

# Infusionsoft Deliverables - Brainstorm Marketing Productions

- Free consultation on the phone or in person to determine your business model and what your needs are
- Review and analysis of your current business or service and a plan for implementing Infusionsoft
- Documentation of that plan for your particular business is given
  - \* Creation of what we believe your process should be.
  - \* Main goal should always be to get new leads, and to convert those leads to clients. So with that, my focus is as always, to get you leads.
  - \* Infusionsoft management and set up

In order to get your leads in your Infusionsoft database to become customers or repeat customers, you need to funnel them through a process of engagement.

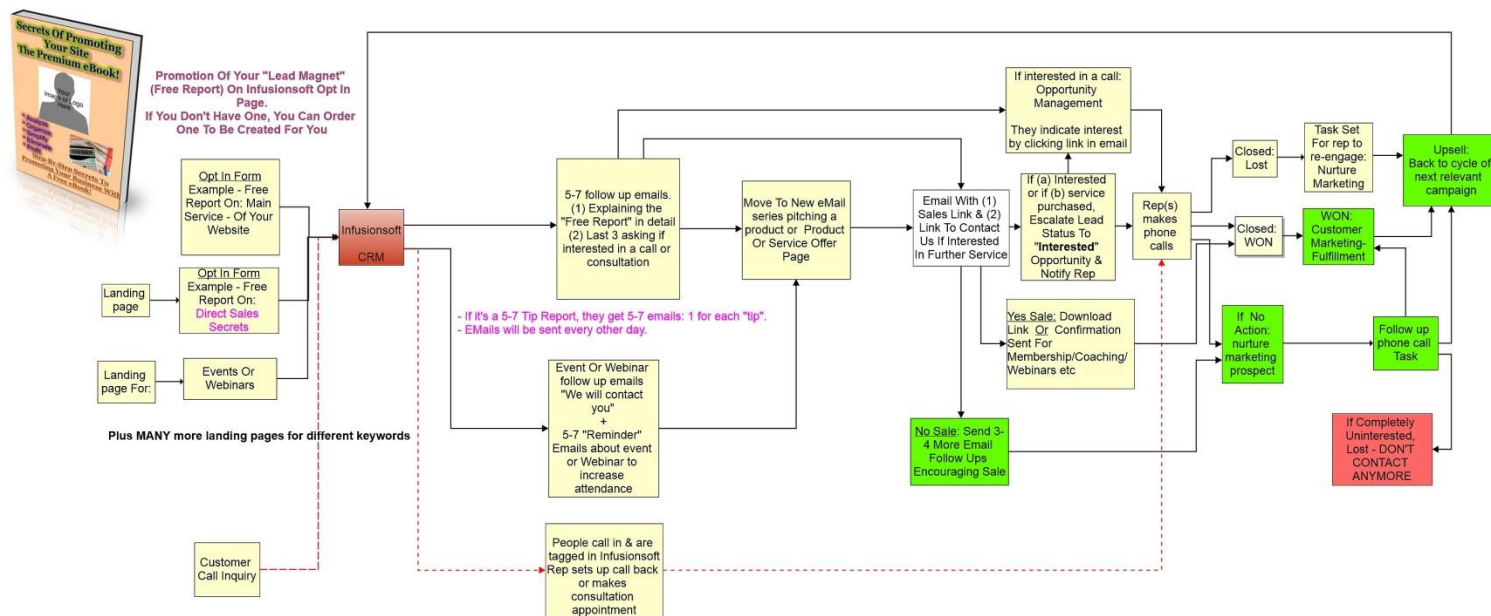
## What We Will Do:

- (1) We will "clean up" your database and format & make it 'marketing ready', so that it is neatly categorized into "campaigns" for effective marketing.
- (2) Whenever a broadcast email or announcement is needed, we will compose it and send it to your contacts in your database.
- (3) We update your system with links to products or services, & shift your contacts between campaigns so they constantly receive email 'touches' from you.
- (4) We will increase the engagement of your list by adding relevant information to the database and using that information to personalize the messages you send (the more personalized the message, the more response you get).
- (5) We come up with a diagram (flow chart) of what YOU want to happen with the leads that come into your system.
- (6) We will then implement that flowchart for the leads and make sure leads become prospects and prospects become paying customers all from within your Infusionsoft CRM.
- (7) "Management" includes setting up and implementing the tags and campaigns to flow seamlessly between campaigns for contacts.
- (8) Campaigns will be set up to lead to several contact opportunities and ways to lead to a sale of products OR service appointments
- (9) The goal is to take your leads through a purposeful process, that leads them through your services to making them become hungry for your product or service or repeat service.

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- They will also help "guide" interested prospects to call or email you
- They will have a chance to request a call back

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- They will be sent reminders and tagged according to their interest levels and segments

## Possible Flow Process Within Infusionsoft (To Be Tailored To YOUR Needs)



## Infusionsoft Collaboration Proposal

(1) **Basic Infusionsoft CRM Management** - Brainstorm Marketing Productions takes over Infusionsoft CRM management and maintenance: **\$225 Monthly + \$50 Set Up**

- Brainstorm Marketing Productions implements the above flow diagram (and/or any adjustments desired)
- Broadcast emails will be sent to various segments of the database as needed, to inform them of announcements, products or news
- Database Cleanup And Management And Administrative reporting and organization

Other Services Suggested To Go Along With Infusionsoft Include:

(2) **eMail Follow Up Series + eReport For Each Campaign: \$1,500 - \$2,700 Monthly + \$50 Set Up (Contact For Details: (714) 699-4792 or email: Dhira@BrainstormMarketingProductions.com)**

- "Management" includes setting up and implementing the tags and campaigns to flow seamlessly between campaigns for contacts
- Campaigns will be set up to lead to several contact opportunities and ways to lead to a sale of products OR service appointments
- Additional campaigns will be added monthly and marketed appropriately to generate more leads and clients for your business
- Drip Emails will be written and implemented into campaigns, designed to deliver reports and generate interested clients
- Landing pages will be created and Search Engine Optimized (SEO) to generate traffic and leads to your opt in forms