



# THE FASTPASS

in partnership with



# JUSTIN MACDONALD

## SIXTHDIVISION



We help entrepreneurs  
build more successful  
businesses.

To be more powerful influences in the world,  
while living life today.

# JUSTIN MACDONALD

## SIXTHDIVISION



- President at SixthDivision
- Founder of Authority Football and Toros Football Academy
- Former College and High School Football Coach.
- VP of Marketing at African Leadership University which CNN calls the “Harvard of Africa” and Infusionsoft named a 2017 ICON Businesses Finalist.
- Helped grow ALU from 6 to 7 to 8 Figures in 14 months.







# African Leadership University









# GREG JENKINS

## MONKEYPOD MARKETING



I help businesses use  
Infusionsoft more  
confidently.

Fewer questions, faster growth.



# GREG JENKINS

## MONKEYPOD MARKETING



- Founder of Monkeypod Marketing
- Curriculum developer & lead trainer for Infusionsoft University
- CWPA National Champion water polo player and coach
- Marketing operations at African Leadership University; 2017 ICON Finalist
- Helped grow ALU from 6 to 7 to 8 Figures in 14 months.



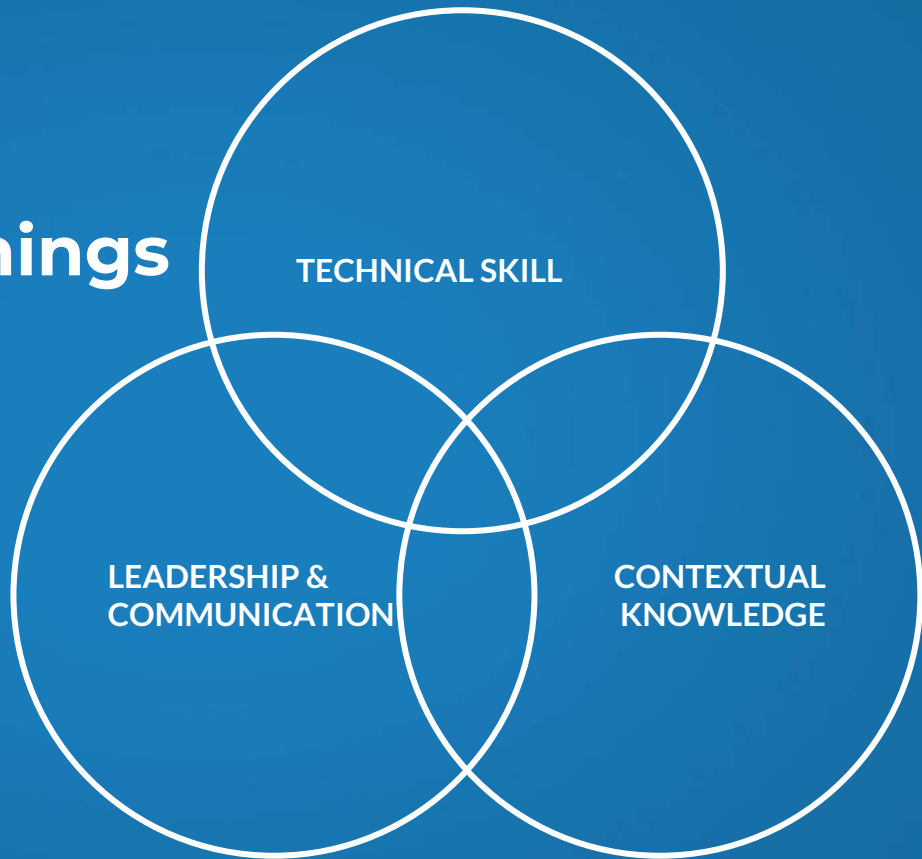
# Day One

9:00	Predictable Revenue Machine
10:00	Campaign Building Blocks
10:45	Break
11:00	Capture Leads
12:30	Lunch
1:30	Micro Sessions [Case Study   Integrations]
3:00	Break
3:15	Follow-Up and Nurture
4:30	Day 1 Recap
5:00	Open QA

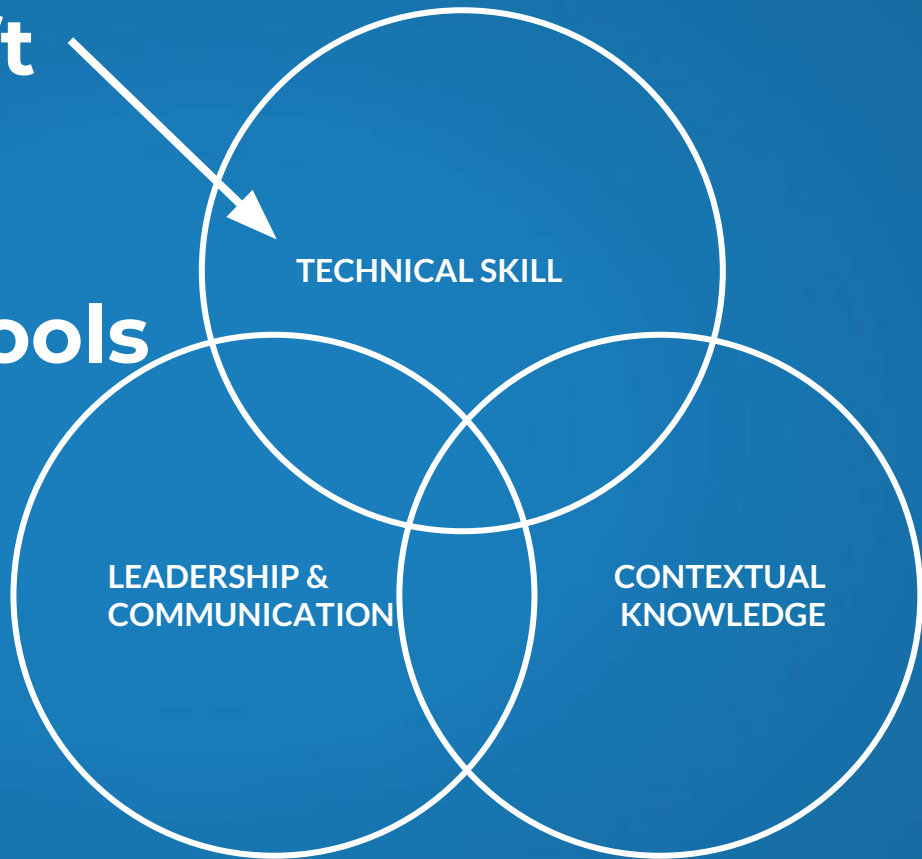


# Why we are here

# Competence is 3 things

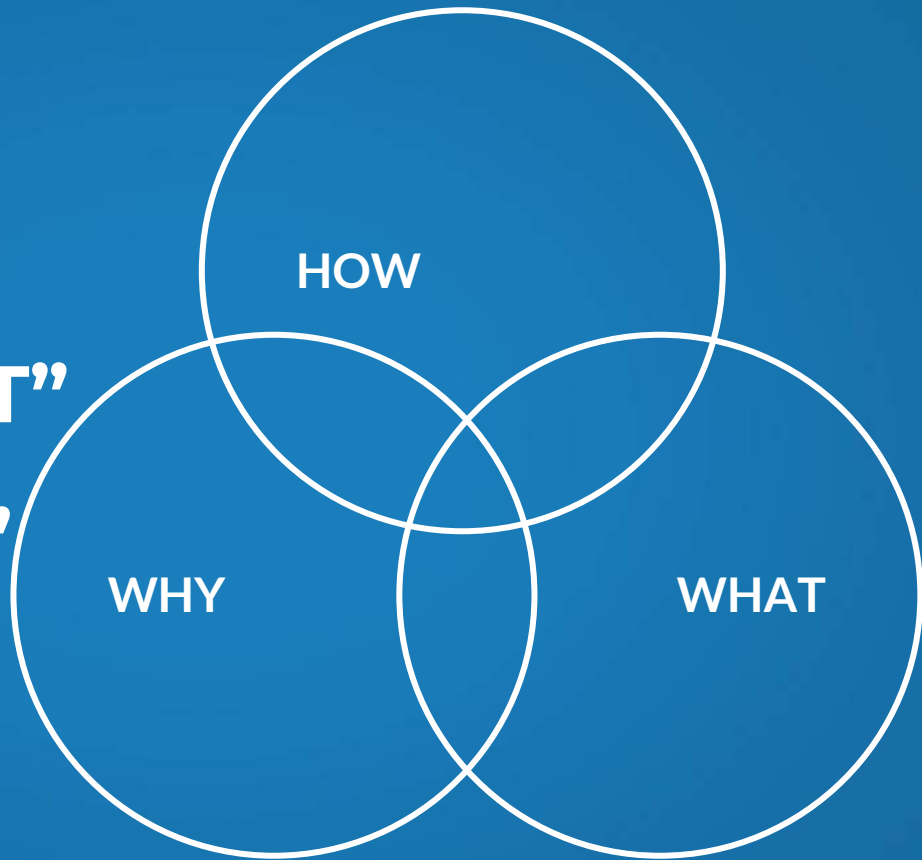


**Infusionsoft  
& other  
technical tools**

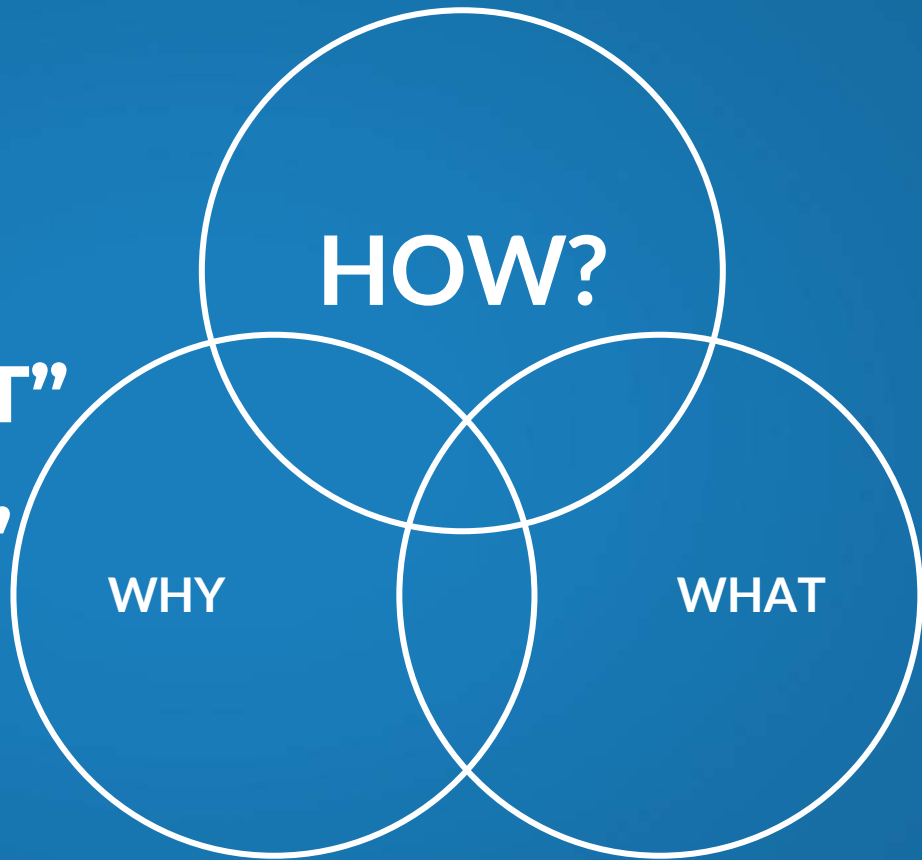




**You know “WHAT”**  
**You know “WHY”**



**You know “WHAT”**  
**You know “WHY”**



# The Hammer Shouldn't Slow the Carpenter



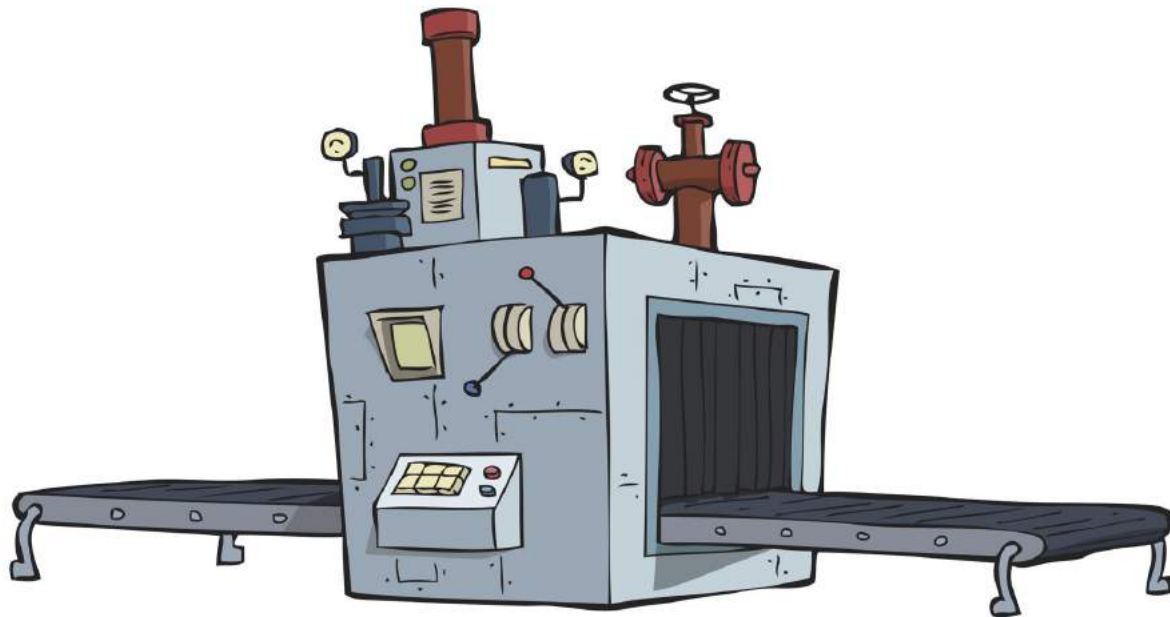
# The Marketing Molecule



strategy

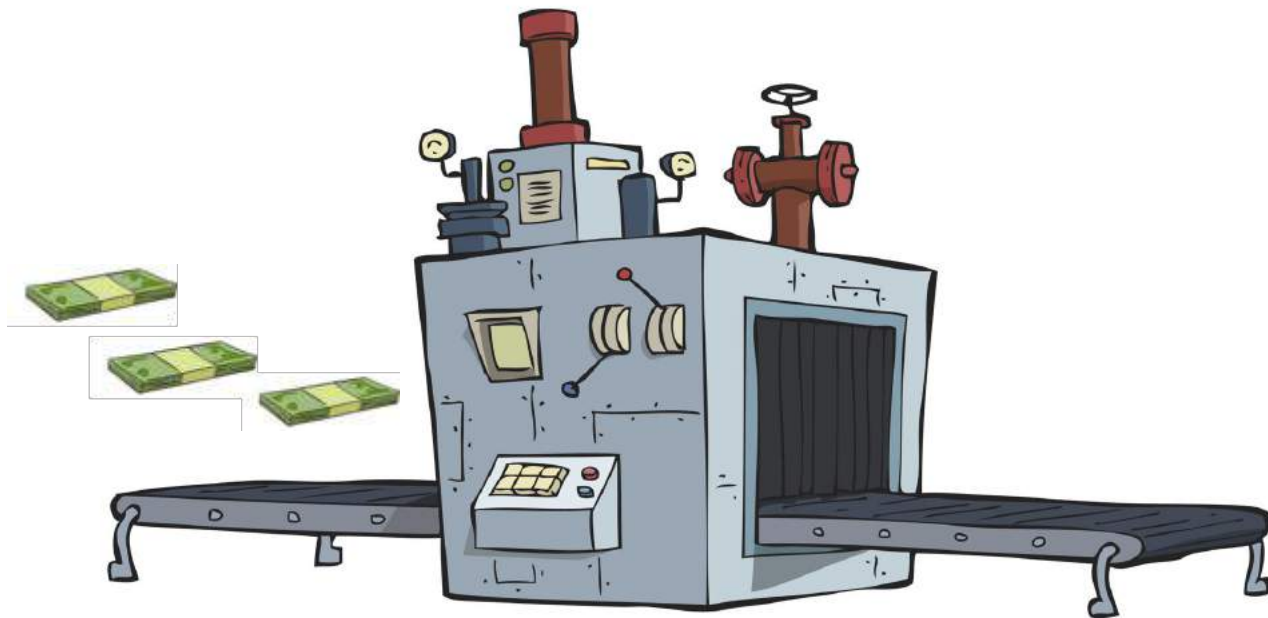
# PREDICTABLE REVENUE MACHINE

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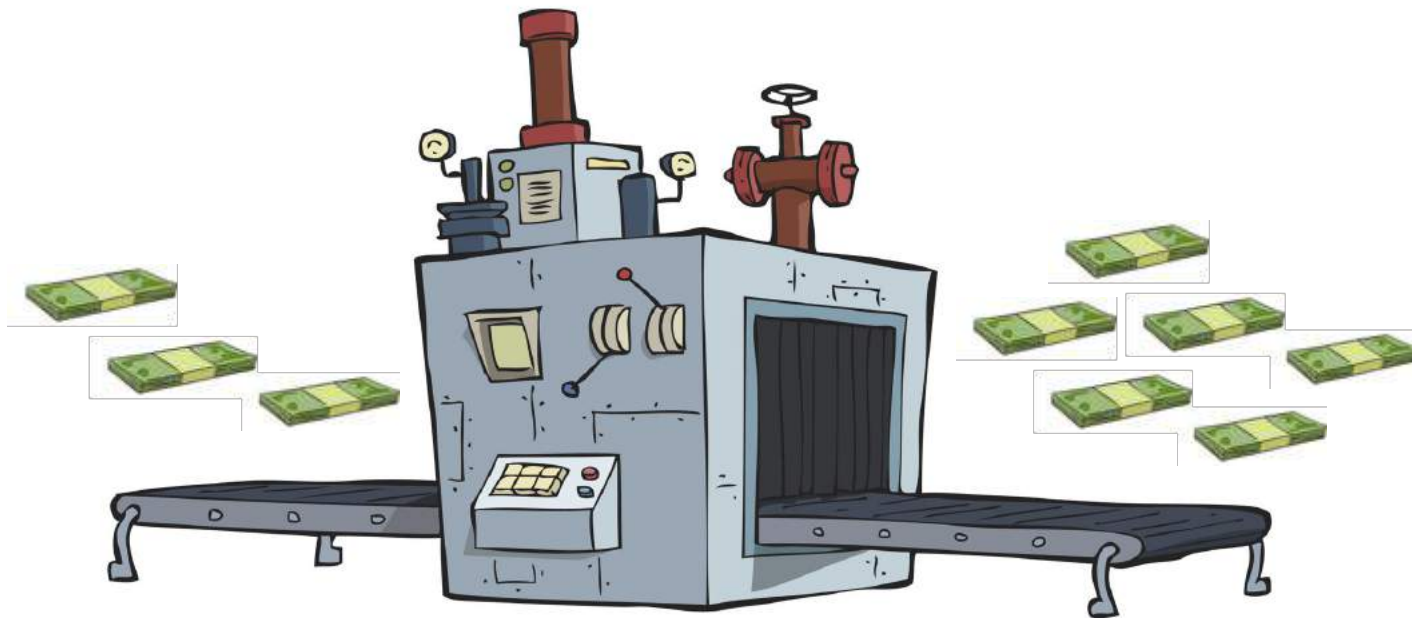




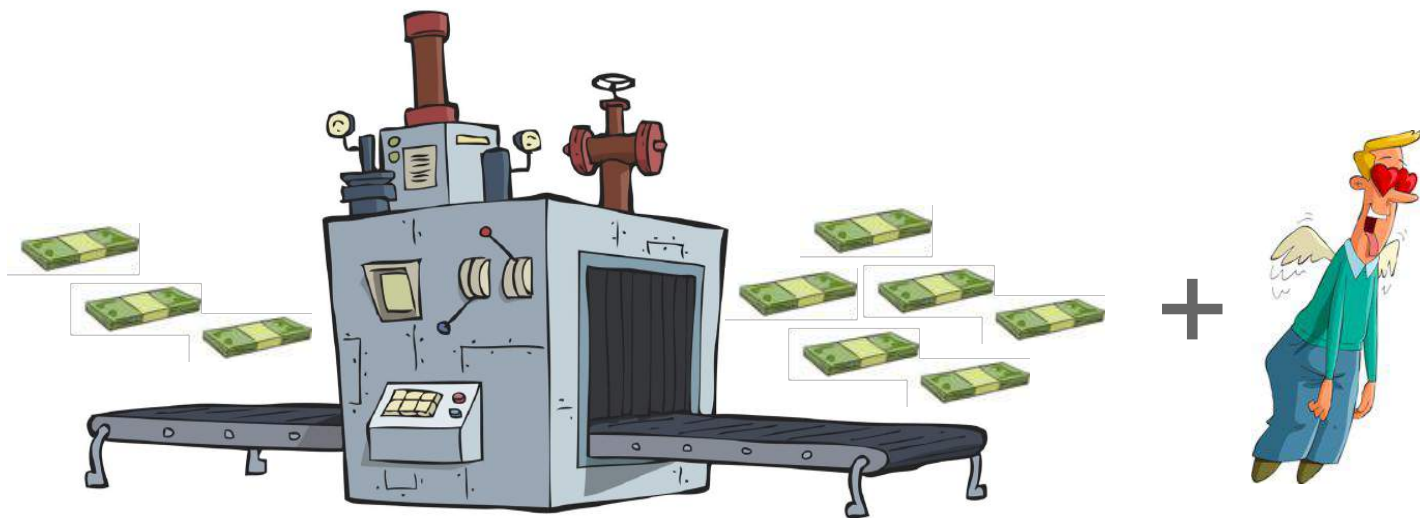
# PREDICTABLE REVENUE MACHINE



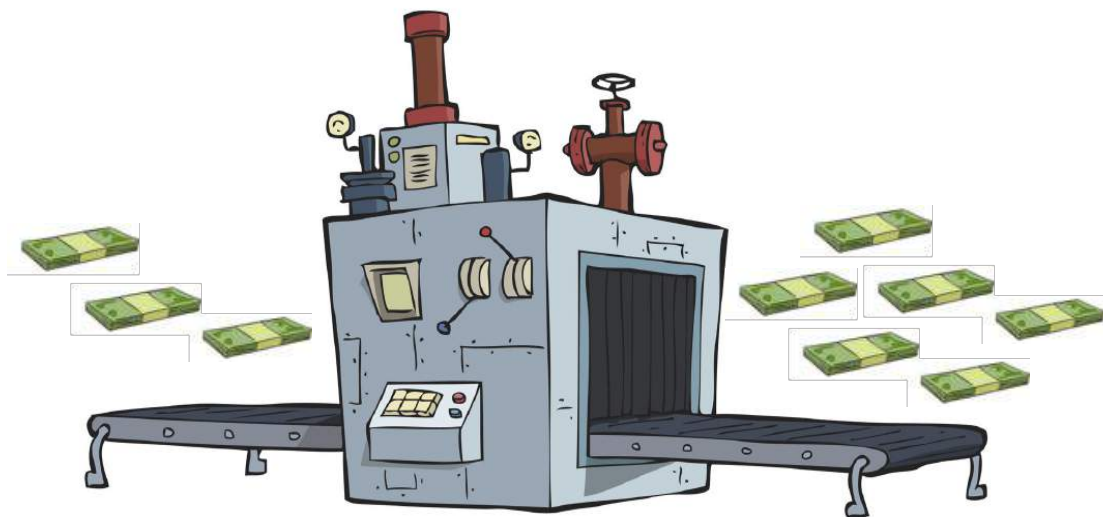
# PREDICTABLE REVENUE MACHINE



# PREDICTABLE REVENUE MACHINE



# PREDICTABLE REVENUE MACHINE



+



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**BRAND EQUITY**

**DO YOU HAVE ONE?**



# IRREFUTABLE TRUTHS

1. Revenue = Experience
2. Experience Is Created By Only Two Things:
  - a. Language
  - b. Interactions
3. Experience is **ALREADY** Happening.
4. Predictability comes from intentionally architecting systems that produce your intended experiences.

