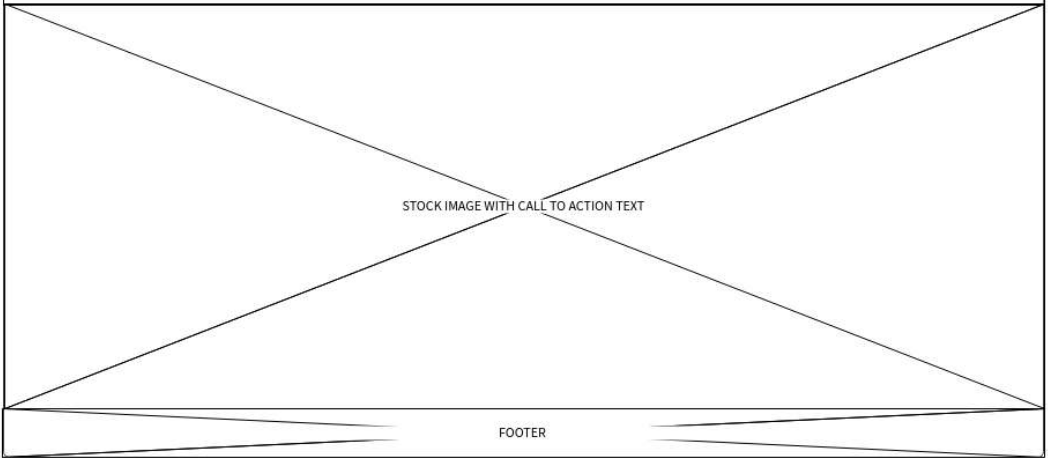
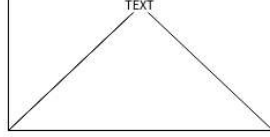
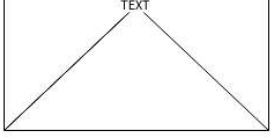
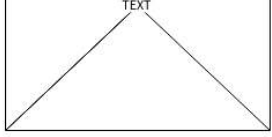
HEADLINE

TEXT



TESTIMONIAL HEADLINE





Higher Detail



170 Winhall Station Rd
South Londonderry, Vermont 05155 USA

Call Now: (866) 224-6579

OUR HEADLINE WILL GO HERE

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OUR CATEGORIES

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Category 1



Category 2



Category 3



Category 4



Category 5



Category 6



Category 7



Category 8

ABOUT JAMAICA COTTAGE

FOUNDED IN 1995

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Testimonials

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John Kowalsky
Developer

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Mick Stanley
Designer

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Andy Pente
Project Manager

Eye Catching CTA Headline Will Go Here

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Design B

Wireframe



ADDRESS

PHONE NUMBER

STOCK IMAGE WITH HEADLINE

Call to Action Button

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HEADLINE

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STOCK PICTURE WITH TEXT

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STOCK PICTURE WITH TESTIMONIAL TEXT

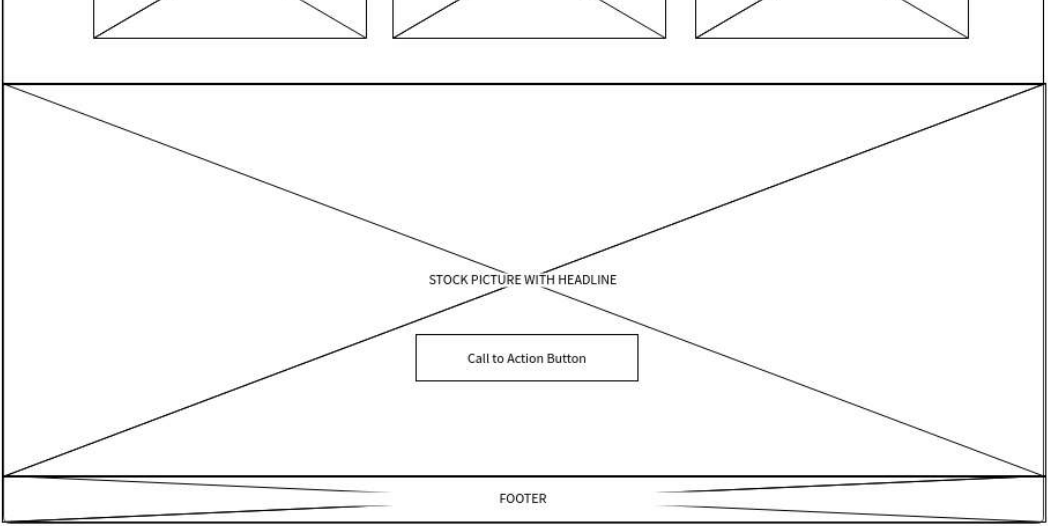
HEADLINE

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TEXT

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Higher detail



170 Winhall Station Rd
South Londonderry, Vermont 05155 USA

Call Now: (866) 224-6579



HEADLINE WILL GO HERE

CTA Text Goes Here

Who We Are

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John Smith, Designation

Why Choose Us?

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