

Lead Funnel Case Studies

We are looking for a few business owners, as case studies, who would like to learn **The Right Way to Market Their Small Businesses Online.**

Automating your marketing and growing a database of loyal clients is the **best marketing investment** a business owner can make.

Regular communication that adds value allows you to maximize profits without damaging relationships.

You may think this would be too expensive or too complex to do as a small business.

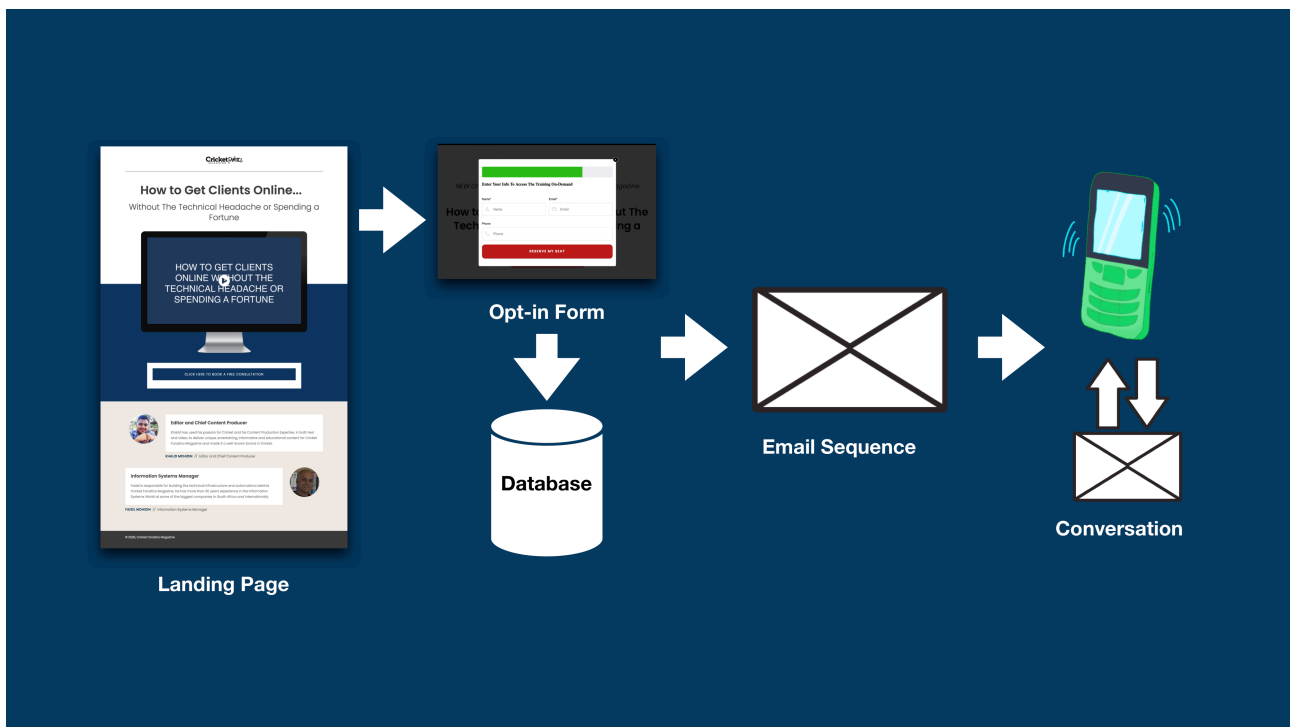
But, think again...

We can build you an automated system to capture and convert leads at a price you can afford. And save you from the technical headaches. In just 30 days.

We've invested in the technology, systems and processes, so that you don't have to.

The mechanism to do this is online called a lead funnel.

The Lead Funnel



The **first component** of a lead funnel is the landing page.

Unlike a website, the landing page has only one purpose - to capture a lead.

It's like trying to get someone to go on the first date. Not a marriage proposal!

The first step is to capture their contact details.

To do this you have to come up with something compelling.

It could be a clever pick up line, a free drink, or a small gift.

This is exactly how you should treat your landing page.

The **second component** of a lead funnel is the opt-in form.

This should be made simple so that the capturing of contact details is easy.

The **third component** of a lead funnel is the database.

Once you capture someone's details it goes onto your database. It's like adding someone's details to your contact list on your phone.

The **fourth component** of the lead funnel is an automated email that welcomes them and invites them to take the next step.

It's like trying to get them on that first date.