# LANGUAGE

# INTERACTIONS

# What are we doing?

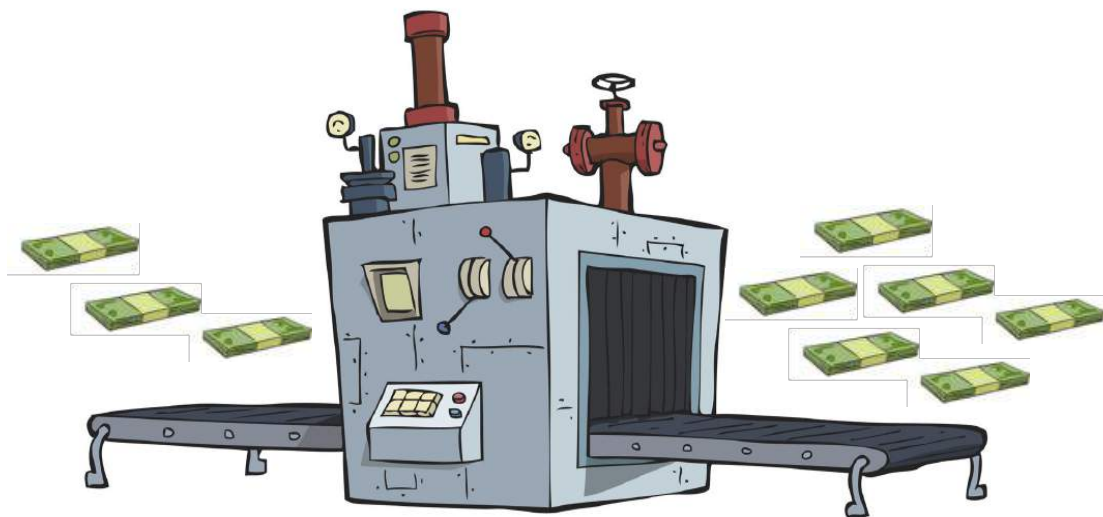
1. Building a Predictable Revenue Machine.
2. Map out your Game Plan.
3. Schedule One-on-One time.

# IRREFUTABLE TRUTHS

1. Revenue = Experience
2. Experience Is Created By Only Two Things:
  - a. Language
  - b. Interactions
3. Experience is **ALREADY** Happening.
4. Predictability comes from intentionally architecting systems that produce your intended experiences.



# PREDICTABLE REVENUE MACHINE



+



+



**BRAND EQUITY**

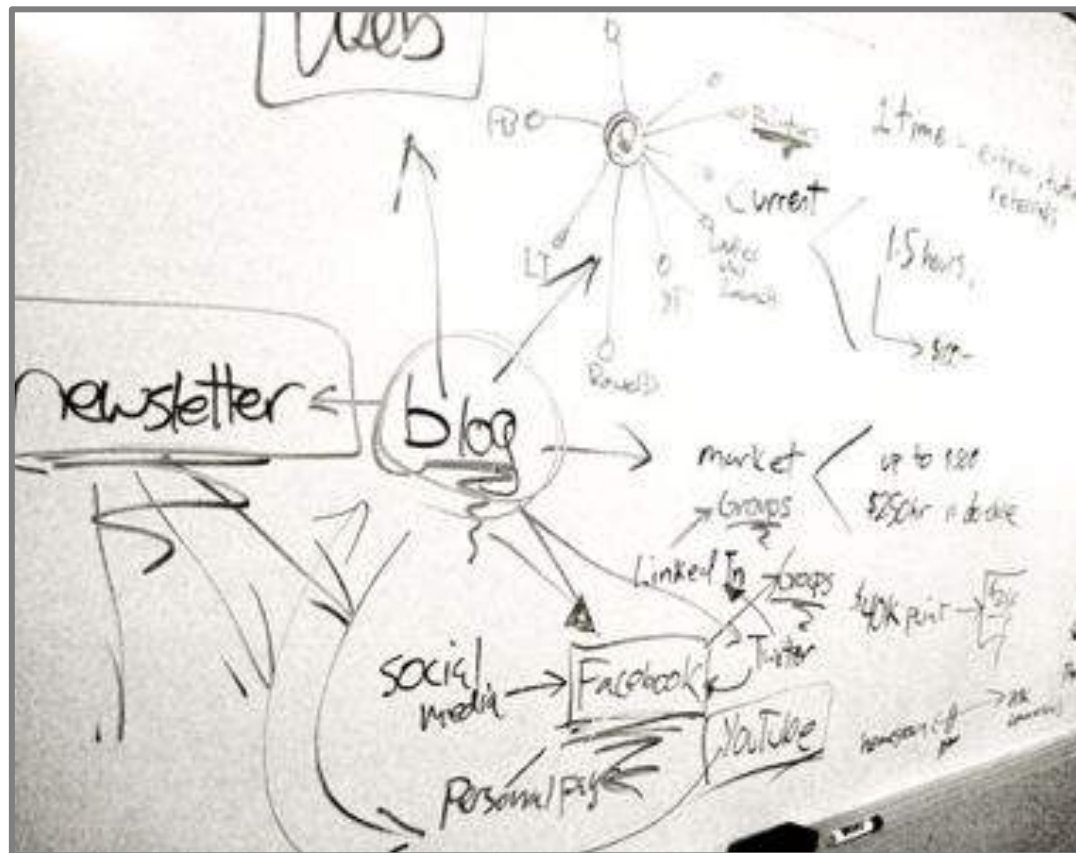
**HOW?**

- 1. Have an Idea.**
- 2. Create a Plan.**
- 3. Implement.**

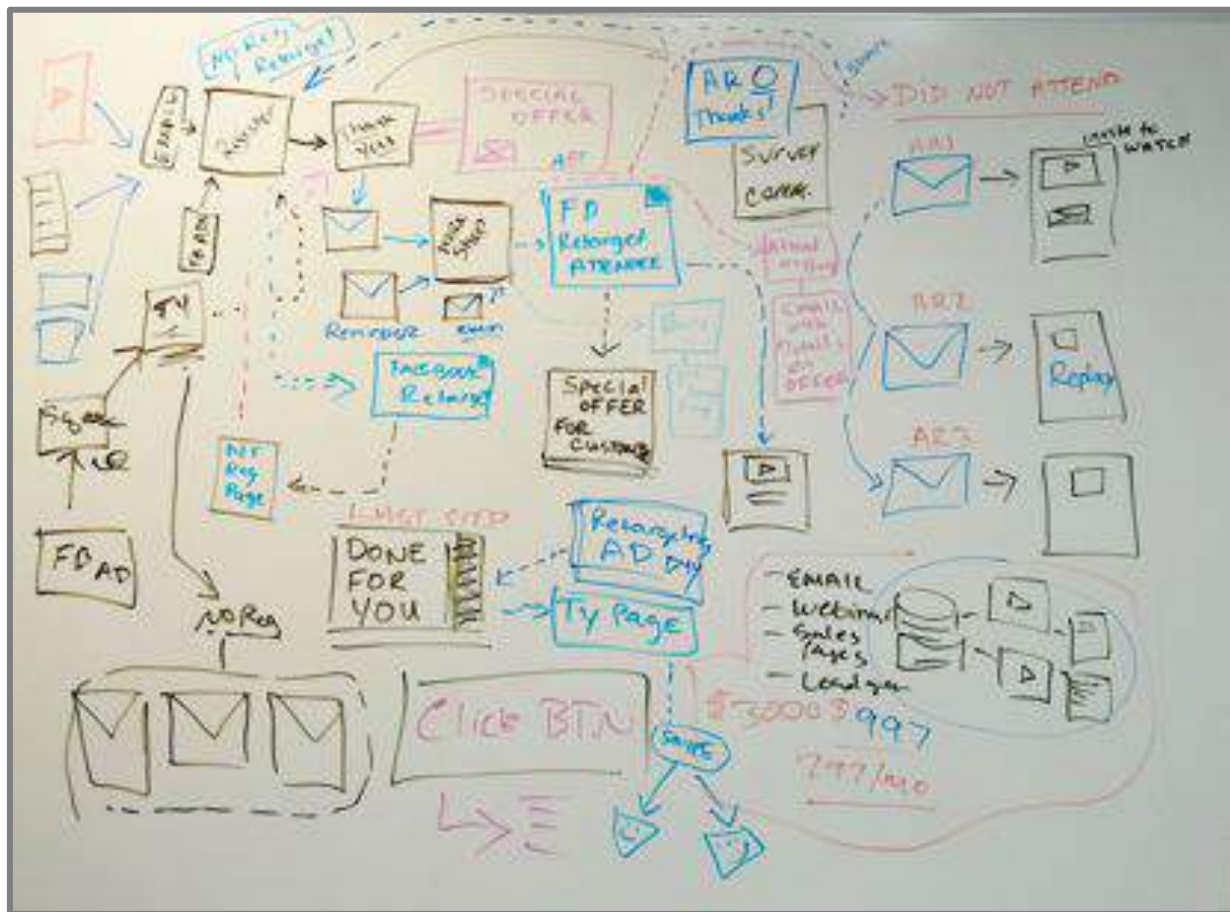
**1. Have an Idea.**

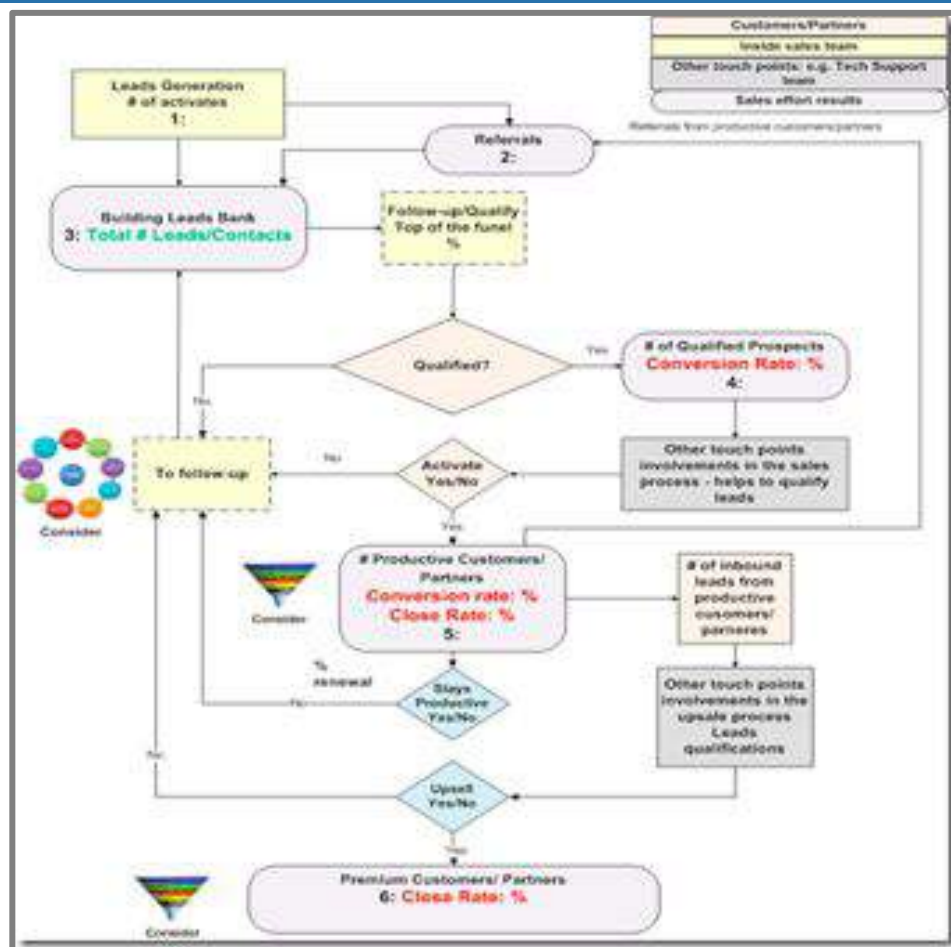
**2. Create a Plan.**

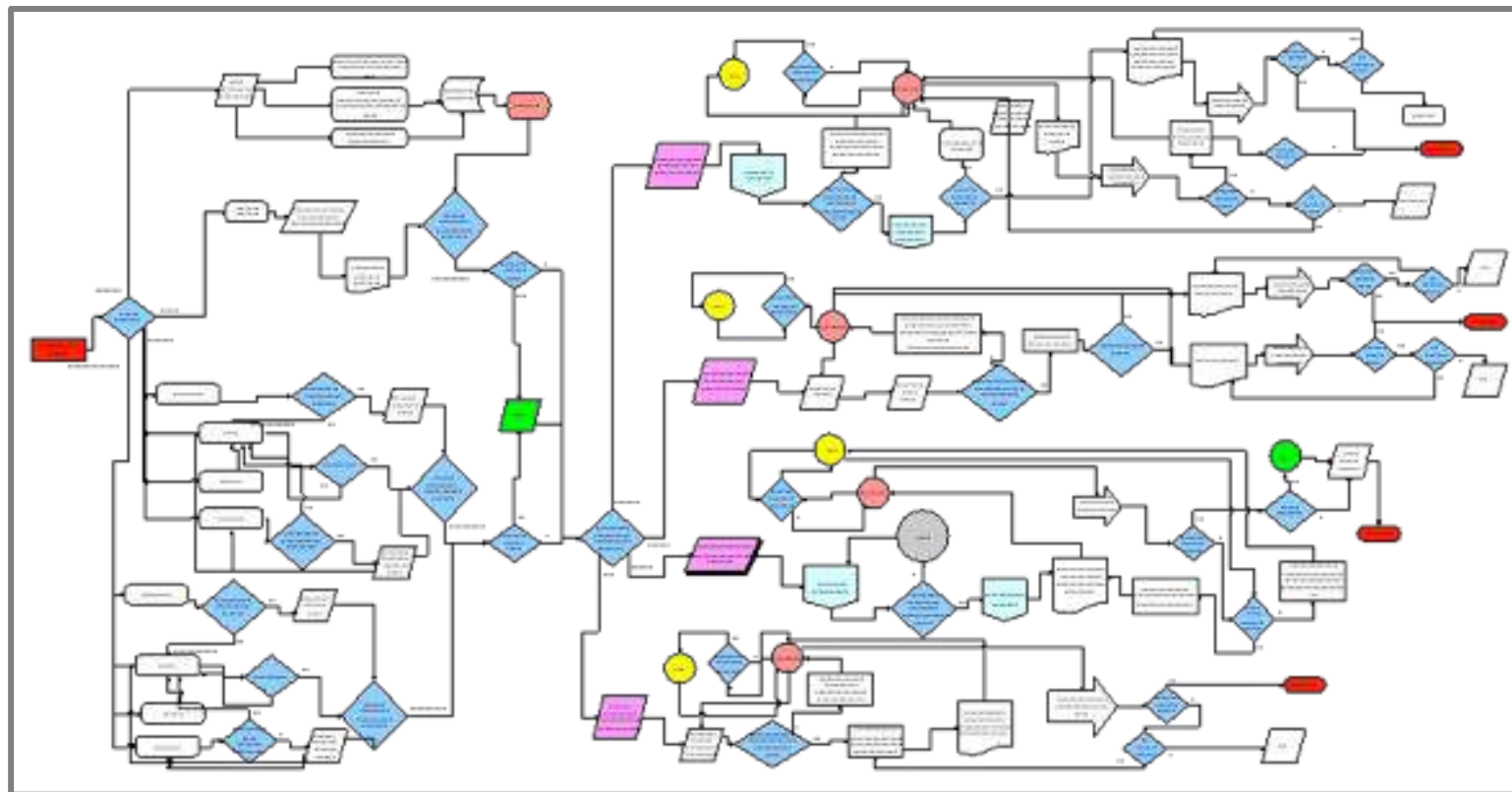
**3. Implement.**

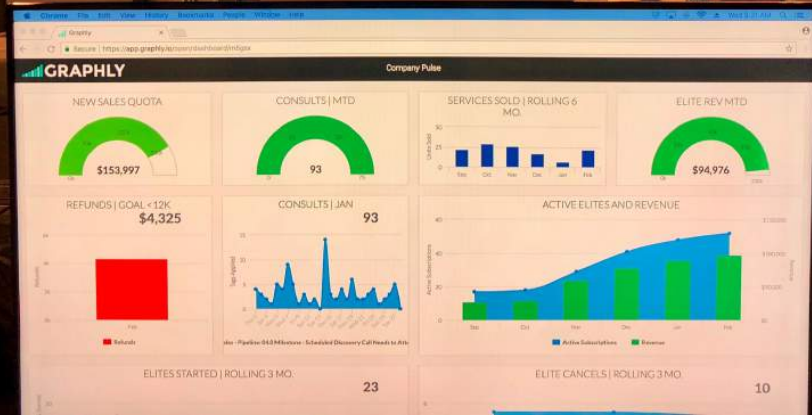
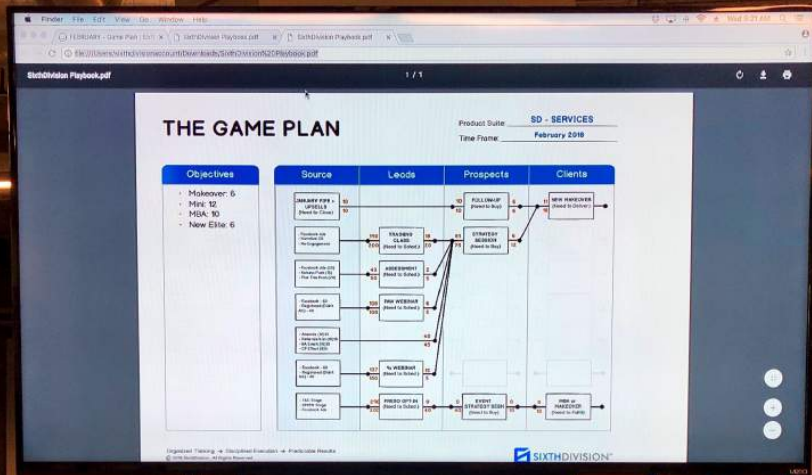


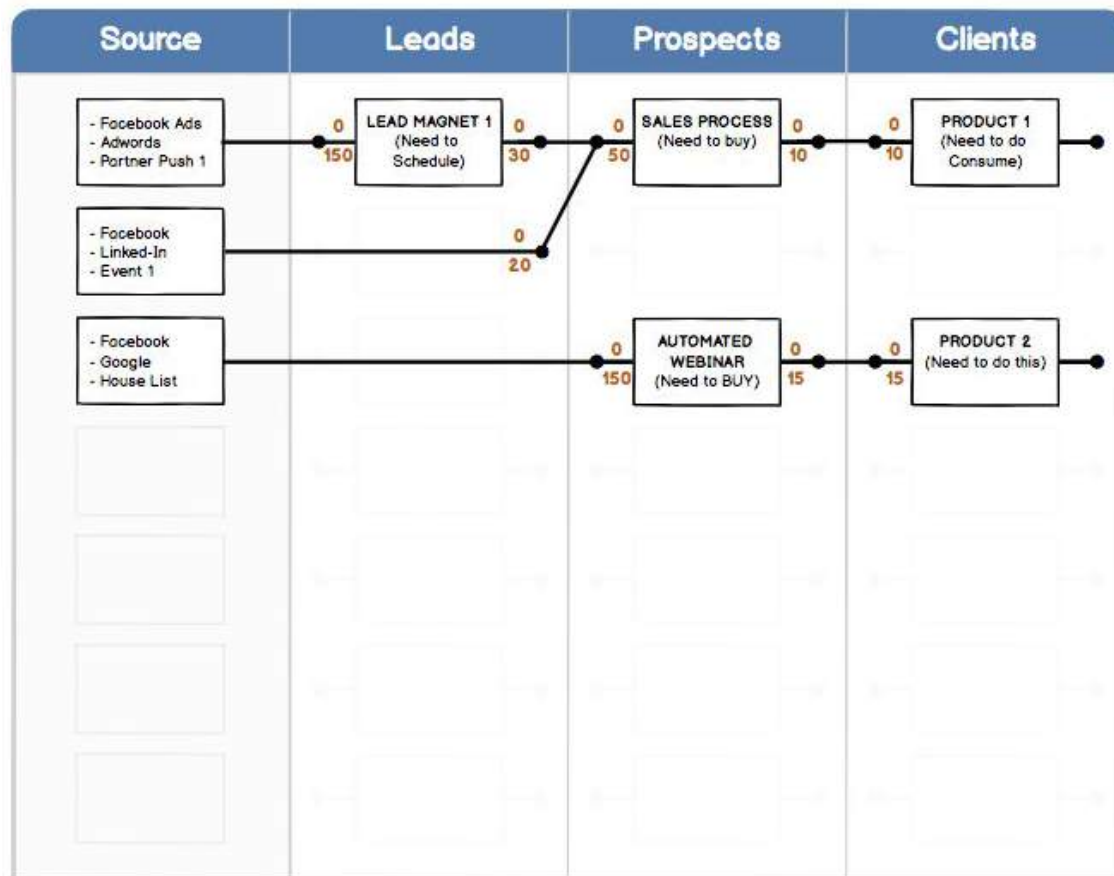


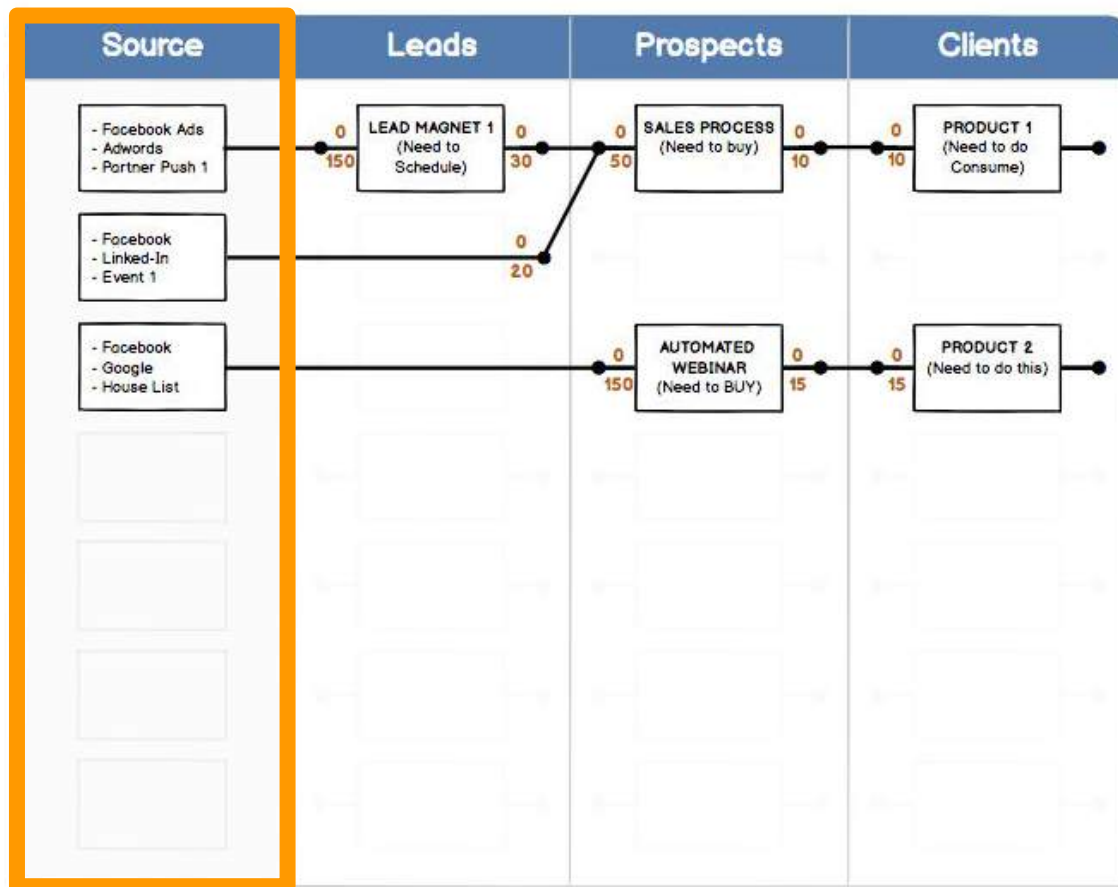




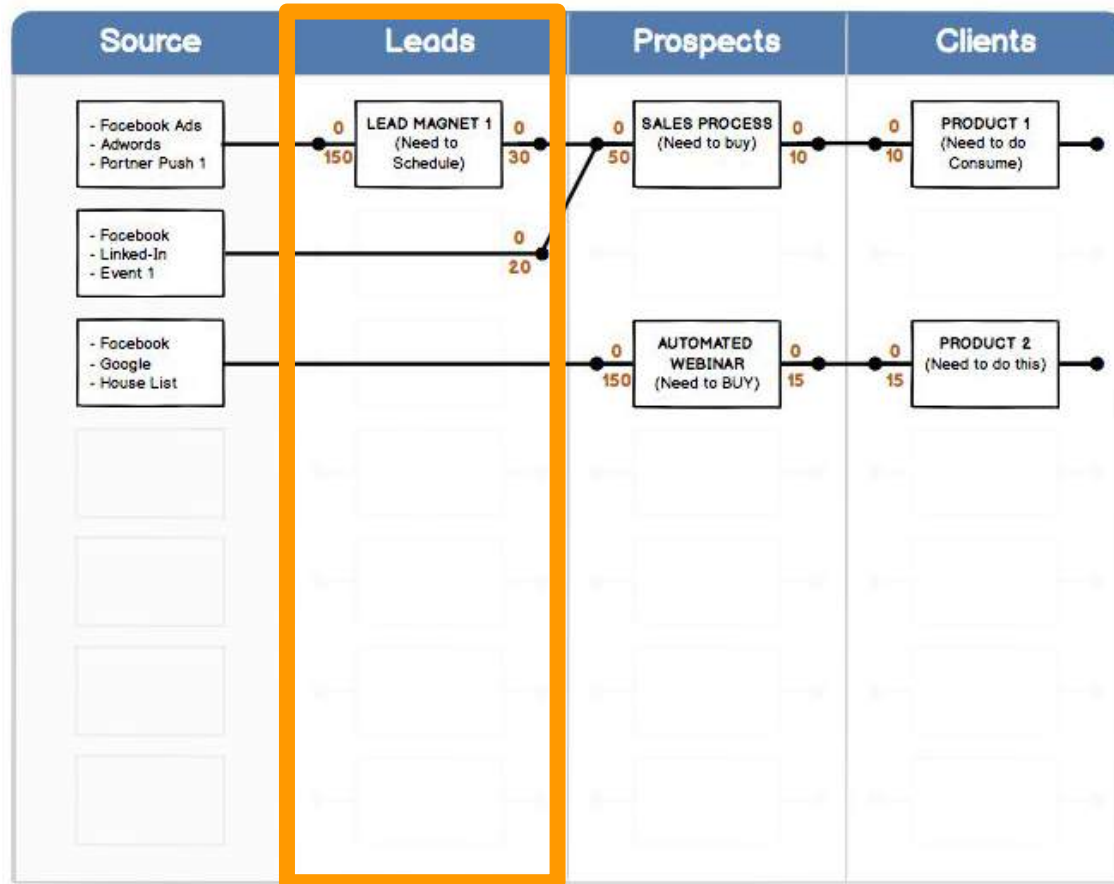


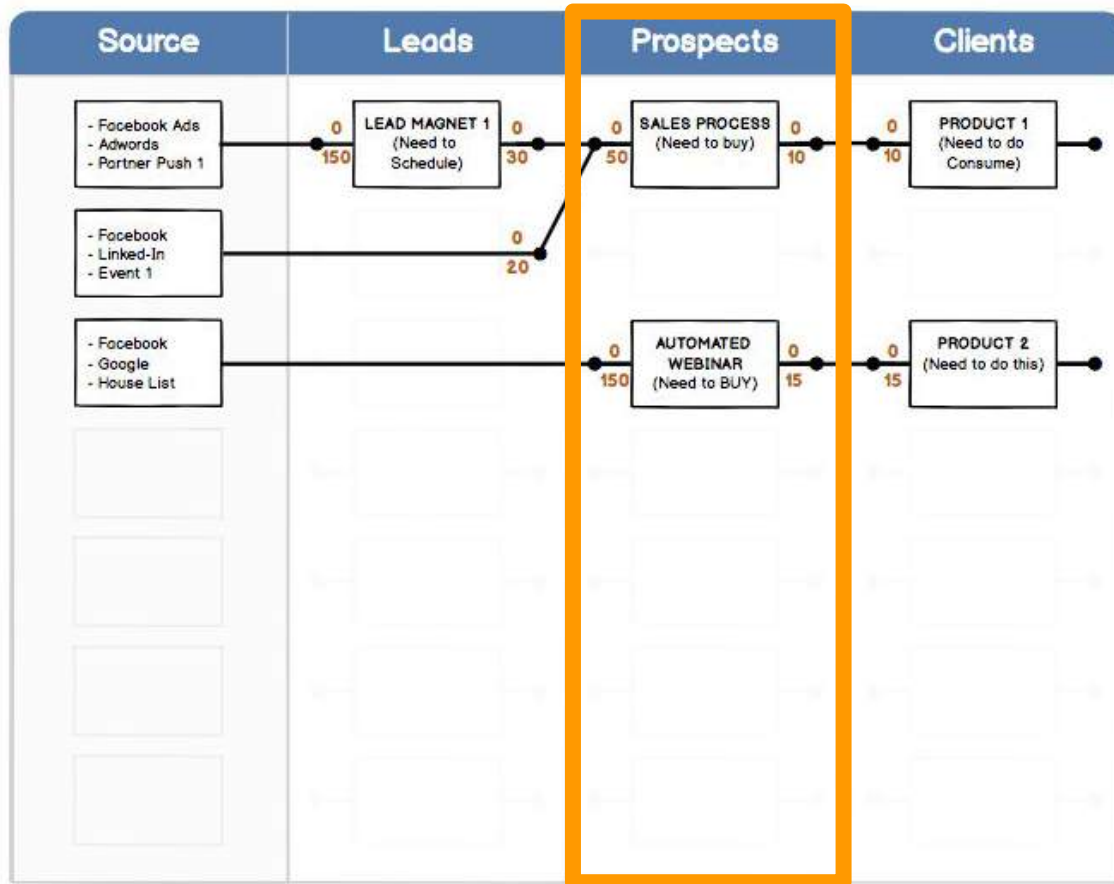


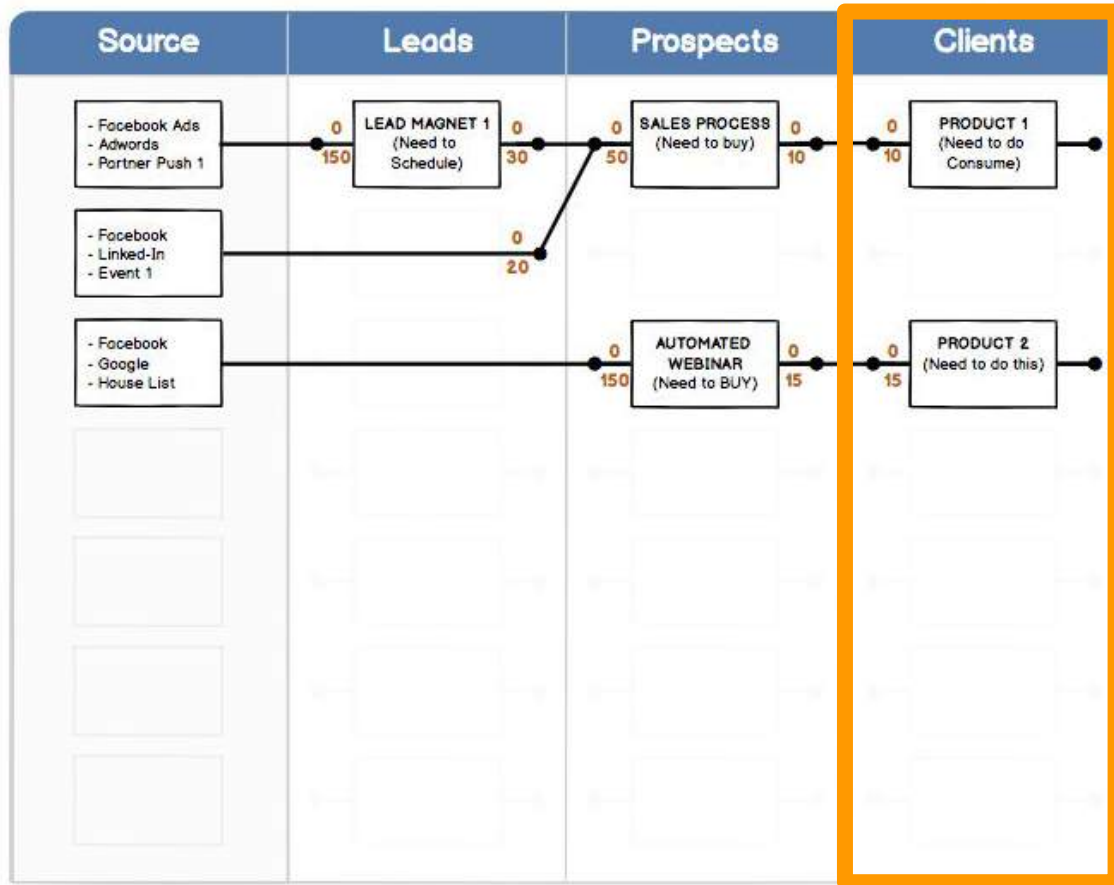




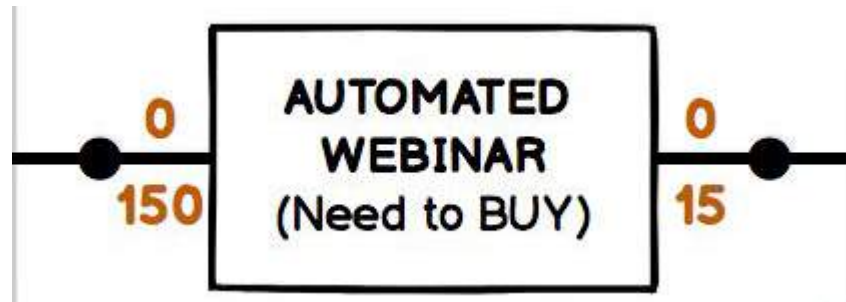






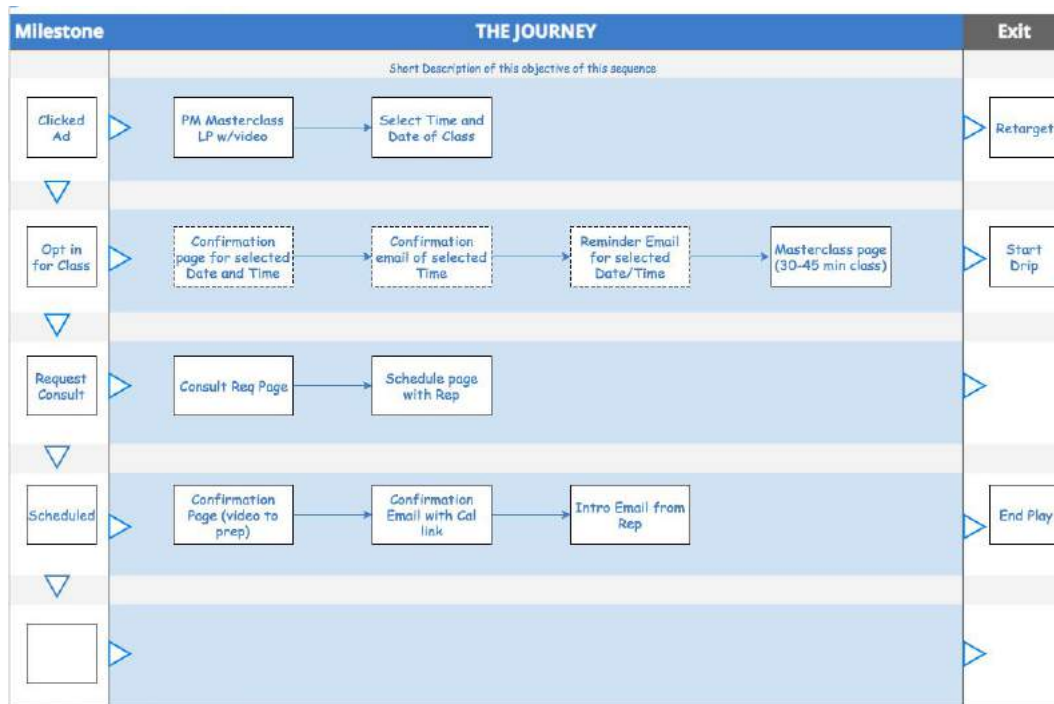


**WHAT DOES IT TAKE?**

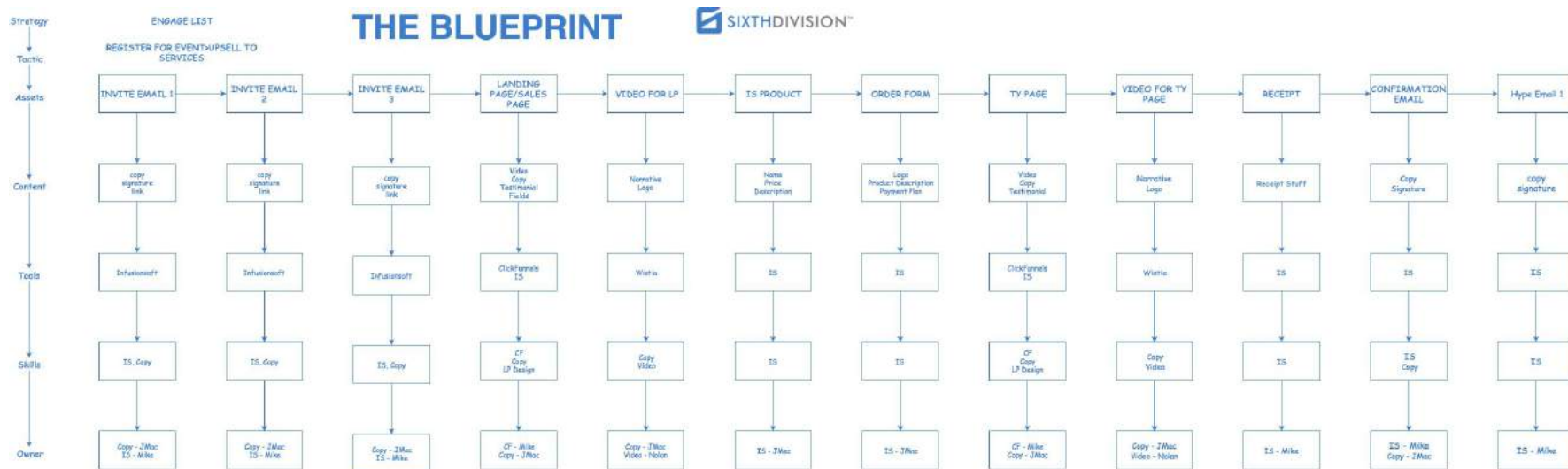




# THE JOURNEY



# THE BLUEPRINT





- ✓ WRITE Hype Email 2 🧑 JMac
- ✓ WRITE Hype Email 3 🧑 JMac
- ✓ WRITE Hype Email 1 🧑 JMac
- ✓ WRITE TY Page Copy 🧑 JMac
- ✓ EDIT LP Video - Nolan
- ✓ BUILD TY Page 3 🧑 JMac
- ✓ BUILD Landing Page 3 🧑 JMac
- ✓ SHOOT TY Page Video - Nolan 🧑 EXPO
- ✓ WRITE Landing Page Copy 1 🧑 JMac
- ✓ WRITE Confirmation Email 🧑 JMac
- ✓ SHOOT LP Video - Nolan 🧑 EXPO
- ✓ WRITE LP Video Script 🧑 JMac
- ✓ IMPLEMENT Reporting Widget in IS 🧑 NightShaver
- ✓ IMPLEMENT Confirmation Email 1 🧑 NightShaver
- ✓ IMPLEMENT Invite Email Sequence 📧 2 🧑 NightShaver
- ✓ SCHEDULE Nolan for shoot before Friday 📧 1 🧑 KDub
- ✓ WRITE Invite Email 3 🧑 JMac
- ✓ WRITE Invite Email 2 🧑 JMac
- ✓ WRITE Invite Email 1 5 🧑 JMac
- ✓ SET UP Order Form in IS 🧑 NightShaver
- ✓ SET UP Product in IS 📧 🧑 NightShaver
- ✓ WRITE Narrative 🧑 JMac

# THE TO-DO'S



- ✓ WRITE Hype Email 2 🧑 JMac
- ✓ WRITE Hype Email 3 🧑 JMac
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# THE TO-DO'S



# GSD & LAUNCH

**REPEAT.**

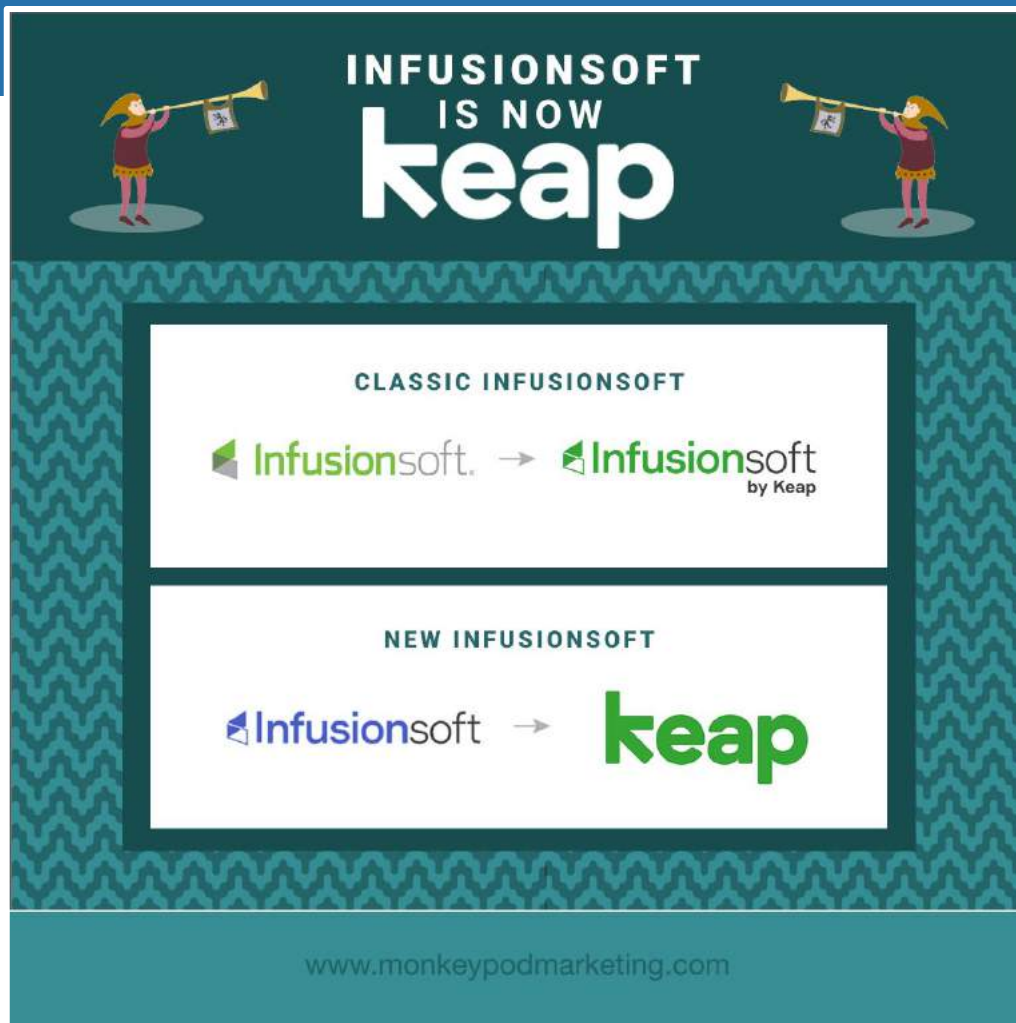


# BREAKING NEWS

keap

 **Infusionsoft**  
by Keap



**keap**




The graphic features a dark teal background with two cartoon characters in red tunics and yellow hats blowing long trumpets. The central text reads 'INFUSIONSOFT IS NOW keap'. Below this, a teal patterned border frames two white boxes. The top box, titled 'CLASSIC INFUSIONSOFT', shows the transition from the Infusionsoft logo to 'Infusionsoft by Keap'. The bottom box, titled 'NEW INFUSIONSOFT', shows the transition from the Infusionsoft logo to the 'keap' logo. The website 'www.monkeypoddmarketing.com' is at the bottom.

INFUSIONSOFT  
IS NOW  
**keap**

CLASSIC INFUSIONSOFT

 Infusionsoft →  Infusionsoft  
by Keap

NEW INFUSIONSOFT

 Infusionsoft → **keap**

[www.monkeypoddmarketing.com](http://www.monkeypoddmarketing.com)

**CLEAR?**



foundation

# **BUILDING BLOCKS**



# TAGS

Like labels on your contacts.

Used to segment, and trigger automation.

# CAMPAIGN BUILDER

Automation Engine.

Design your automated experience.

# TWO CAMPAIGN TYPES

1. Automating customer facing interactions, initiated by the customer.

# TWO CAMPAIGN TYPES

**2.** Automating internal processes, to help you get/stay organized and save time.

# CAMPAIGN BUILDER

Goals and sequences.



(ACTION)



(REACTION)

# CAMPAIGN BUILDER

- Combination of Goals and Sequences
- A process you want to be able to repeat
- Actions and Reactions



# GOALS

- What are they?

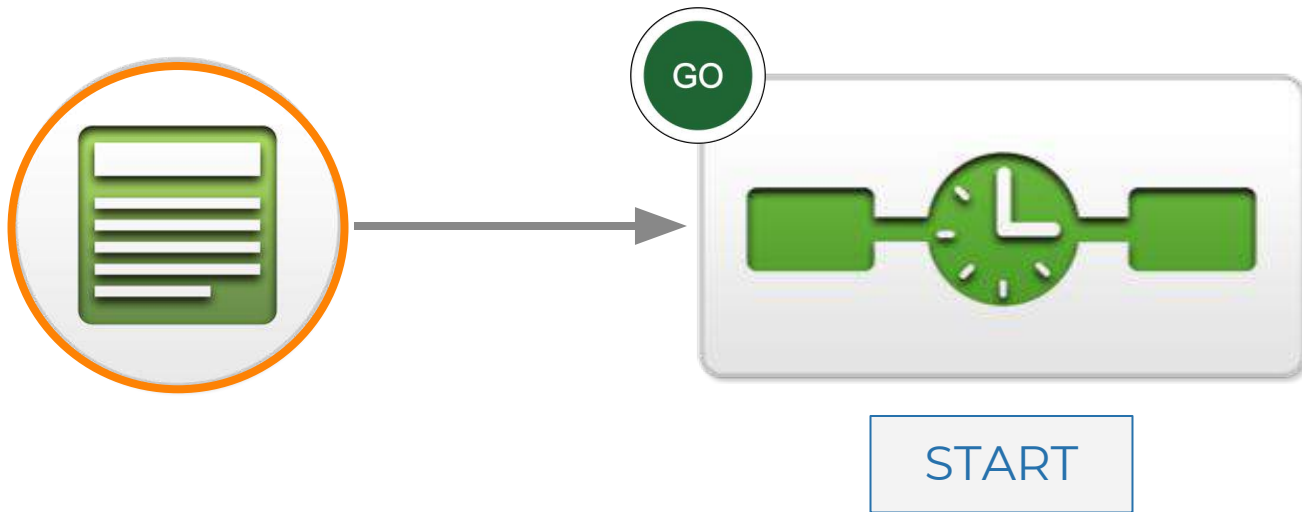
# WHAT ARE GOALS?