The **fifth component** is a series of automated emails to get them to know you, like you and trust you.

These emails also invite them to work with you, or make proposals that will convert them from a lead to a client, while still maintaining the relationship.

If you have what they need and you've done a good job in this early part of the relationship, they will become a client, when they are ready.

But if they don't convert to a client immediately, you don't abandon them.

They still receive regular communication from you that adds value to the relationship.

This is the **sixth component** of the lead funnel.

You can also keep them updated with your latest offers and specials, while showing them how you can help them.

This will continuously convert leads to clients.

If your relationship is solid with existing clients, they can become repeat clients. This is where the real value lies, as this allows you to maximize profits.

Building a lead funnel is **complex and expensive** if you don't know how and have to build it from scratch.

It could also cost thousands of dollars for designers, developers, software engineers, sales script writers, automations experts, online marketing strategists, and more...

But, we have invested in the technology, systems and processes, so that you don't have to.

And are now beginning to offer this to other businesses.

But, before we launch it on a larger scale, we are looking for a few case studies to help streamline our processes.

We have therefore put together a very **comprehensive package at a price you can afford.**

This is what I will do for you:

We meet once a week for an hour via Zoom. And then we do the work as stated before the next session.

Week 1:

- We script the landing page content using my script writing framework
- We set up the funnel infrastructure
- We build the first landing page

Week 2:

- We design a Lead Magnet, which compels a prospect to leave their contact details
- We go over the content for the Welcome Email
- We then package the Lead Magnet for delivery

Week 3:

- We discuss your on boarding email sequence
- We write 3 automated emails for new prospects
- We set up the automation

Week 4:

- We discuss your continuous communication strategy
- We publish your funnel
- We discuss promotion strategies
- You start promoting the funnel

Throughout the sessions, we also talk about how to use email to make sales.

This would normally cost thousands of dollars, but I'm looking for a few case studies to refine my process, before I launch it to the general public in my magazine businesses.

I'm risking my time, effort and money, as I want to get some case studies quickly.

What we deliver (South African Prices):

See below for all other countries.

Landing Page (Value: R16,000)

- Copy (Script)
- Design
- Build
- Publish

Thank You Page (Value: R8,000)

- Copy (Script)
- Design
- Build
- Publish

Delivery Page (Value: R8,000)

- Copy (Script)
- Design
- Build
- Publish

Lead Magnet (Value: R16,000)

- Copy (Script)
- Design
- Publish
- Set Up Download

Infrastructure (Value: R16,000)

- Set Up
- Integration
- Hosting (6 Months)

Email (Value: R16,000)

- Set Up Service Provider
- Writing of Scripts
- Autoresponder with Lead Magnet Delivery
- Welcome Series

Total Funnel Value: R80,000

What You Pay as a Case Study: Only R8,500

Note: Values are calculated based on an average of R800 per hour, assuming that it would take a team of professionals at least 100 hours to build a funnel from scratch.

Plus: You would need hosting infrastructure and funnel software, which is also included in the price.

Resources needed to build a funnel would be: Copywriter, Web Designer, Web Developer, Systems Engineer, Digital Marketing Expert, Funnel Designer.

Simply email me: fmohidin@yourdigitalpublisher.com and let me know you are in, and I will send you the details to get started.

What we deliver:

All countries (Excluding South Africa)

Landing Page (Value: \$1,000)

- Copy (Script)
- Design
- Build
- Publish

Thank You Page (Value: \$500)

- Copy (Script)
- Design
- Build
- Publish

Delivery Page (Value: \$500)

- Copy (Script)
- Design
- Build
- Publish

Lead Magnet (\$1,000)

- Copy (Script)
- Design
- Publish
- Set Up Download

Infrastructure (\$1,000)

- Set Up
- Integration
- Hosting (6 Months)

Email (\$1,000)

- Set Up Service Provider
- Writing of Scripts
- Autoresponder with Lead Magnet Delivery
- Welcome Series

Total Funnel Value: \$5,000

What You Pay as a Case Study: Only \$500

Note: Values are calculated based on an average of \$50 per hour and that it would take a team of professionals at least 100 hours to build a funnel from scratch.

Plus: You would need hosting infrastructure and funnel software.

Resources needed to build a funnel would be: Copywriter, Web Designer, Web Developer, Systems Engineer, Digital Marketing Expert, Funnel Designer.

Simply email me: fmohidin@yourdigitalpublisher.com and let me know you are in, and I will send you the details to get started.