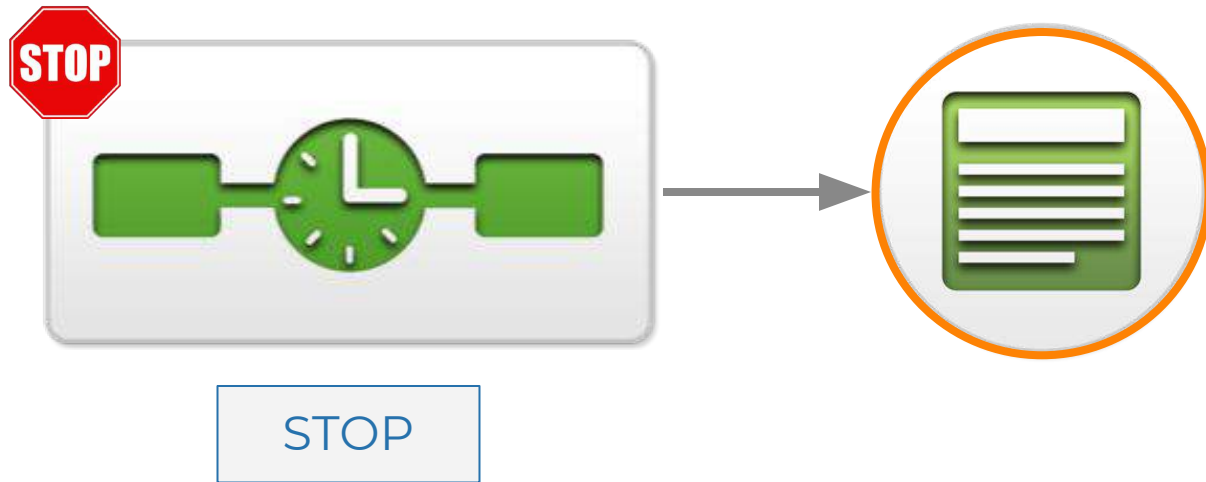
- High Level Milestones
- Key Benchmarks in a Process
- Important Shifts

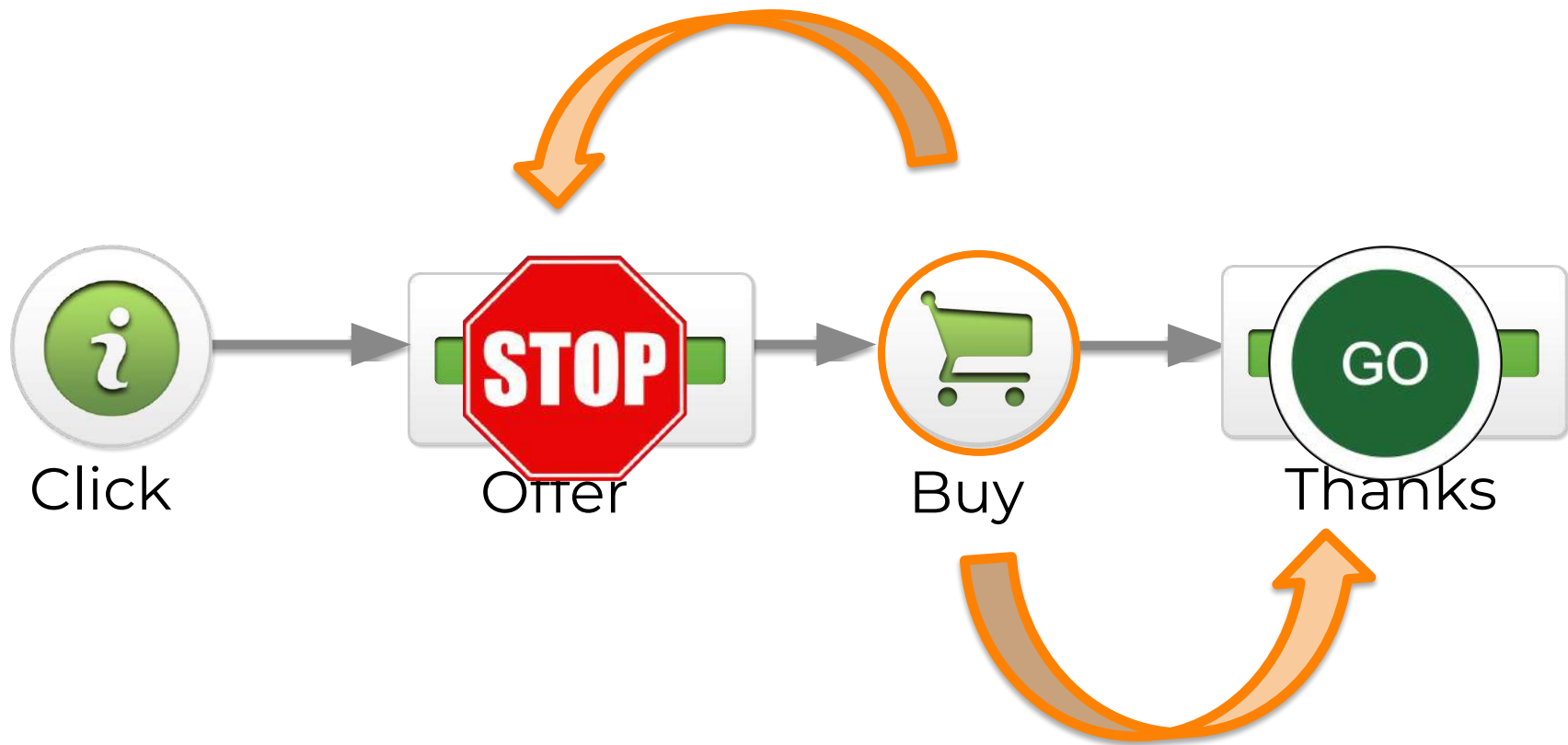
# GOALS

*Why do they matter?*

Goals are triggers that **start and stop** automation.







# GOALS

- How do we use them?

## Goals



Web Form  
submitted



Landing  
Page



Tag applied



Email Link  
clicked



Product  
purchased



Quote status



Web Page  
automation



Internal  
Form  
submitted



Task  
completed



Opportunity  
Stage  
moved



Note applied



Lead Score  
achieved



API



WordPress  
Opt-In



Landing  
Page  
submitted

# GOAL METHODS

This is what we're working with.



# GOAL TYPES

## CONTACT



Submits a Web Form



Submits a Landing Page



Clicks a Link



Purchases a Product

## USER / SYSTEM



Submits an Internal Form



Applies a Note



Applies a Tag



Moves an Opportunity

# SEQUENCES

- What are they?
- Why do they matter?
- How do we use them?

# SEQUENCES

- How you respond
- Communication items
- Steps in a process
- No set definition (a container)



**Sequence Tools**

Timers

- Delay Timer
- Date Timer
- Field Timer
- Start

Communications

- Email
- Voice
- Fax
- Letter
- Email (Legacy)

Process

- Apply/Remove Tag
- Apply Note
- Create Task
- Create Appointment
- Set Field Value
- Assign an Owner
- Create Opportunity
- Fulfillment List
- Add to CustomerHub
- Send HTTP Post
- Action Set (Legacy)

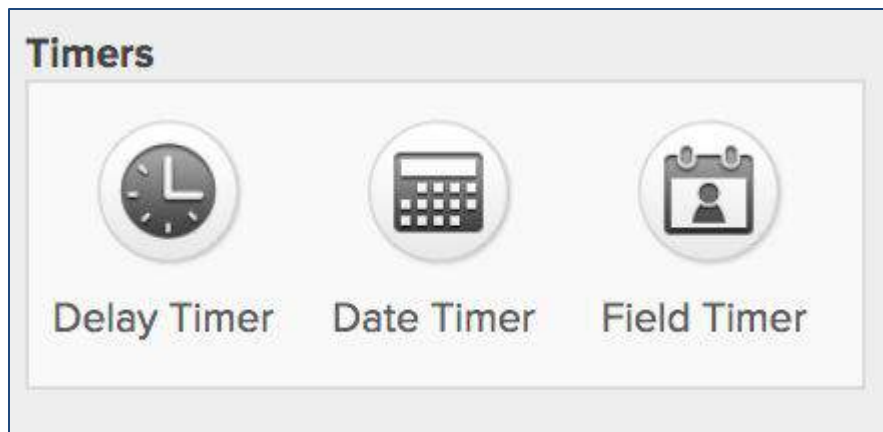
Other

- Start
- Notes



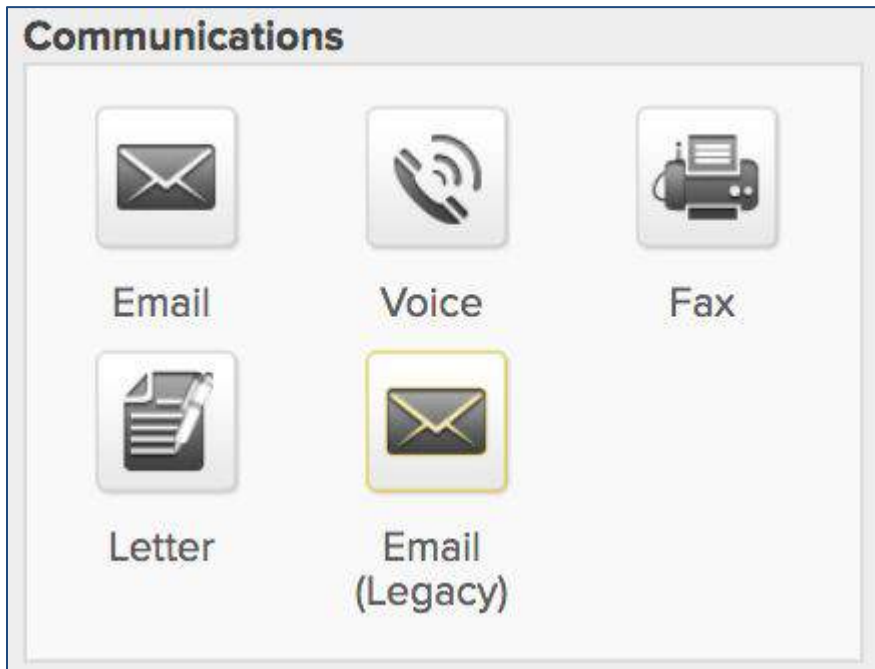
Main workspace grid for building a sequence.

# SEQUENCES

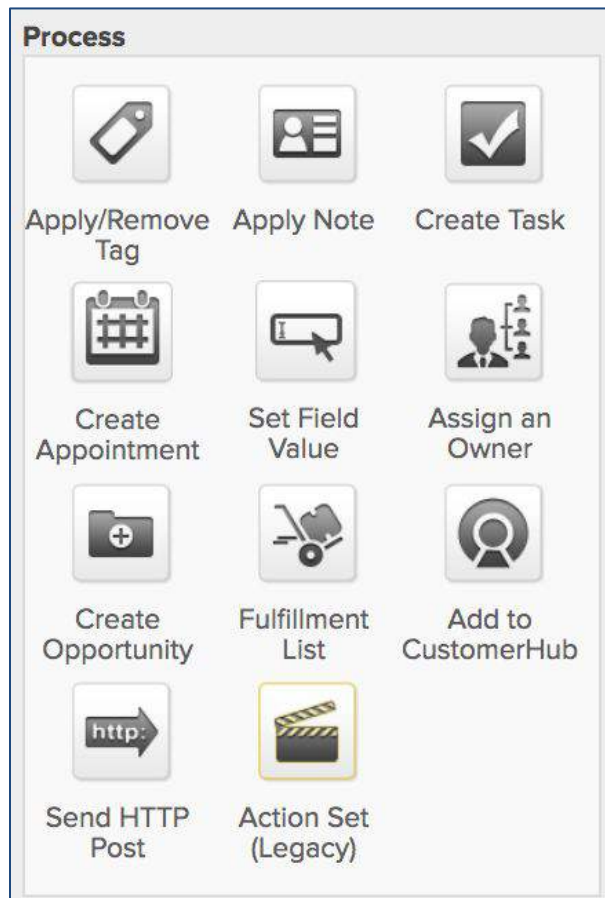


Timers control the delivery and schedule of your process.

# SEQUENCES



Communication pieces are how you interact with your contacts.



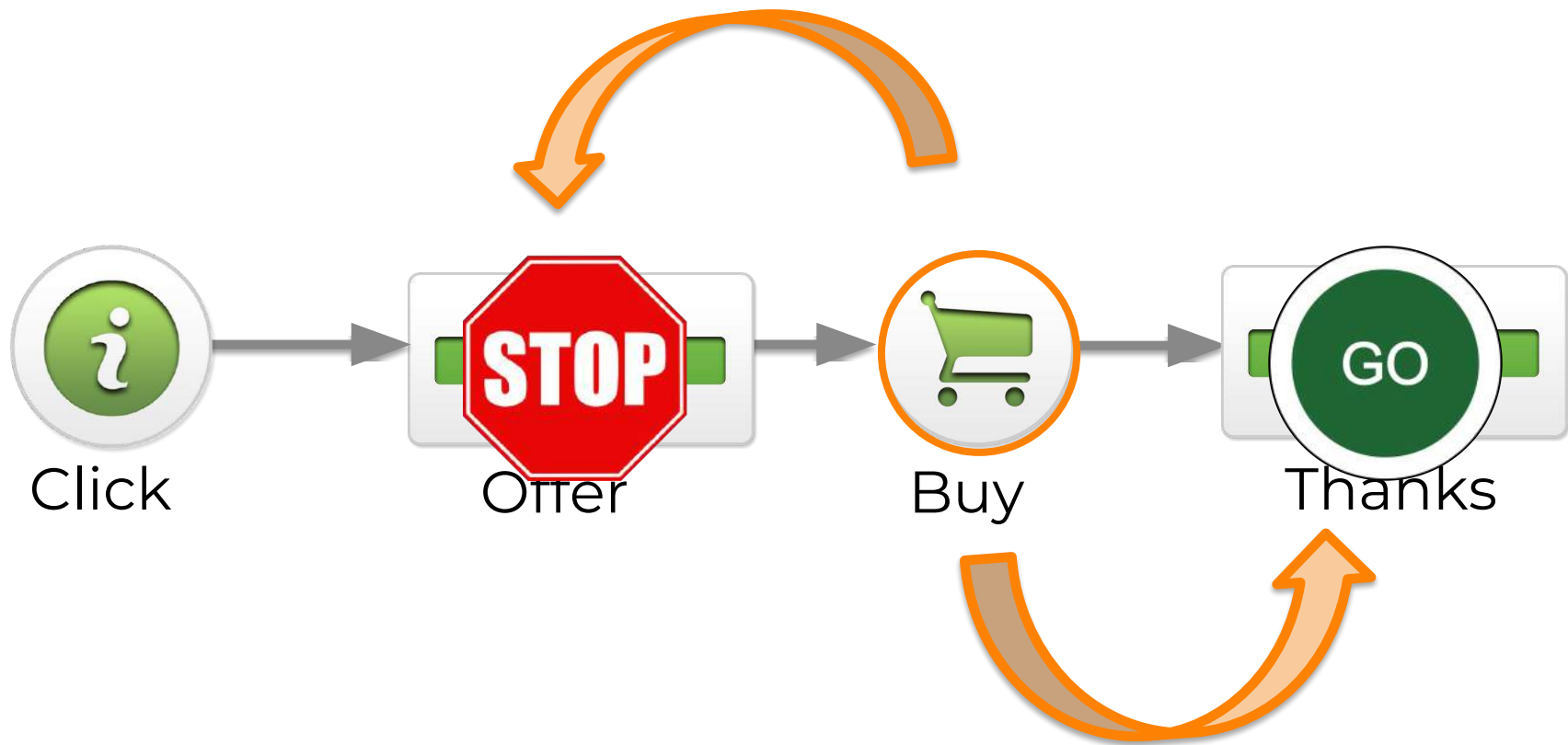
# SEQUENCES

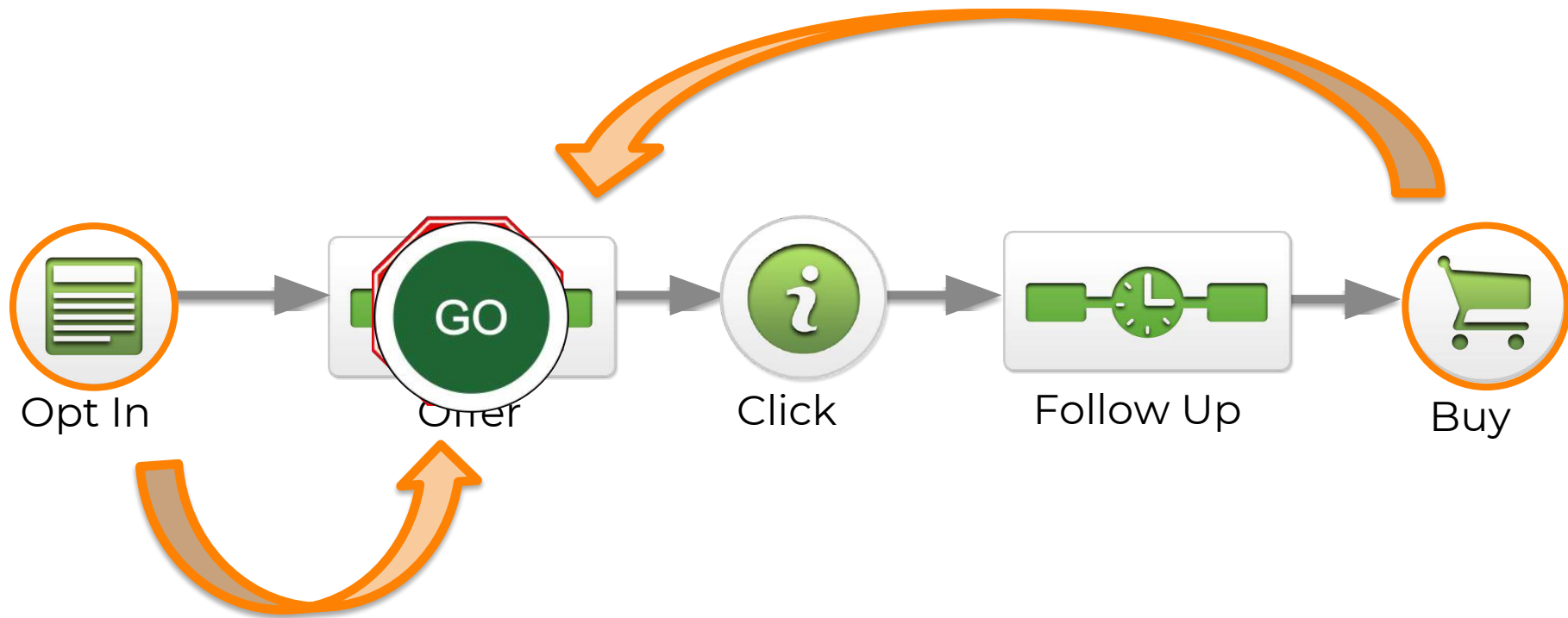
Processes are  
*anything* else you  
need to have  
happen.



**RECAP: START AND STOP**

KEEP IT SIMPLE





# **THE BUILD PROCESS**

# THREE QUESTIONS

What am I trying to do?

What are the success milestones?

What can I measure?

# WHAT AM I TRYING TO DO?

*“I have a new virtual course. I want to promote it on an upcoming webinar.”*

# WHAT ARE THE SUCCESS MILESTONES?

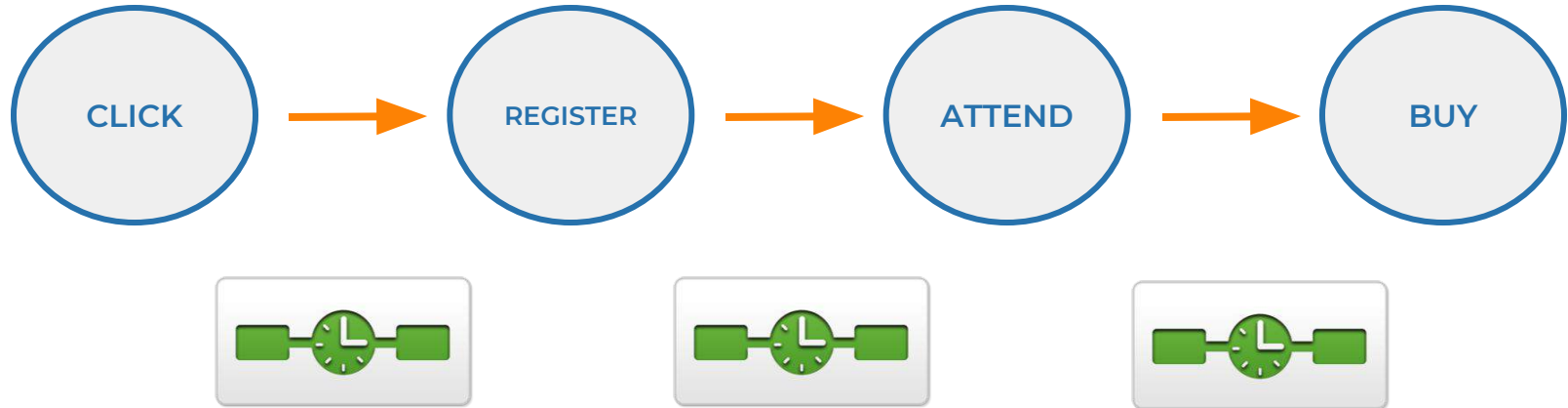
*“They need to click to the webinar page, they need to register for the webinar, they need to attend the webinar, and finally they need to buy the thing.”*

# WHAT CAN I MEASURE?

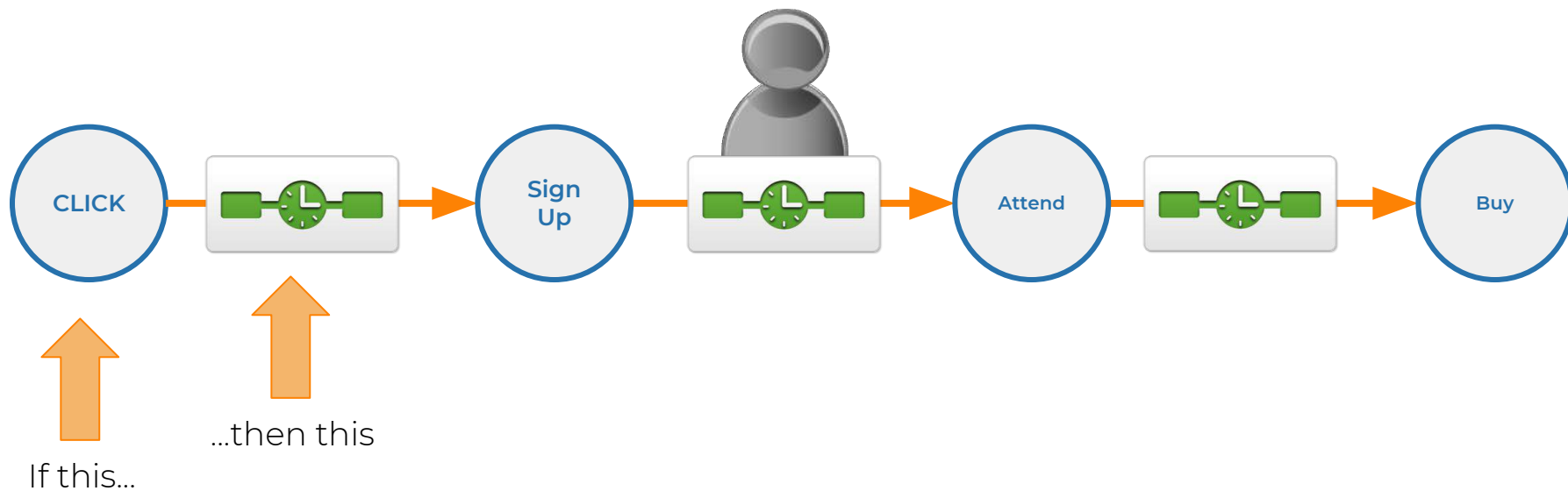
*“We can measure whether or not they register, buy, or attend.”*

Sometimes there are things that happen offline that we cannot measure.





What do we know about someone  
who is in this sequence?



# DESIGN AND BUILD

- Decide your high level milestones
- Map out your campaign structure
- Define your goal settings (*what are you tracking?*)
- Add your sequences (*what will move them along?*)
- Configure each element
- Mark as Ready
- Publish Campaign
- Test and Launch
- Measure and Improve

So these are my tools...



....but what do I build.

# MARKETING AUTOMATION

Create the optimal customer experience, and then replicate it for everyone.

No more leads slipping between the cracks.

No more inconsistent customer experience.



Attract

Capture

Educate

Convert

Deliver

Repeat

**BREAK**



strategy

**CAPTURE LEADS**

Attract

**Capture**

Educate

Convert

Deliver

Repeat

# LEAD CAPTURE

- Web Forms
- Landing Pages

You can and should use both.

# WEB FORMS

- Are embedded on your site(s)
- Capture prospects where they are
- Can trigger campaign goals

# LANDING PAGES

- Include a web form
- Are much more targeted
- Are stand-alone pages
- Can trigger campaign goals

# LANDING PAGES

- Old Builder
- New Builder

## Goals



Web Form submitted



Landing Page



Tag applied



Email Link clicked



Product purchased



Quote status



Web Page automation



Internal Form submitted



Task completed



Opportunity Stage moved



Note applied



Lead Score achieved



API



WordPress Opt-In



Landing Page submitted

# LEAD CHANNELS

Landing Pages

Web Forms

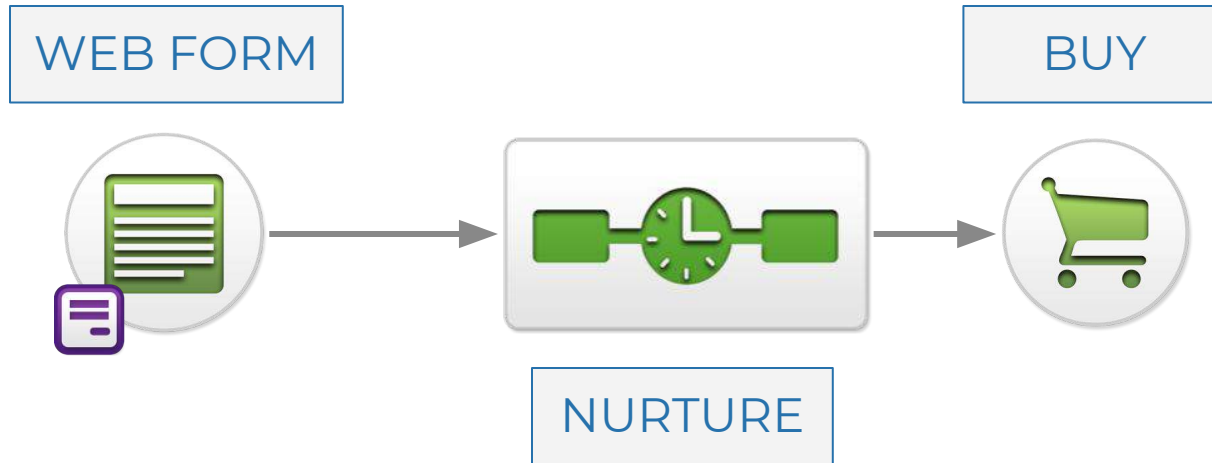
Internal Forms

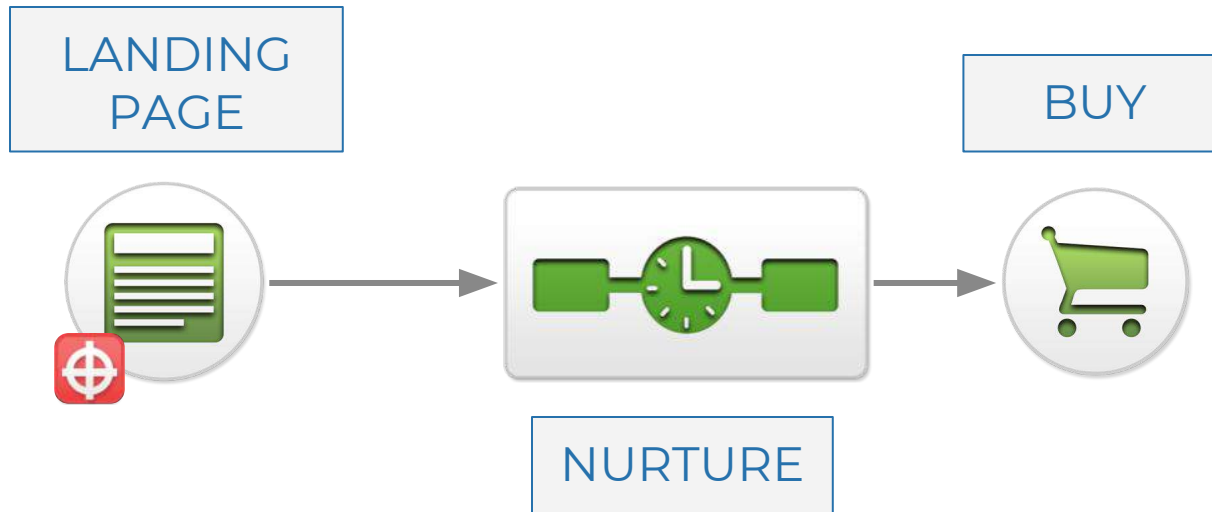
WordPress

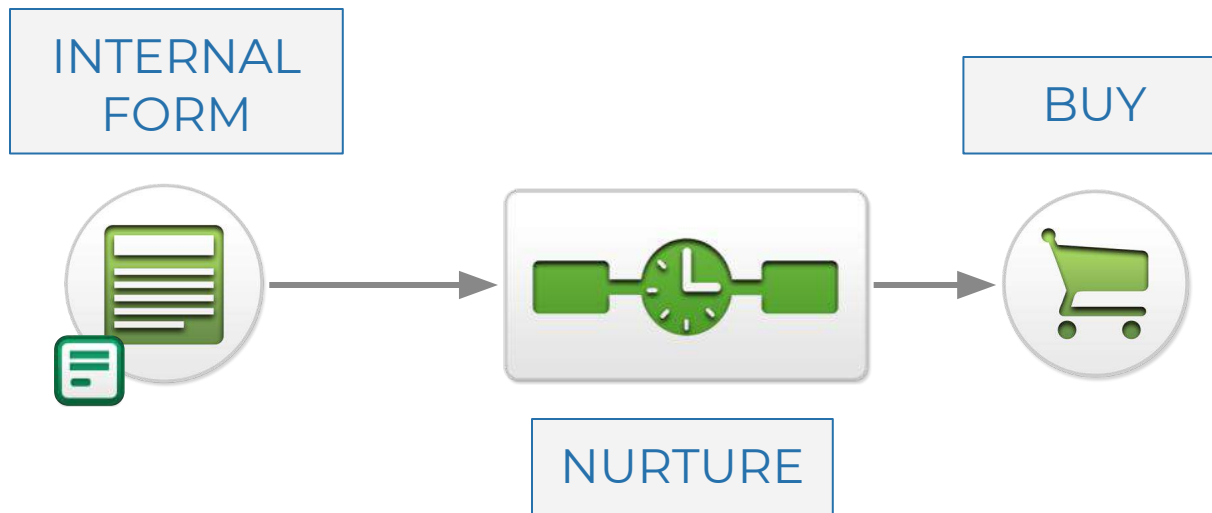
API

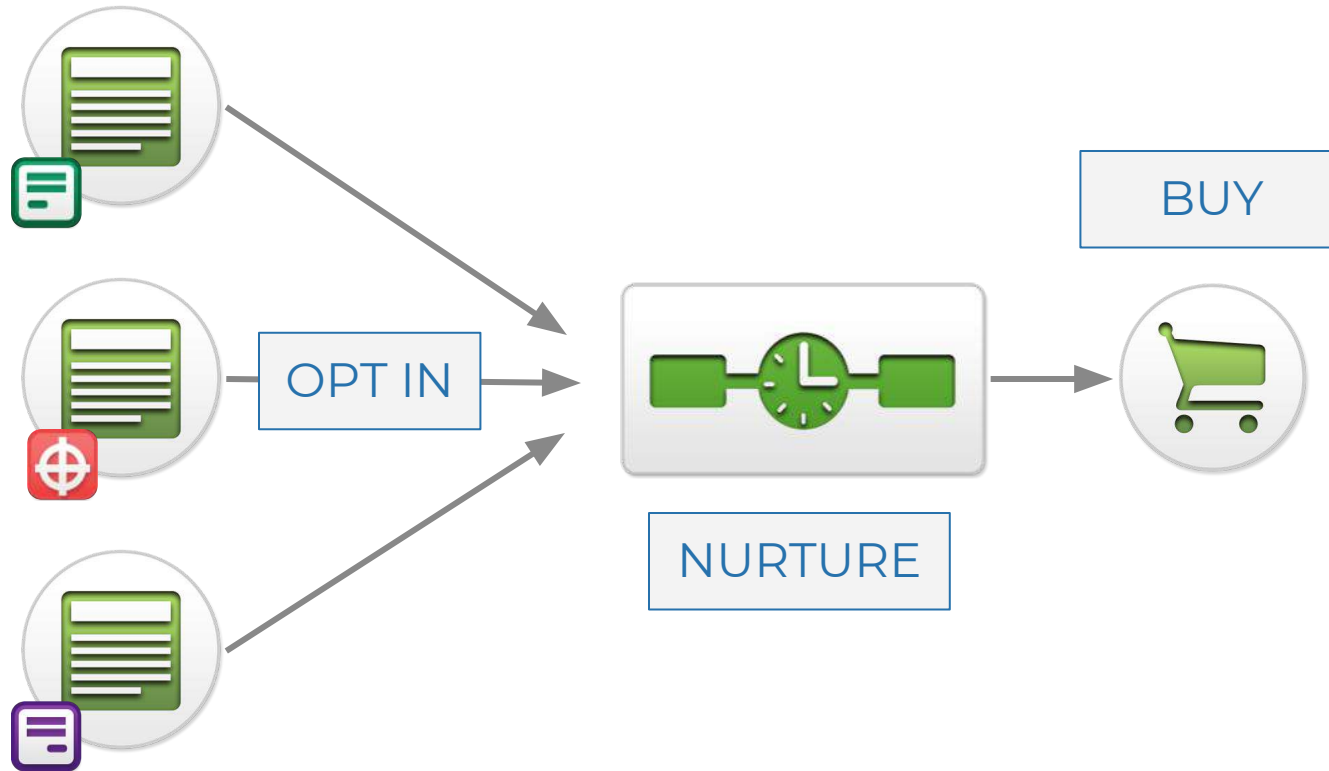












	Internal Form	Web Form	New Landing Pages	Old Landing Pages
<b>Design</b>	None	Basic	Advanced	Basic
<b>Build Time</b>	Fastest	Quick	Slower	Quick
<b>Where</b>	Inside IS	Use on other pages	Stand Alone	Stand Alone
<b>Who</b>	Users	Anyone	New leads	Folks on your list
<b>Fields</b>	All	Contact, Radio, Checkboxes	Contact*, Radio, Checkboxes, Dropdown	Contact, Radio, Checkboxes

# THIRD PARTY

- JotForm
- Gravity Forms
- FormLift\*
- Thrive
- LeadPages
- ClickFunnels
- Modern Forms *(from PlusThis)*

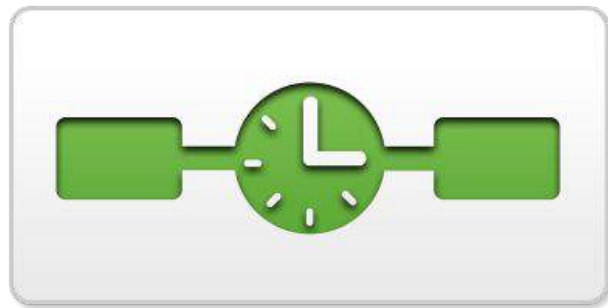
# SEGMENTATION

What info do you collect?

- Email Address (always)
- Fewer questions is better
- Only ask what you'll use



If this...



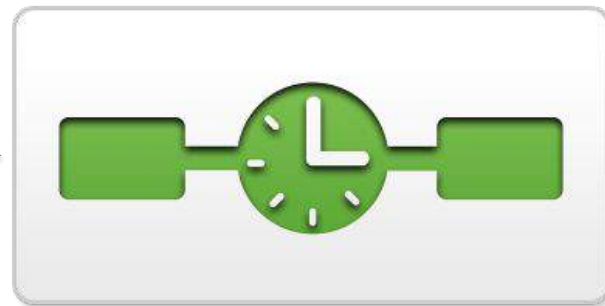
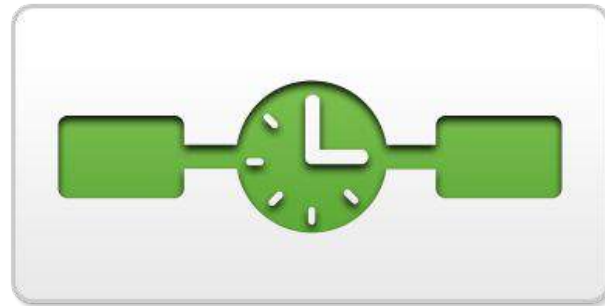
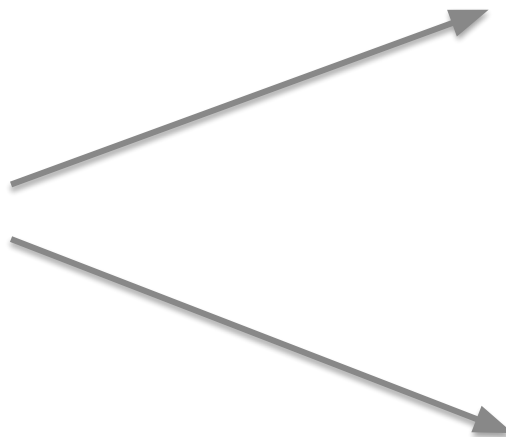
...then this.



**WAIT, ALWAYS?**



If this...



...then what?

# DECISION DIAMONDS

# RULES

- All Tags
- Select Standard Fields
- All Custom Fields
- Form Submission Data\*

# EBOOK



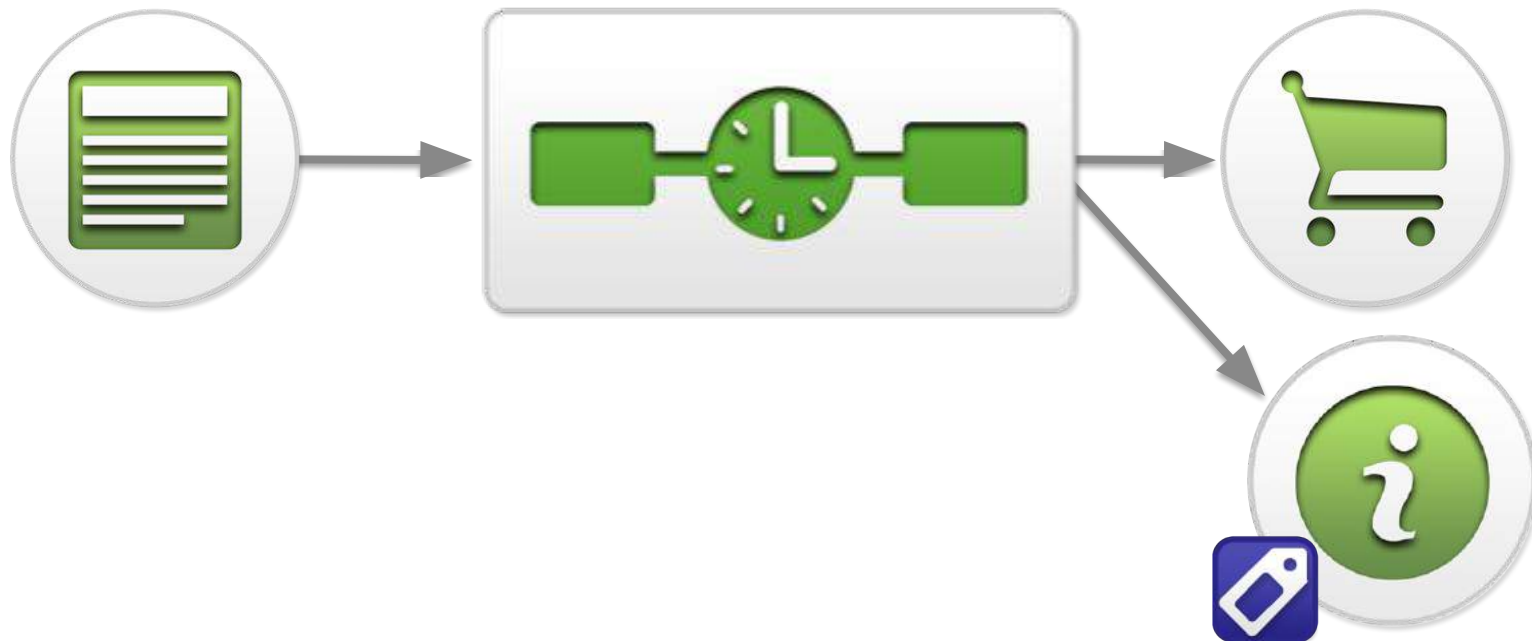
# CONSULT



# SUBSCRIBE



# BUT WHAT IF THEY DON'T?



Transfer to Nurture

Attract

**Capture**

Educate

**Convert**

Deliver

Repeat

after lunch

# CASE STUDY | INTEGRATIONS



**LUNCH**

break out sessions

# CASE STUDY | INTEGRATIONS

strategy

**FOLLOW UP | NURTURE**

Attract

**Capture**

Educate

**Convert**

Deliver

Repeat

# All customers come from one of two places.

1. New leads.
2. Existing leads.

Converting your existing list  
at a higher rate doesn't cost  
you a penny.

Attract

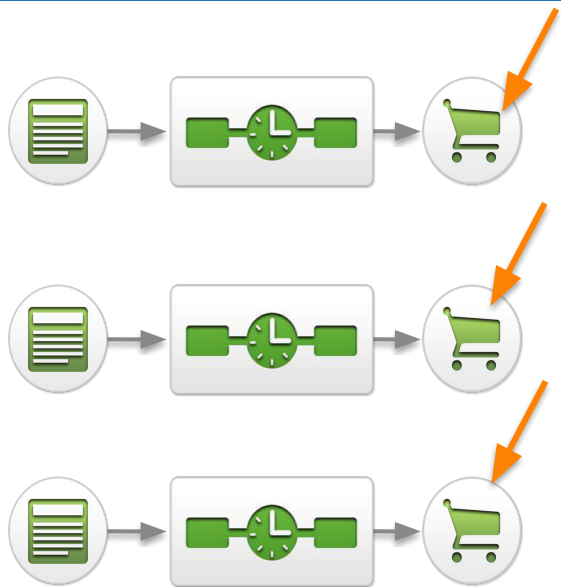
Capture

**Educate**

Convert

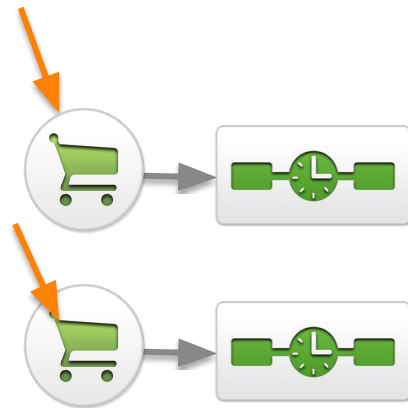
Deliver

Repeat



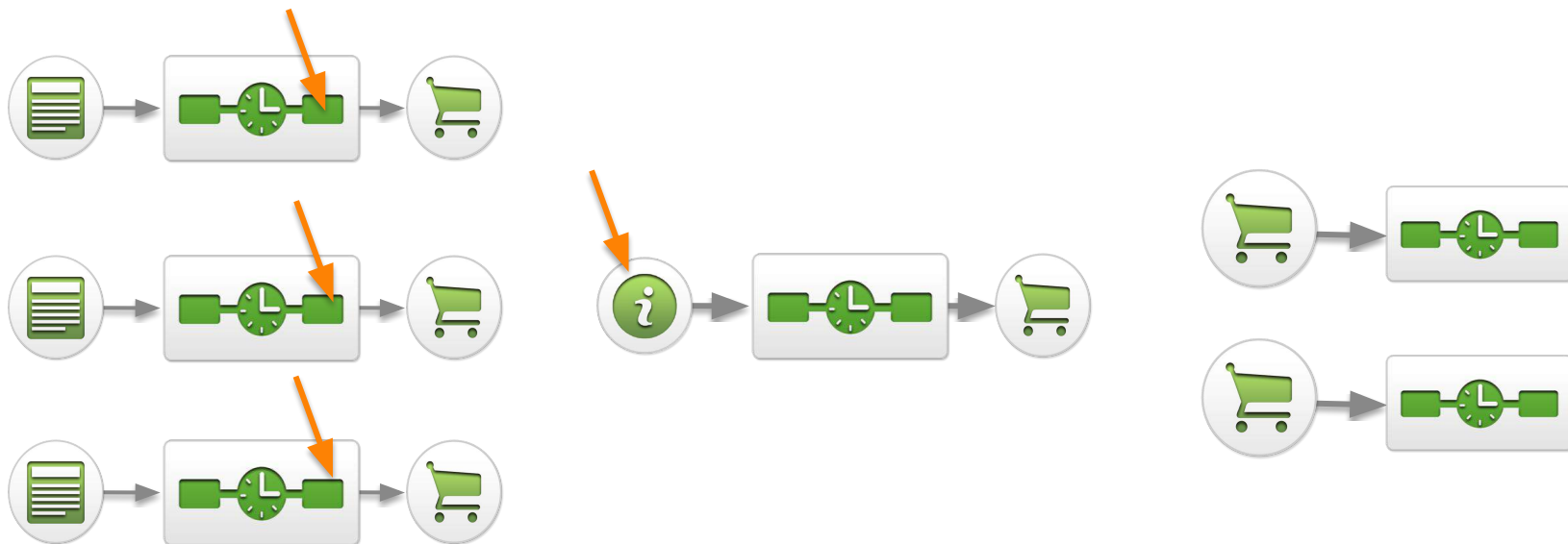
**CAPTURE  
LEADS**

*What if  
they don't?*

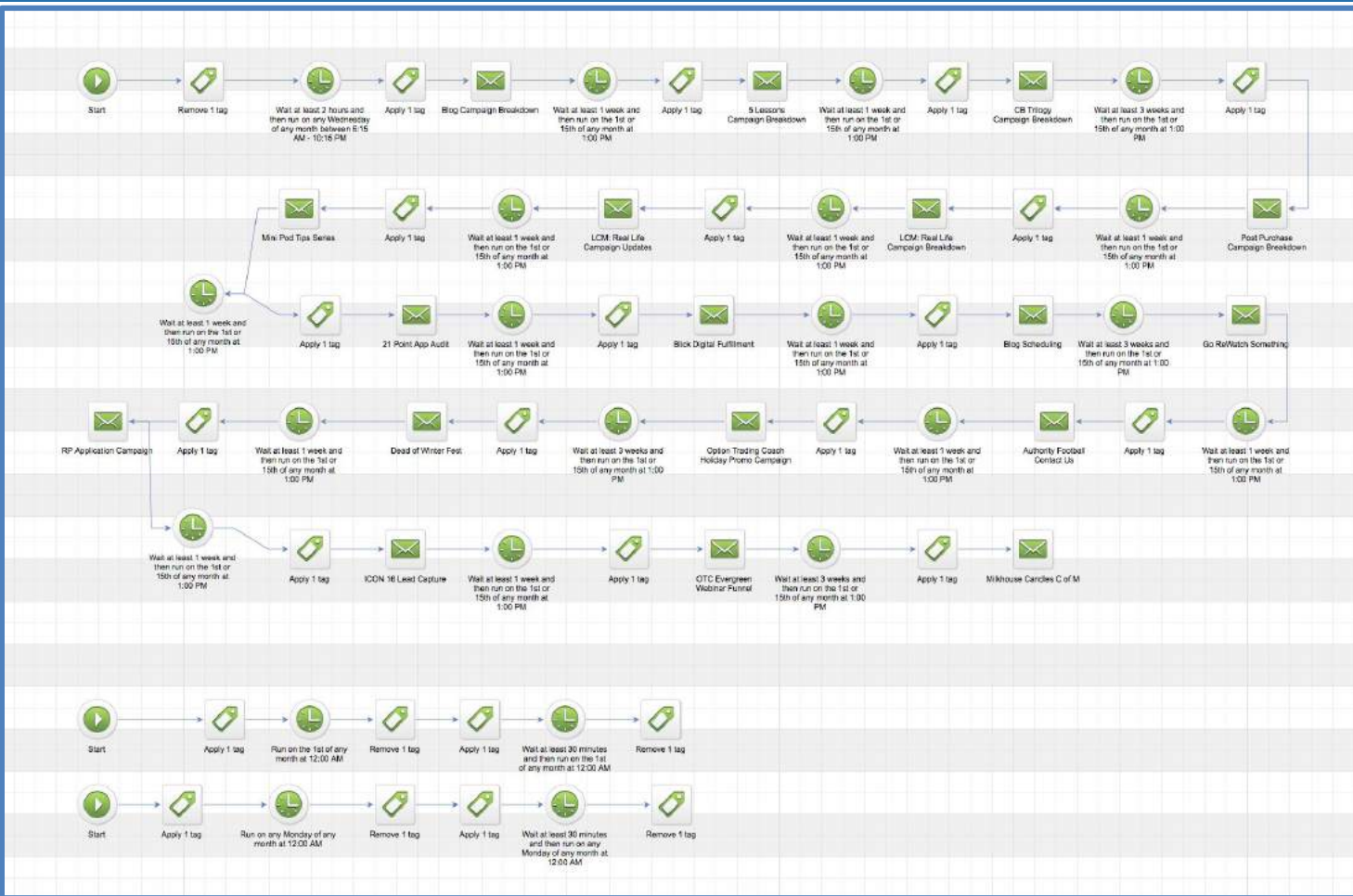


**CONVERT  
SALES**





Use tags to transfer contacts between campaigns.



# COOL. WHAT NEXT?

11 questions to guide your  
nurture process



What is the  
desired outcome?

# 2

How are you  
providing value?





How long do I  
nurture?





How often do I  
follow up?





Am I using  
pattern interrupt?





Have I added a  
personal touch?





What happens to  
those who don't buy?



Set clear  
expectations





How am I positioning  
my brand?

10

What do I say?



A background image showing a yellow ruler with black markings and numbers, and a row of white, oval-shaped pills. The pills are arranged diagonally and have the letters 'S', 'U', 'C', 'E', 'S' printed on them in a grey font. The ruler is positioned below the pills, with the numbers 93, 94, 95, 96, 98, 99, 100, and 101 visible.

How do I measure it?

# START WITH ONE FUNNEL FOR EVERYONE

A safety net for anyone who would have slipped between the cracks.

# ITERATE ON IT.

Enhance it. Revise it.

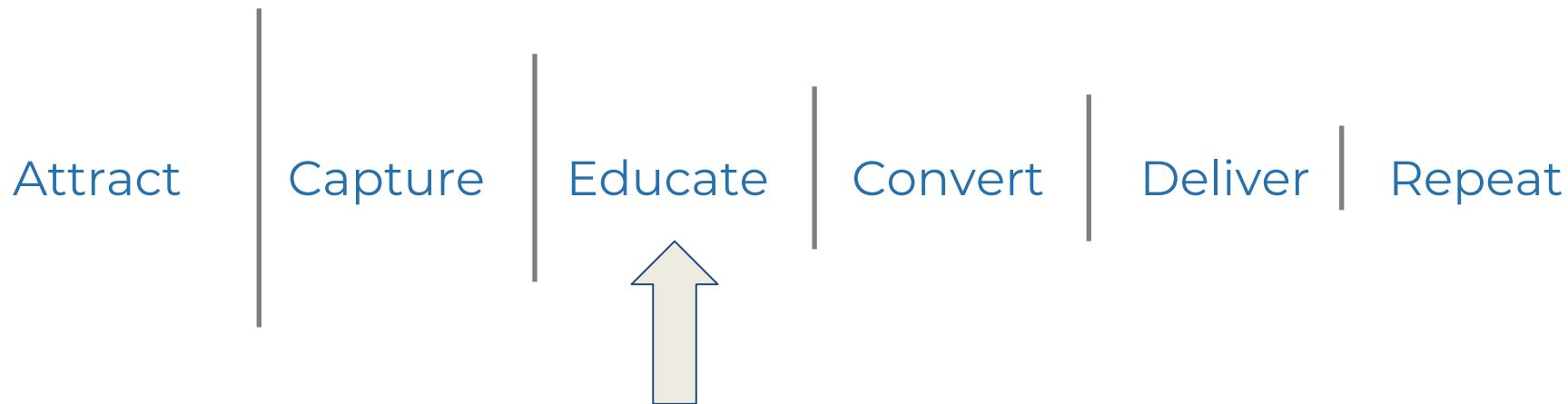
Tailor it for specific products.

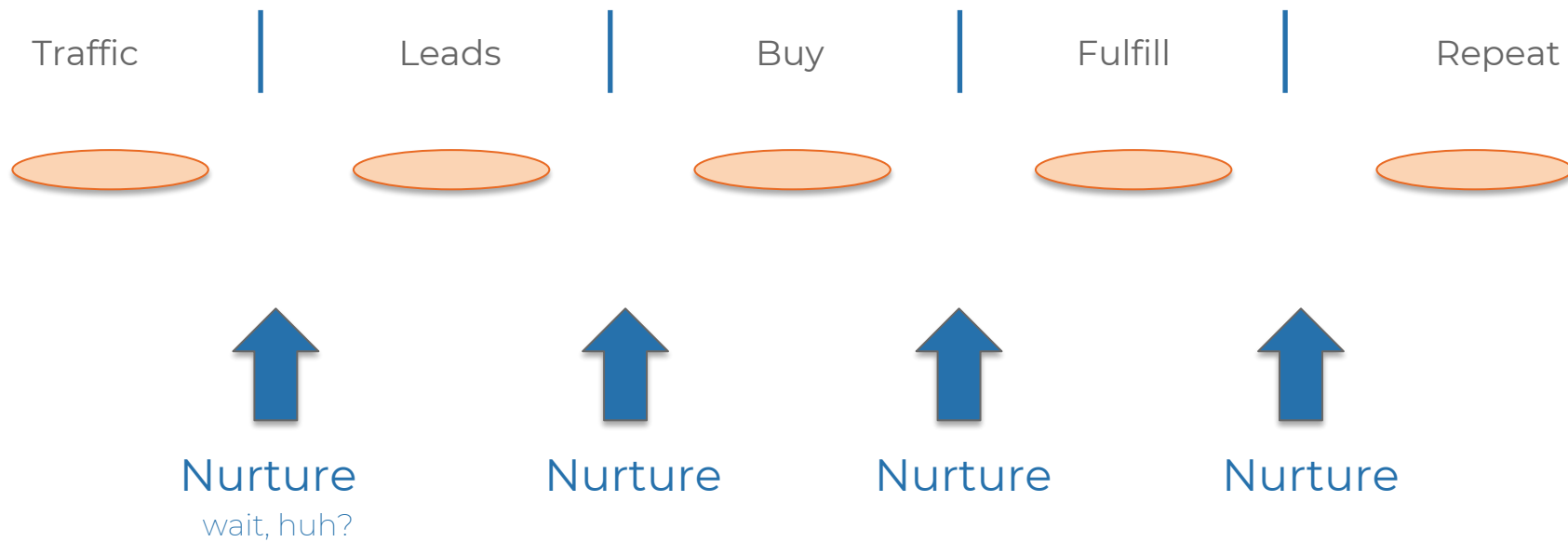




# ACTION STEPS

1. Find all your entry points.
2. Look for the bottlenecks.
3. Add a “*Transfer to Nurture*” tag.
4. Build a nurture campaign starting with that tag.
5. Provide **value**.
6. Transition them to the fulfillment campaign when they buy.





Traffic

Leads

Buy

Fulfill

Repeat



Traffic

Leads

Buy

Fulfill

Repeat

# **NURTURE PLANNING**

[illegible]

Item	Category	Topic	Delay	CTA
Tag/HTTP	Facebook	Starter Kit FT	0 days	Start Free Trial
Email	Podcast	Automation	7 days	Listen
Email	Blog	Automation	10 days	Read More
Email	Ebook	5 Lessons Ebook	10 days	Download
Email	Course	Starter Kit FT	7 days	Start Free Trial
Email	Blog	Starter Kit FT	14 days	Buy Course

# **NURTURE EXAMPLES**





## Heads up!

Hello Raushana and Greg,

This is just a friendly reminder that Payroll on AutoPilot<sup>®</sup> will automatically run Monkeypod Marketing, LLC's payroll tomorrow for the 01/09/2019 - 01/24/2019 pay period. Your employees will get paid on time, and you won't have to do a thing!



**We've got you covered!**

As Q3 2018 comes to a close, it's time to file Monkeypod Marketing, LLC's end-of-quarter payroll filings. Your job: put your feet up. Gusto automatically makes these filings for you at no extra cost.



**FIN**

[PAUSE FOR  
UPROARIOUS APPLAUSE]

action plan

# LESSONS LEARNED

Attract

**Capture**

**Educate**

**Convert**

Deliver

Repeat

How they  
heard  
about you

Why they  
engage  
with you

What  
happens in  
between?

The value  
you  
provide

The reason they  
come back again  
and again

**HASTA  
TOMORROW**



# THE FASTPASS

welcome back

in partnership with





# Day Two

9:00	Fulfillment
10:30	Break
10:45	Micro Sessions [Case Study   PlusThis]
11:45	Reporting
12:30	Lunch
1:30	Traffic and LeadSources
2:30	Specific Tactics to Level Up
3:15	Break
3:30	Next Steps   Action Plan
5:00	Bon Voyage

foundation

**FULFILLMENT**

Attract

Capture

Educate

Convert

**Deliver**

Repeat

# FULFILLMENT

- Fulfillment Reports
- Fulfillment Lists

Infusionsoft just needs to  
know that a sale took place.

## **Outside the Campaign Builder**

- Fulfillment Reports
- Reports

## **Inside the Campaign Builder**

- Purchase Goals
- API Goals
- Fulfillment Lists
- Automated Emails
- Membership Access
- Satisfaction Survey
- Upsell/Cross-sell
- Partner Recruitment
- Thank You Cards

## **step 1:**

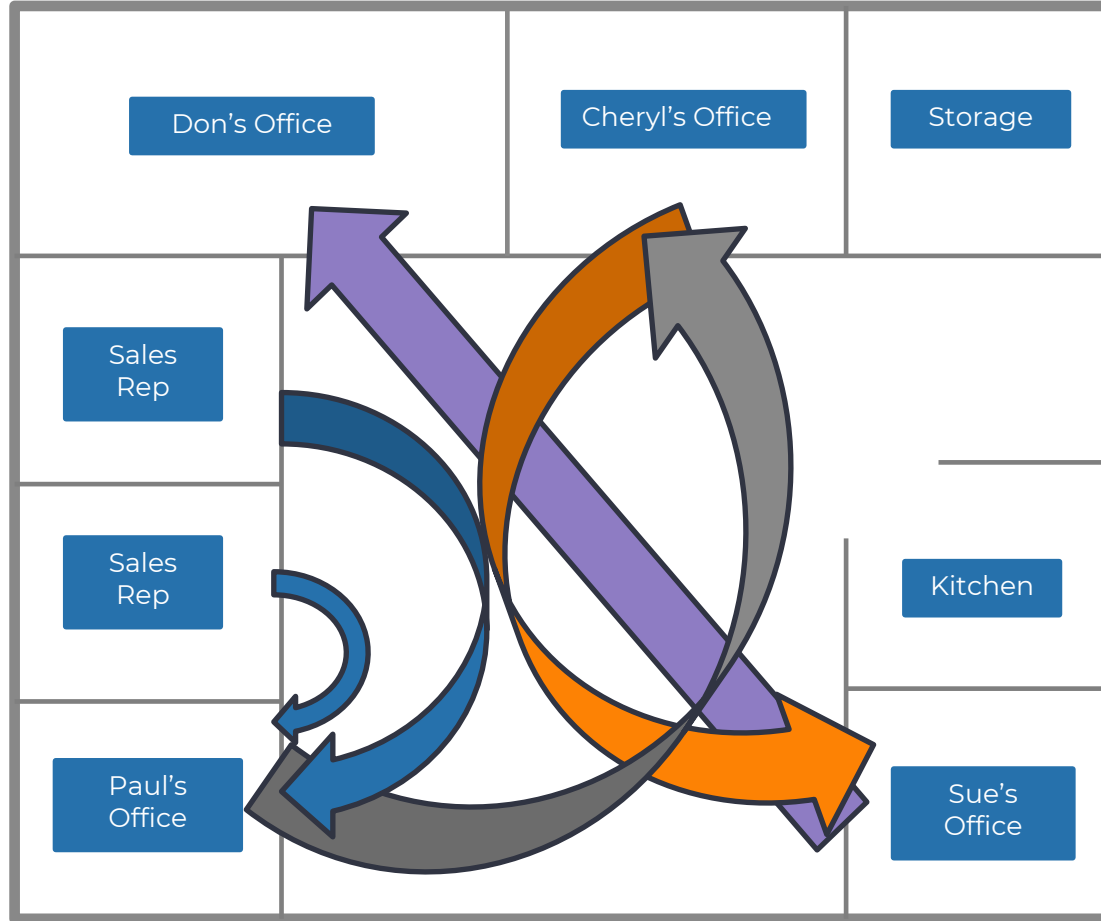
Give them what they bought.

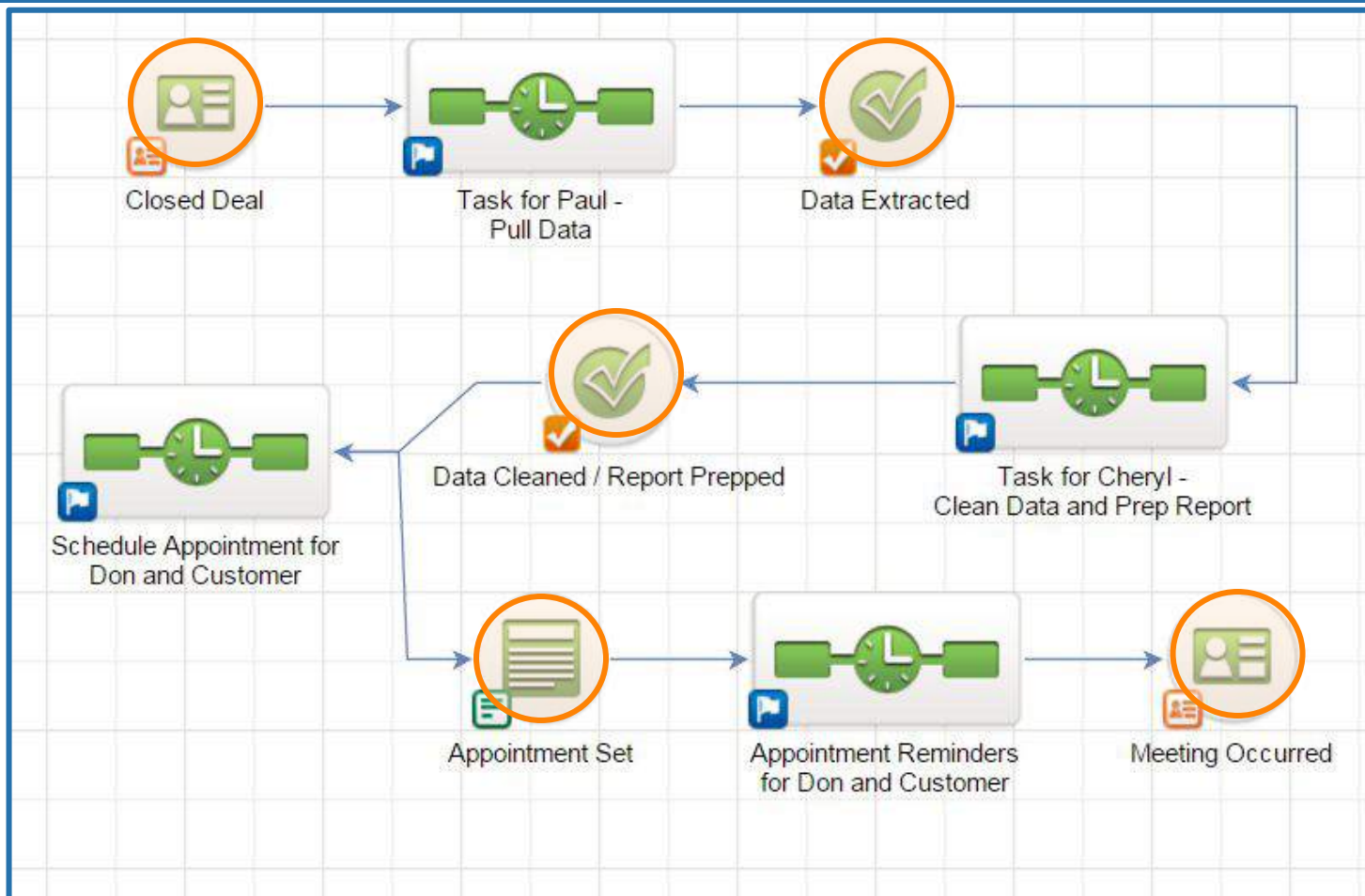
## **step 2:**

Everything else.

# **CUSTOMER EXAMPLE**







Attract

Capture

Educate

Convert

Deliver

**Repeat**

**BREAK**

strategy

# **MONTHLY GAMEPLAN**

**Predictability comes from intentionally architecting systems that produce your intended experiences.**

# ONE THING

**SCHEDULE YOUR FREE**  
**PREDICTABLE REVENUE MACHINE**  
**PLANNING SESSION**  
**BEFORE YOU LEAVE**



## THE GAME PLAN

Product Suite: \_\_\_\_\_

Time Frame: \_\_\_\_\_

Objectives	Source	Leads	Prospects	Clients
Generate 100 new leads for the Q3 campaign				
Convert 25% of leads into prospects				
Secure 10 new clients by the end of the year				
Improve lead quality score by 15%				
Reduce cost per lead by 10%				
Identify 50 new prospects in the healthcare sector				
Engage 30 prospects in a demo session				
Complete 10 sales calls with potential clients				
Sign 5 new contracts with existing prospects				
Meet with 20 prospects to discuss partnership				
Follow up with 40 leads that haven't responded				
Research 10 new markets for expansion				
Develop 5 new content pieces for lead generation				
Test 3 new advertising channels for effectiveness				

Organized Thinking → Disciplined Execution → Predictable Results.  
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# THE GAME PLAN

Product Suite: BIZ - Product Suite

Time Frame: Month, Year

# THE GAME PLAN

Product Suite: BIZ - Product Suite

Time Frame: Month, Year

Objectives

# THE GAME PLAN

Product Suite: BIZ - Product Suite

Time Frame: Month, Year

**Objectives**

**PRODUCT - #**

## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year[illegible][illegible]

## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year[illegible]

## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year

Objectives				
PRODUCT - #				
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40
41	42	43	44	45
46	47	48	49	50
51	52	53	54	55
56	57	58	59	60
61	62	63	64	65
66	67	68	69	70
71	72	73	74	75
76	77	78	79	80
81	82	83	84	85
86	87	88	89	90
91	92	93	94	95
96	97	98	99	100

**Clients**

100

THE THING THEY JUST BOUGHT  
(Need to do this)

#

## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year[illegible]

**Prospects**

**Clients**

**THE THING THEY JUST BOUGHT**  
(Need to do this)

#



## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year

Objectives				
PRODUCT - #				
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40
41	42	43	44	45
46	47	48	49	50
51	52	53	54	55
56	57	58	59	60
61	62	63	64	65
66	67	68	69	70
71	72	73	74	75
76	77	78	79	80
81	82	83	84	85
86	87	88	89	90
91	92	93	94	95
96	97	98	99	100

**Prospects**

THE THING THEY JUST DID  
(Need to do this)

**Clients**

THE THING THEY JUST BOUGHT  
(Need to do this)

#

## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year[illegible]

**Prospects**

THE THING THEY JUST DID  
(Need to do this) #

**Clients**

THE THING THEY JUST BOUGHT  
(Need to do this) #

## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year

Objectives				
PRODUCT - #				
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
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51	52	53	54	55
56	57	58	59	60
61	62	63	64	65
66	67	68	69	70
71	72	73	74	75
76	77	78	79	80
81	82	83	84	85
86	87	88	89	90
91	92	93	94	95
96	97	98	99	100

**Prospects**

THE THING THEY JUST DID  
(Need to do this)

#

**Clients**

THE THING THEY JUST BOUGHT  
(Need to do this)

#

## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year

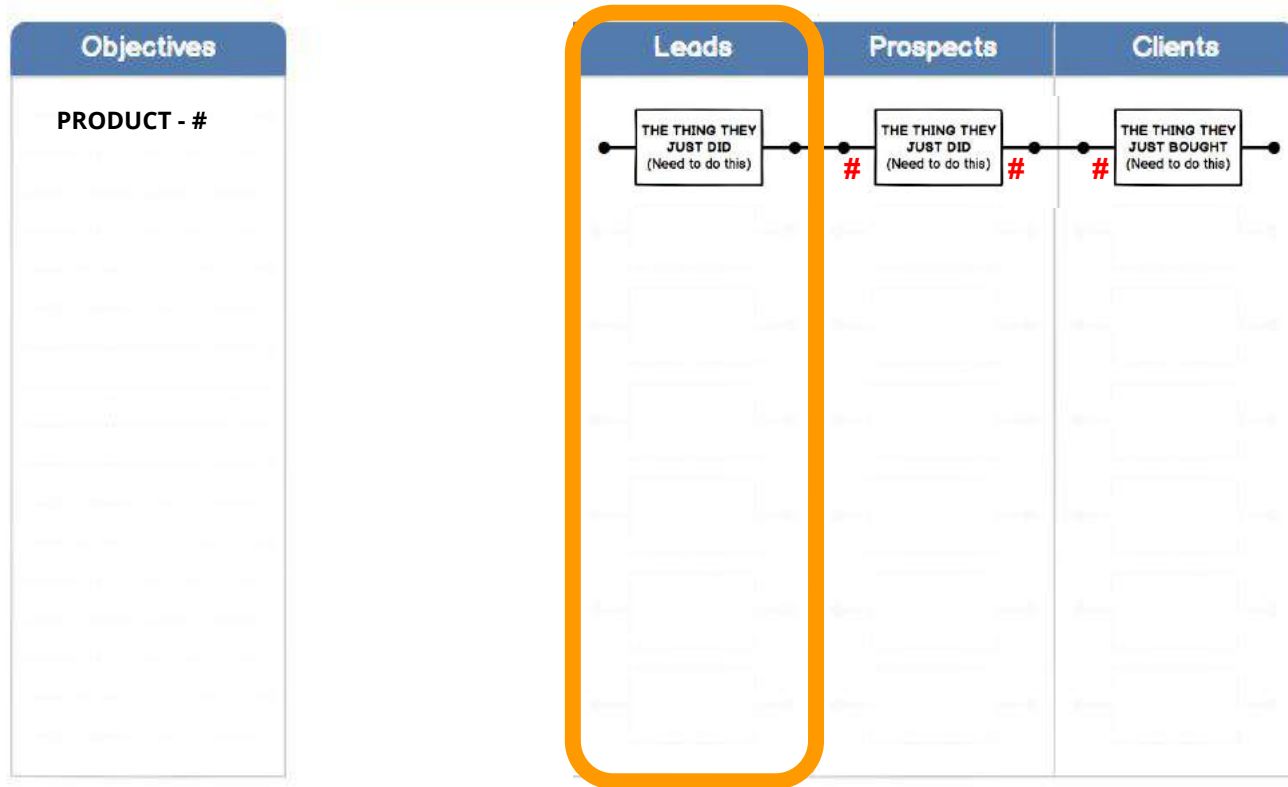
The diagram illustrates a sales funnel with four stages: Objectives, Leads, Prospects, and Clients. The Leads stage is highlighted with an orange border. The Prospects and Clients stages contain a flow diagram showing a sequence of steps with boxes labeled "THE THING THEY JUST DID (Need to do this)" and "THE THING THEY JUST BOUGHT (Need to do this)".

Objectives	Leads	Prospects	Clients
<b>PRODUCT - #</b>		<div>● — <b>#</b> <div>THE THING THEY JUST DID (Need to do this)</div> <b>#</b> — ●</div>	<div>● — <b>#</b> <div>THE THING THEY JUST BOUGHT (Need to do this)</div> <b>#</b> — ●</div>

# THE GAME PLAN

Product Suite: BIZ - Product Suite

Time Frame: Month, Year



## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year

The diagram illustrates a sales funnel process across four columns: Objectives, Leads, Prospects, and Clients. The Leads column is highlighted with an orange border. The flow is represented by a line with dots and boxes containing text and red hash symbols.

**Objectives**

**PRODUCT - #**

**Leads**

THE THING THEY JUST DID  
(Need to do this)

#

**Prospects**

THE THING THEY JUST DID  
(Need to do this)

#

**Clients**

THE THING THEY JUST BOUGHT  
(Need to do this)

#

## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year

Objectives				
PRODUCT - #				
1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31	32	33	34	35
36	37	38	39	40
41	42	43	44	45
46	47	48	49	50
51	52	53	54	55
56	57	58	59	60
61	62	63	64	65
66	67	68	69	70
71	72	73	74	75
76	77	78	79	80
81	82	83	84	85
86	87	88	89	90
91	92	93	94	95
96	97	98	99	100

The diagram illustrates a sales funnel with three stages: Leads, Prospects, and Clients. Each stage is represented by a box containing the text "THE THING THEY JUST DID (Need to do this)" and a red hash symbol (#). The stages are connected by a horizontal line with dots. The Leads stage is highlighted with an orange border.

Leads	Prospects	Clients
<div>THE THING THEY JUST DID (Need to do this)</div> <div>#</div>	<div>THE THING THEY JUST DID (Need to do this)</div> <div>#</div>	<div>THE THING THEY JUST BOUGHT (Need to do this)</div> <div>#</div>

## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year[illegible]



## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year[illegible]

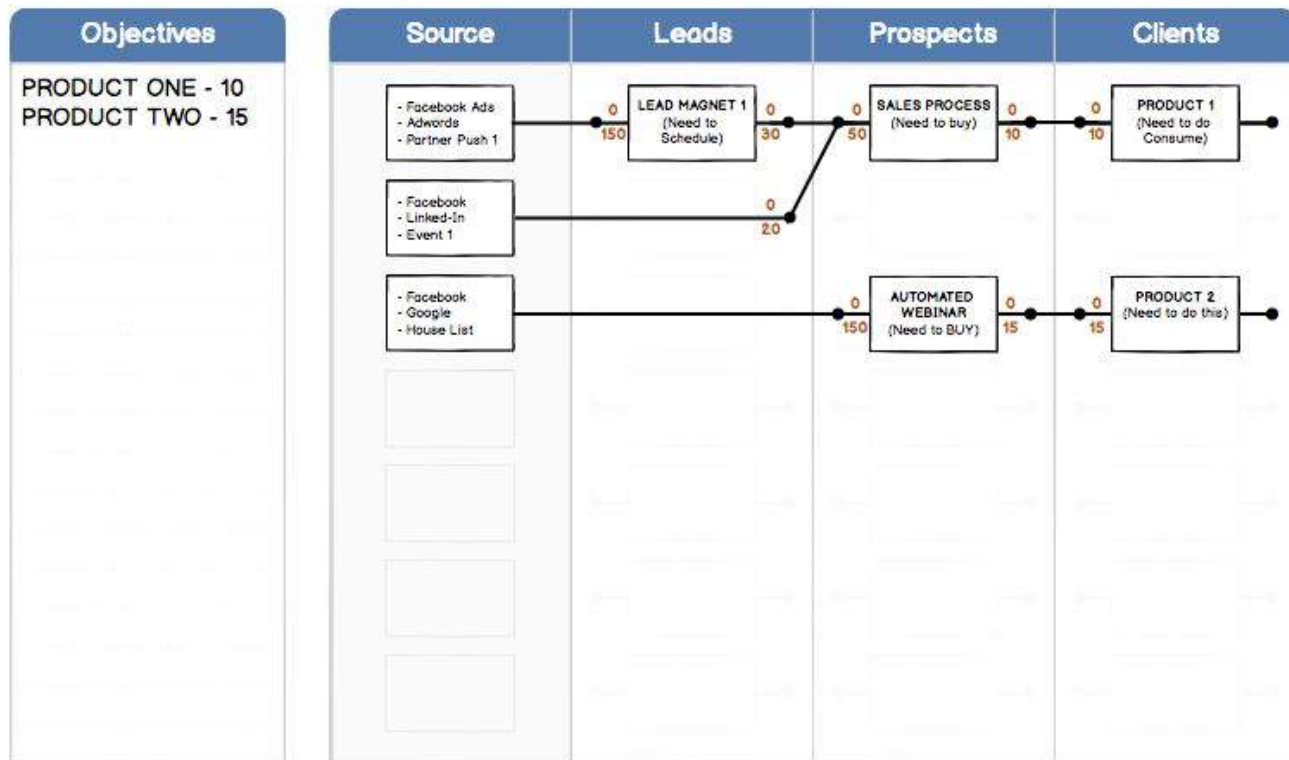
## THE GAME PLAN

Product Suite: **BIZ - Product Suite**Time Frame: Month, Year[illegible]

# THE GAME PLAN

Product Suite: EXAMPLE

Time Frame: FEBRUARY 2018

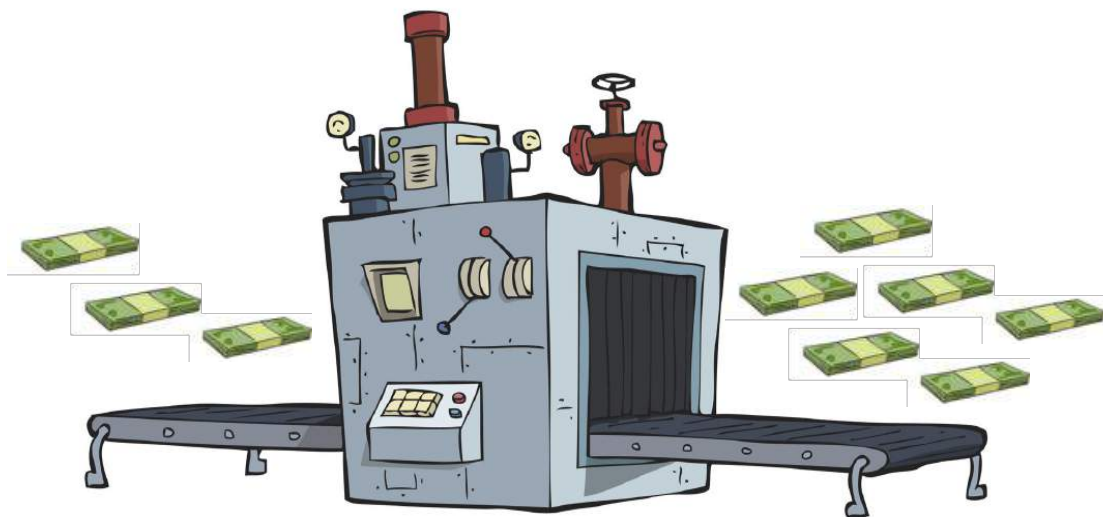


Organized Thinking → Disciplined Execution → Predictable Results.

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# PREDICTABLE REVENUE MACHINE



+



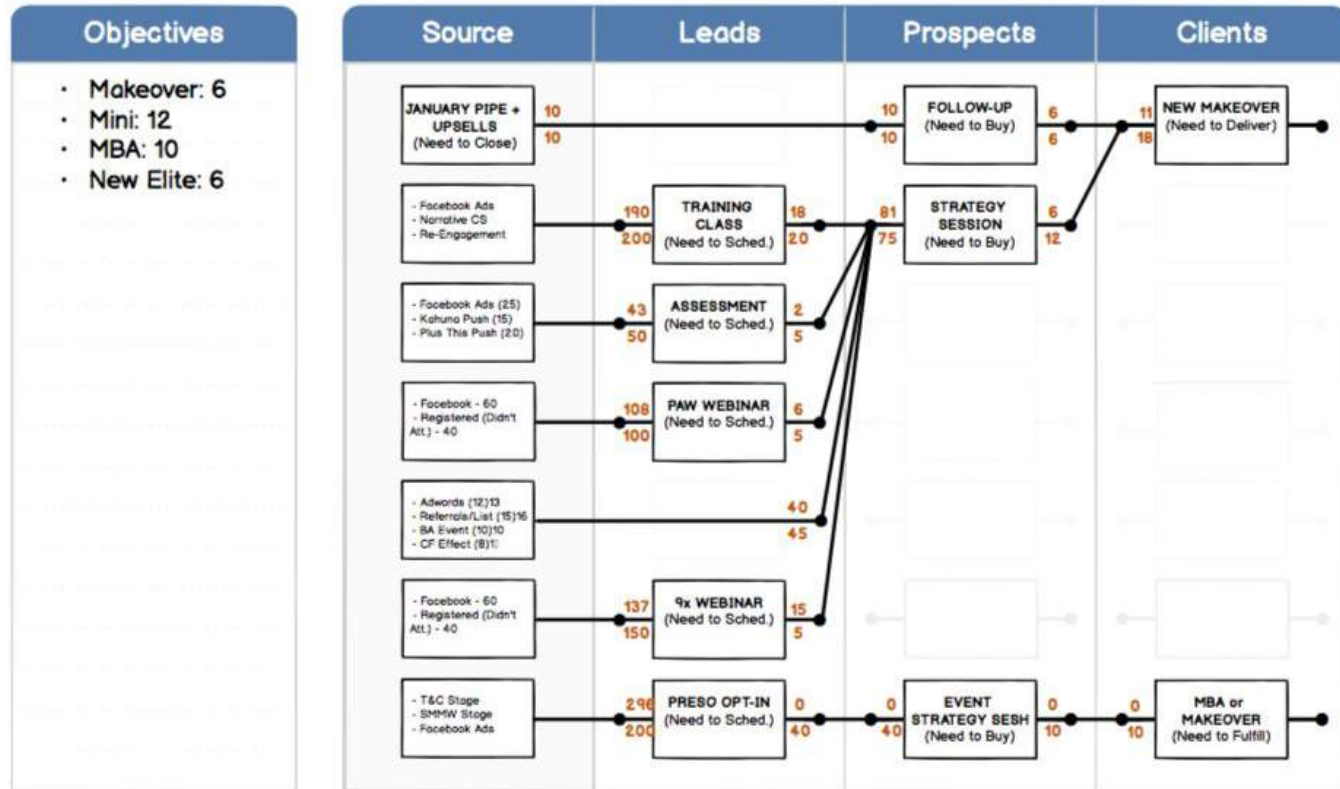
+



**BRAND EQUITY**

# THE GAME PLAN

Product Suite: SD - SERVICES  
Time Frame: February 2018





**SCHEDULE YOUR FREE**  
**PREDICTABLE REVENUE MACHINE**  
**PLANNING SESSION**  
**BEFORE YOU LEAVE**

# **SCHEDULE YOUR FREE PREDICTABLE REVENUE MACHINE PLANNING SESSION BEFORE YOU LEAVE**

- ❑ Get Clear on your goals.
- ❑ Sift through all of your ideas.
- ❑ Identify areas where you can improve.
- ❑ Map out your entire Game Plan.
- ❑ Design a plan for implementation.



**[https://www.sixthdivision.com/  
request-a-conversation/](https://www.sixthdivision.com/request-a-conversation/)**

# MICRO SESSIONS

analytics

# REPORTING

# SEARCHES & REPORTS

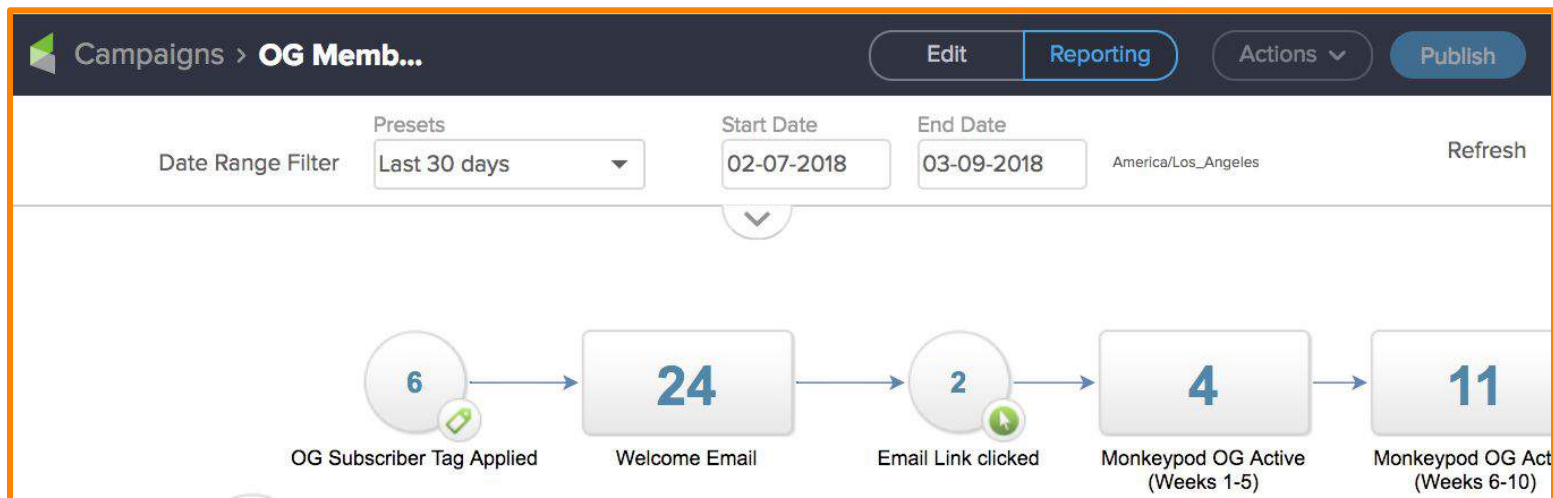
You are saving the criteria,  
not the results.

# REPORTS

Each section (CRM, Marketing, Ecommerce, Admin) has unique reports to slice and dice the data from that section.

# CAMPAIGN REPORTING

Once you publish a campaign, you unlock the Reporting Tab.

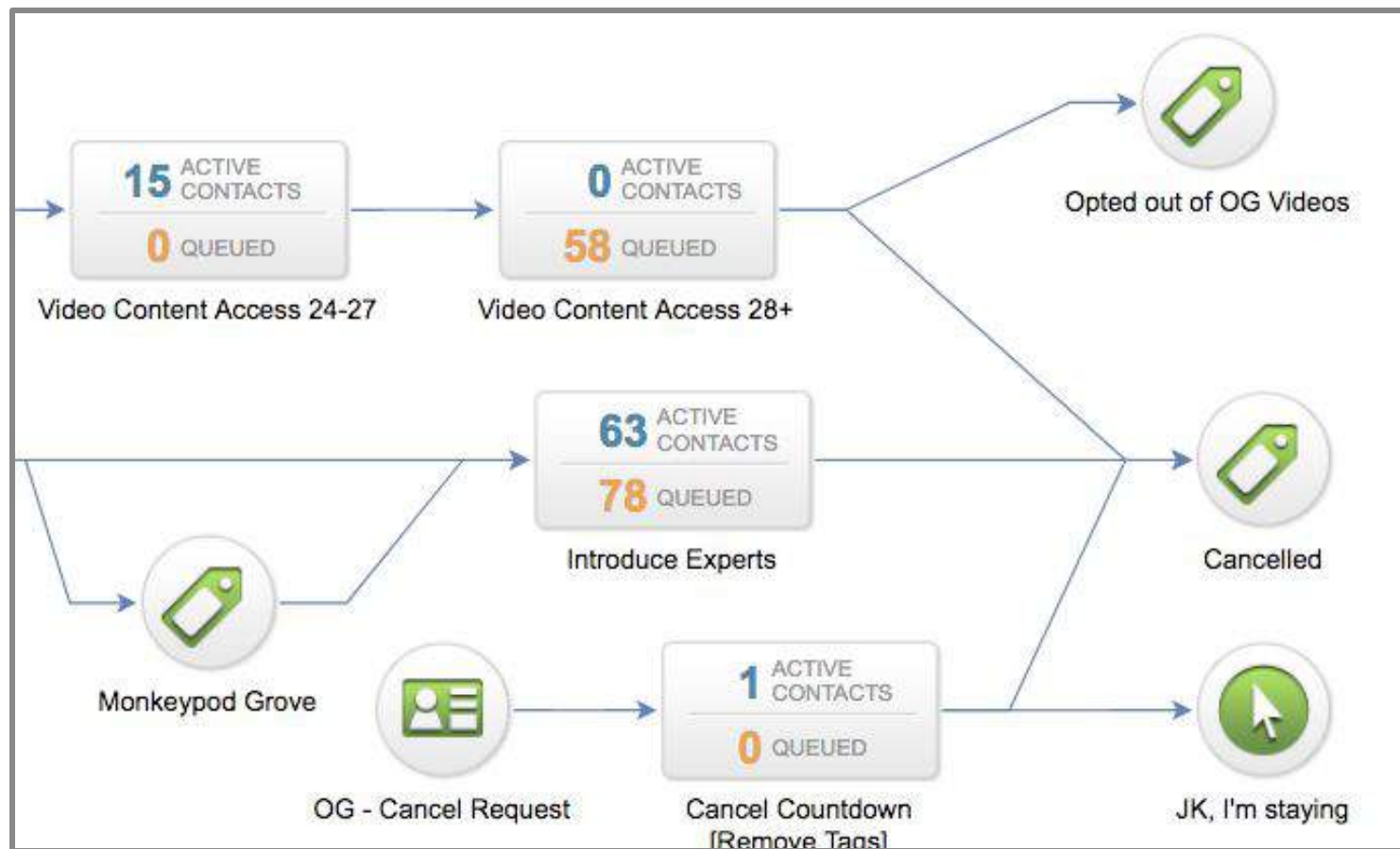


# CURRENT

The current view shows you active and queued contacts.

**Active contacts** still have steps remaining.

**Queued contacts** have completed all steps in a sequence, but have not moved on.





# HISTORICAL

The historical filters are:

- Last 24 Hours
- Last 7 Days
- Last 30 Days
- Custom

Historical views show you **Active + Queued + Done.**


**Campaigns > [MP] Reengagement Campaign**
[Edit](#)
[Reporting](#)
[Actions ▾](#)
[Publish](#)

Date Range Filter

Presets

Last 30 days ▾

Start Date

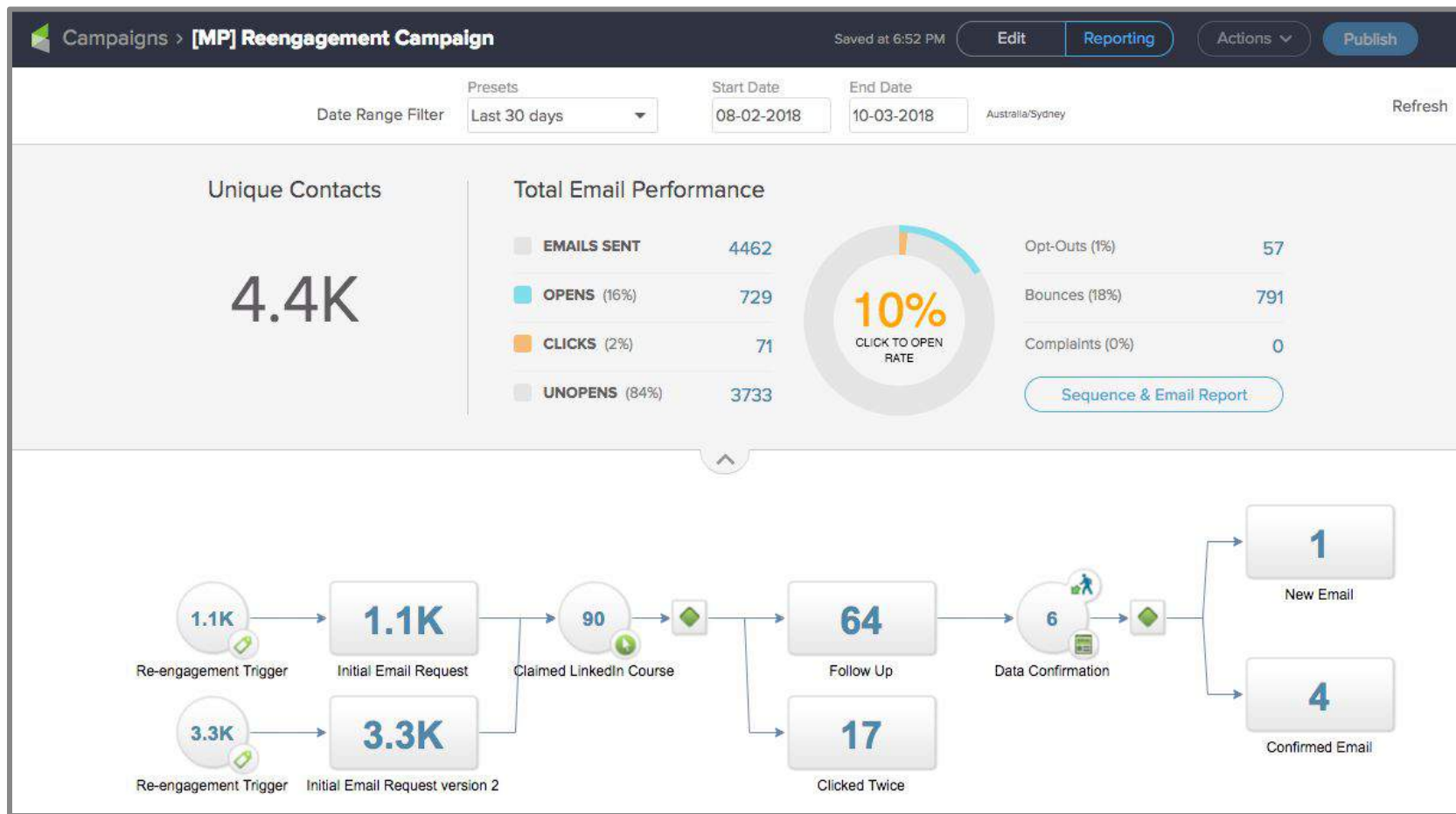
08-02-2018

End Date

10-03-2018

Australia/Sydney

[Refresh](#)


```

graph LR
    subgraph Triggers
        T1((1.1K)) --> E1[Initial Email Request]
        T2((3.3K)) --> E2[Initial Email Request version 2]
    end
    E1 --> C1((90))
    E2 --> C1
    C1 --> S1{ }
    S1 --> F1[64]
    S1 --> F2[17]
    F1 --> D1((6))
    F2 --> D1
    D1 --> S2{ }
    S2 --> N1[1]
    S2 --> N2[4]
    
```

Re-engagement Trigger (1.1K) → Initial Email Request (1.1K) → Claimed LinkedIn Course (90) → Follow Up (64) → Data Confirmation (6) → New Email (1) / Confirmed Email (4)

Re-engagement Trigger (3.3K) → Initial Email Request version 2 (3.3K) → Claimed LinkedIn Course (90) → Clicked Twice (17) → Data Confirmation (6) → Confirmed Email (4)

# TIPS

- Use your dashboard space wisely
- Use the in-app favorites bar
- Email reports to key stakeholders
- Custom Statistics Widget
- Third-Party Flexibility

**LUNCH**

foundation

# **TRAFFIC | LEADSOURCES**



# My Facebook Ad Account is up and running...now what?

*Real World Ad Optimization any entrepreneur can make.*

# The Beginning of Ad Fatigue: What is it and why am I getting it?

- Ad Fatigue is inevitable and can happen as quickly as 1 week after launch (depending on size of the audience)
- What can we do to combat it?
  - New ad creative
  - Come up with new ways to say the same thing (new hooks)
  - Find new places where your people are hanging out



# LEVERAGE USER BEHAVIOR

Create a Custom Audience

×

Include people who meet 

ANY ▼

 of the following criteria:

● Default Pixel ▼

Visitors by time spent ▼


Top 25 % ▼


in the past

30

days ⓘ

[+ Select specific web page\(s\)](#)

 Include More

 Exclude

# UPLOAD CUSTOM AUDIENCES

---

## Customer file with lifetime value (LTV)



**Include LTV for better performing lookalikes** NEW

Use a file with LTV to create a lookalike more similar to your most valuable customers.

---

# TARGET (OR EXCLUDE) WEBSITE VISITORS

Include people who meet **ANY ▼** of the following criteria:

 **Default Pixel ▼**

**Purchase ▼** in the past  days ⓘ

[Refine by](#)

 [Include More](#)  [Exclude](#)

# TARGET VIDEO ENGAGERS

Create a Custom Audience



Engagement ⓘ

People who have watched at 75% of your video



[Choose videos...](#)

Choose a content type

[Browse](#)

In the past ⓘ

365

days

Audience Name

Enter a name for your audience

[Add a description \(optional\)](#)

[Back](#)

[Create Audience](#)

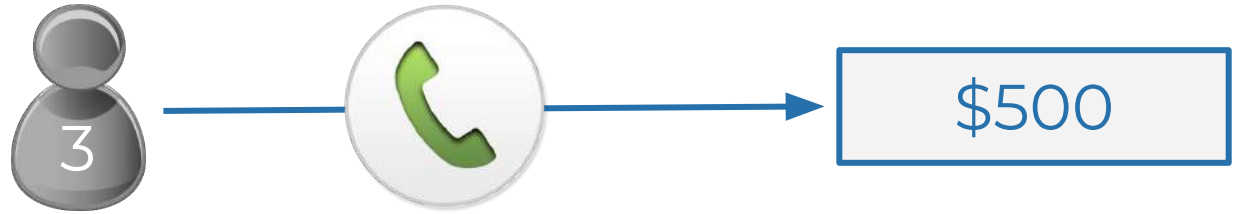
## UNDERSTANDING VIDEO

- It withstands “Ad Decay” much better than static images
- Targeting video engagement (and creating lookalike audiences based on video engagement) work!

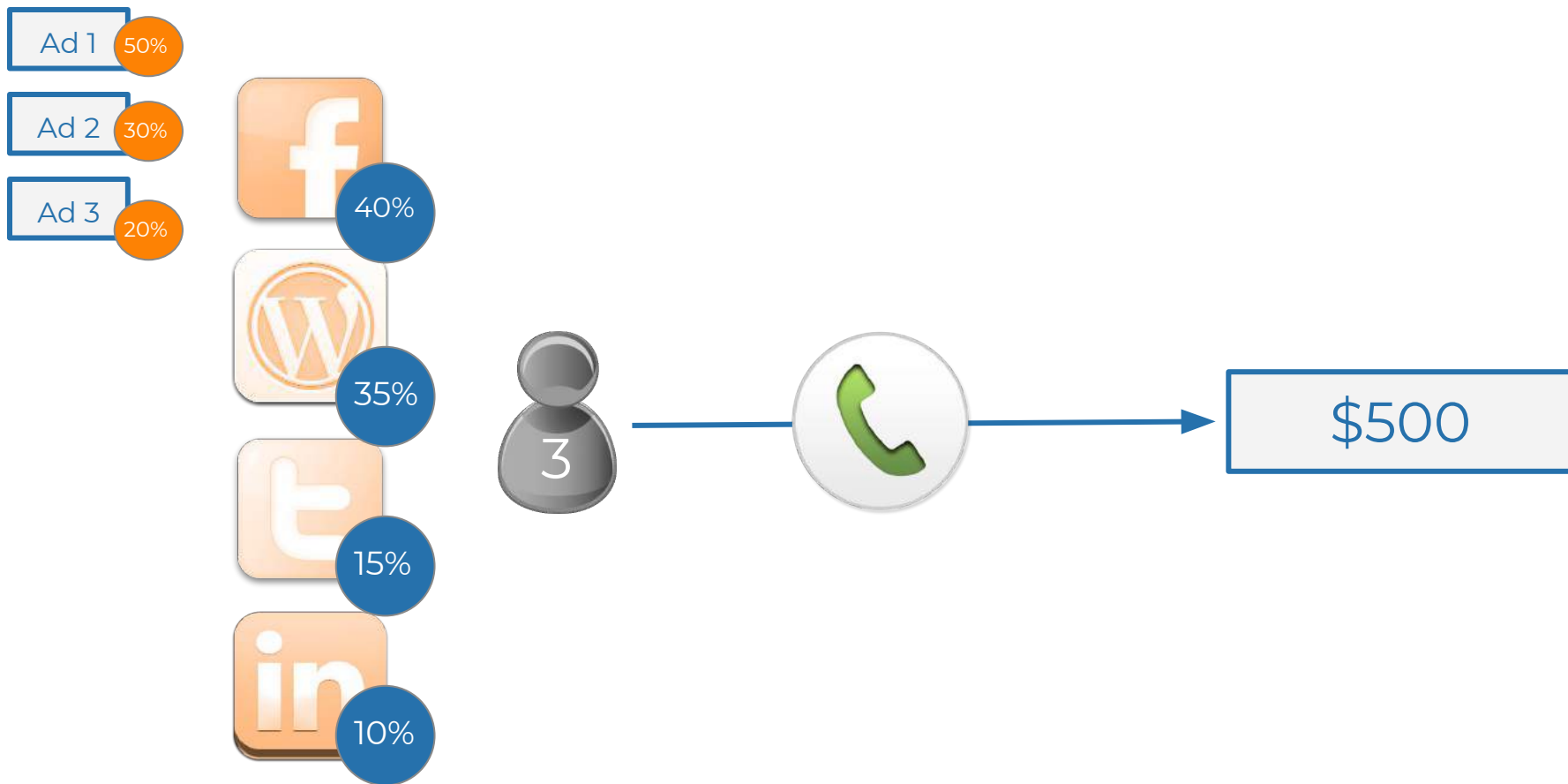
## HOW DO ADS WORK WITH INFUSIONSOFT

- Our customers live there
- We can input our best/most engaged list segments...and create Lookalikes
- Best of all, we can use Infusionsoft alongside Facebook Analytics to give us better performance metrics









strategy

# GRANULAR TACTICS



# ENTRY FILTER

Intelligently prevent redundant automation.

# EXIT HATCH

Manually press the “stop button”.

# **SINGLE SEQUENCE UNSUBSCRIBE**

Reduce opt-outs and increase engagement.

# INFUSIONSOFT NUDGE

Increase conversions and address  
bottlenecks.

# MULTICHANNEL MESSAGING

- SMS Communications
- Parallel FB Ad Journey



# DOCUMENTATION

Add documentation to your campaigns with training, links, and to-do items.

# CAMPAIGN MERGE FIELDS AND LINK

Save yourself time and reduce errors  
with campaign merge fields and links.

# WHAT IT IS

The way contact merge fields personalize content for a contact, campaign merge fields personalize content for a campaign.

# WHY IT MATTERS

By having a centralized area to manage common campaign values, you reduce chances for error, and improve efficiency.



## Contact Merge Fields

First Name

Last Name

Company Name

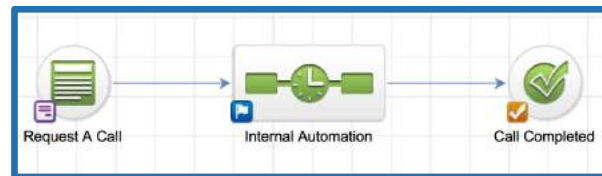


## Campaign Merge Fields

Event Name

Course Date

Product Name



Hello ~Contact.FirstName~,

Hope things are going well at ~Contact.Company~.

We're looking forward to having you join us at the upcoming event.

Your event details are below:

Date: ~Campaign.MergeField\_14~

Location: ~Campaign.MergeField\_16~

Let us know if you have any questions!

See you soon,

Greg

[Unsubscribe](#)

~Company.CanSpamAddressBlock~



Hello Greg,

Hope things are going well at Monkeypod Marketing.

We're looking forward to having you join us at the upcoming event.

Your event details are below:

Date: March 13th and 14th

Location: The SixthDivision HQ

Let us know if you have any questions!

See you soon,

Greg

[Unsubscribe](#)

Monkeypod Marketing PO Box 50104 San Diego, California 92165 United States Monkeypod Marketing

**BREAK**

action plan

**NEXT STEPS**



“I WANT TO BE AN EXPERT”

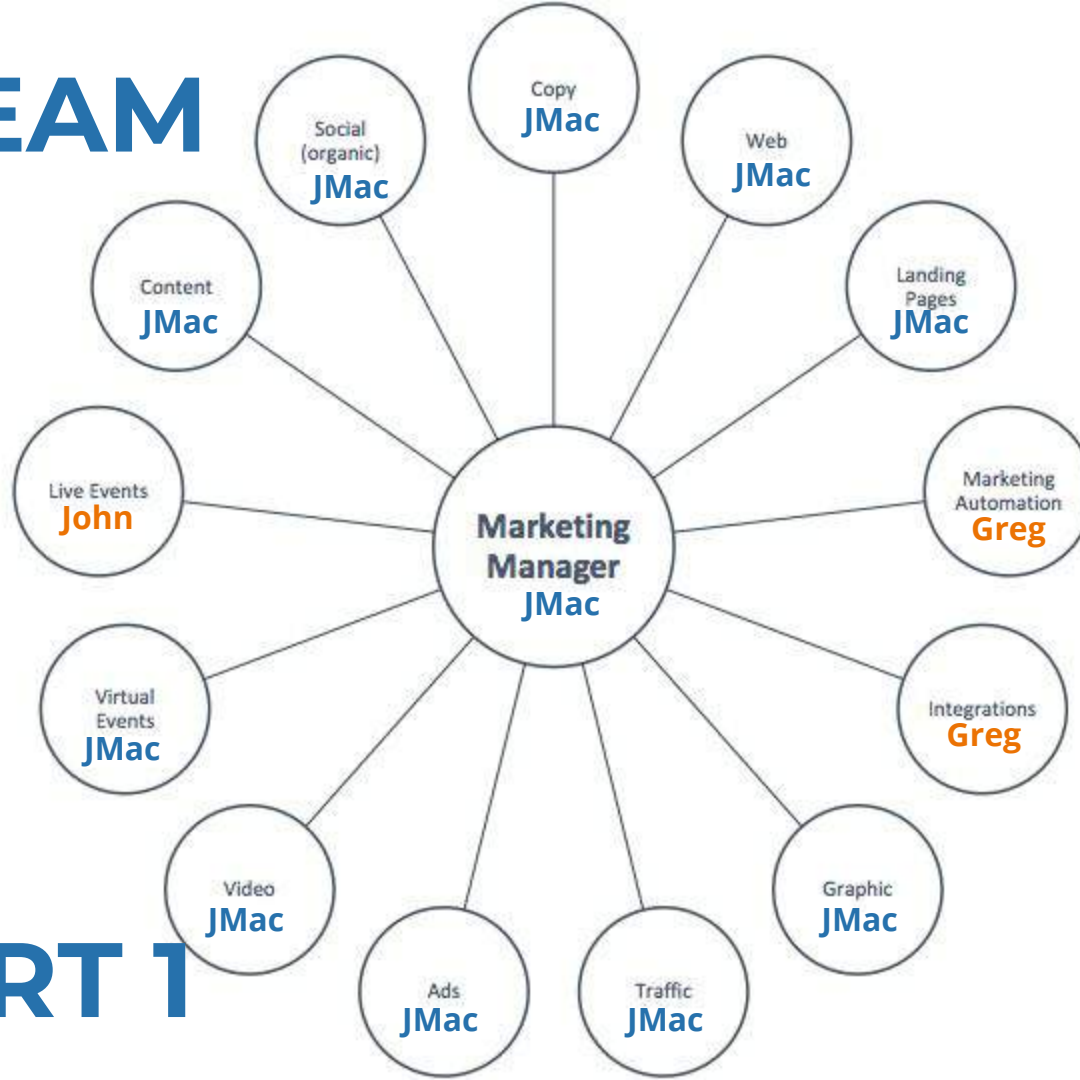


**“I’m a Marketing Manager. I need a process.”**

# The Marketing Molecule

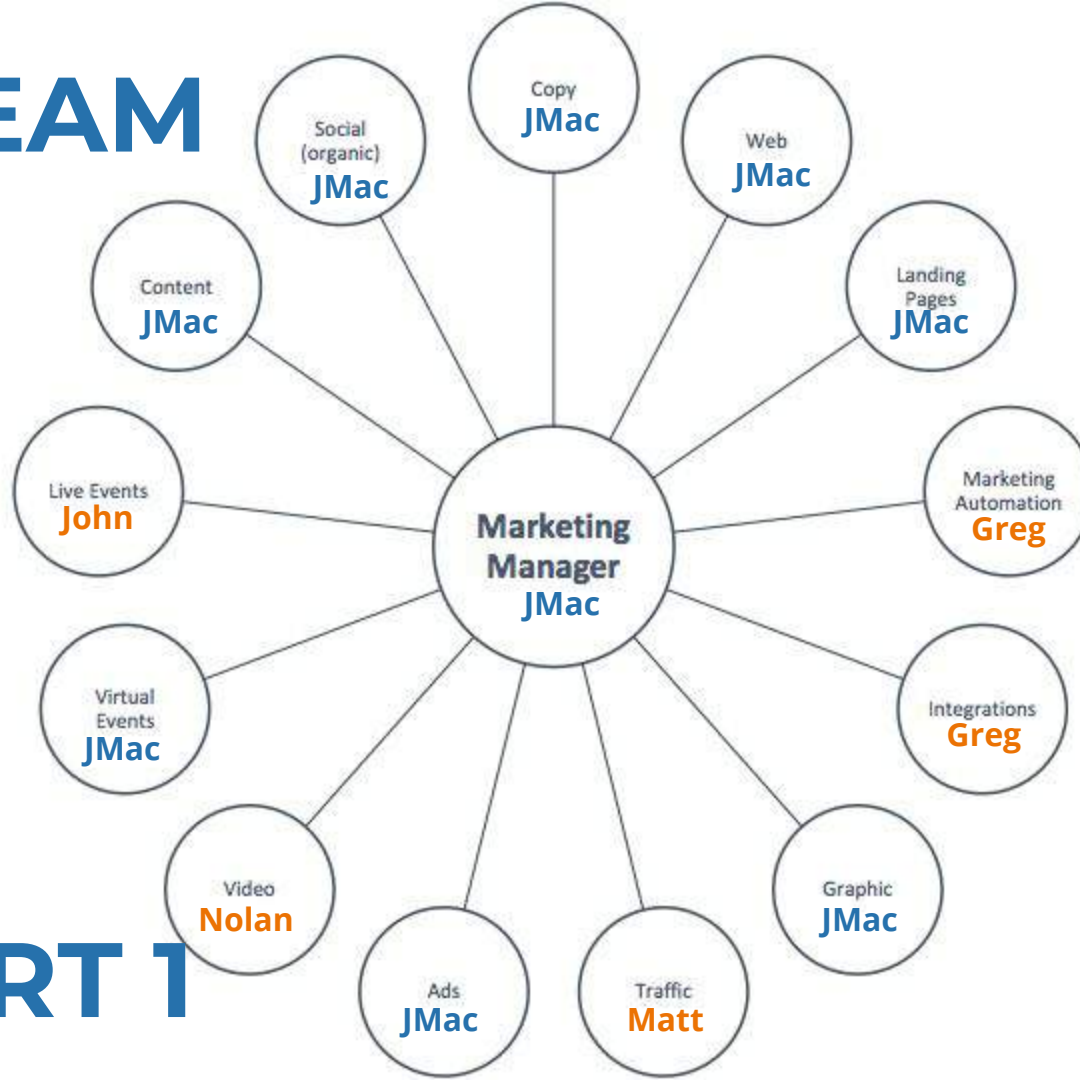


# THE TEAM



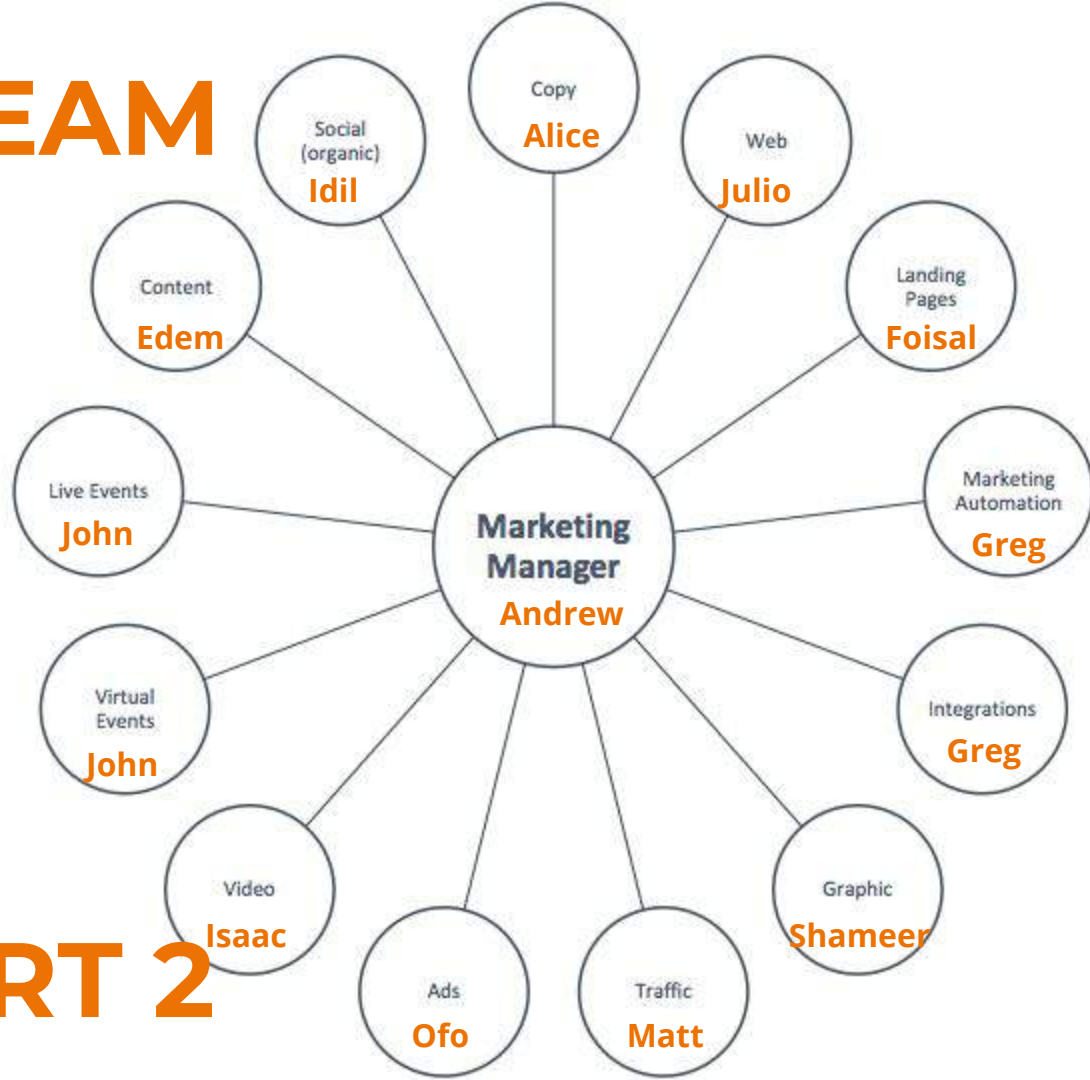
# COHORT 1

# THE TEAM



# COHORT 1

# THE TEAM



# COHORT 2

[\*\*https://www.sixthdivision.com/mba-consult\*\*](https://www.sixthdivision.com/mba-consult)

**“Got it. Aaaaand, can you just do that for me?”**



**SCHEDULE YOUR FREE**  
**PREDICTABLE REVENUE MACHINE**  
**PLANNING SESSION**  
**BEFORE YOU LEAVE**

# **SCHEDULE YOUR FREE PREDICTABLE REVENUE MACHINE PLANNING SESSION BEFORE YOU LEAVE**

- ❑ Get Clear on your goals.
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- ❑ Map out your entire Game Plan.
- ❑ Design a plan for implementation.

[www.sixthdivision.com/request-a-conversation](http://www.sixthdivision.com/request-a-conversation)



# THE FASTPASS



## BON VOYAGE

foundation

**CONVERT SALES**

Attract

Capture

Educate

**Convert**

Deliver

Repeat

# WHAT DO YOU SELL?

Infusionsoft says “products”, but that can mean memberships, subscriptions, physical products, digital products, services, etc.

# STEP ONE

Create a product record



# STEP TWO

Connect your merchant account

# STEP THREE

Shopping cart and merchant account

# STEP FOUR

## Taxes and Shipping

# STEP FIVE

Manual orders and refunds

# STEP SIX

Discounts, Free Trials, and Upsells

# STEP SEVEN

Billing automation and failed payment triggers

# STEP EIGHT

Ecommerce reporting

# STEP NINE

Fulfillment and follow-up.

*(tomorrow)*



# ECOM GOTCHAS

- One Currency
- Limited Shopping Cart Functionality
- Product Options
- VAT and GST
- Domain Hosting

**THIRD PARTY | API**