[SAMPLE] LIFECYCLE MARKETING ONLINE ASSESSMENT

a fast, accurate, at-a-glance roadmap on how to improve your marketing, by [Cutty Powers.](#)

	GATHER LEADS	ENGAGE	SELL	UPSELL - REFERRAL
CURRENT	- Marketable names and email addresses acquired through a 3rd party provider, from Linkedin. - Admin puts them in Infusionsoft. - There are currently 3971 contacts in the database, and we have emailed them within the last week.	- A lead would need to call or click to schedule time with Mike to schedule a demo. - We have done _____ one-on-one sales demosin the past 30 days. - Within the last 20 days, we have sent only 1 marketing broadcast email. - We do offer a free quote,	- Customers can only purchase via a manual transaction. There is no Ecommerce set up. - There is currently no way to pay online. - For comparison, the last 12 month revenue was _____. - We have closed _____ sales.	We do not currently have an upsell or referral program in place.
FUTURE	1. Increase the marketable list to 50K contacts. 2. A/B test 'toward' and 'away' language that can be used to capture lead information and trigger follow-up. 3. Identify lead magnets – free reports and papers, free gifts, partner giveaways etc. 4. Drive traffic to lead magnets through paid ads and paid social engagement.	5. Add a "free" offer to measure engagement. 6. Build value and trust by defining and building up to 7-9 touchpoints. 7. Create 'how it works' demo video. 8. Broadcast regularly to the list.	9. Review existing campaign drafts to Identify sales automation opportunities and quote tracking. 10. Set up E-commerce for one-time and recurring payments and upsells. 11. Setup clear, automated onboarding emails.	12. Offer affiliate programs that can be tracked.. 13. Ask for referrals and incentivize happy customers to generate new business by an automated client nurturing campaign.

PLENTY OF ORGANIZATIONS TALK ABOUT LIFECYCLE MARKETING, BUT HOW MANY TRULY CREATE INSPIRING NEW CUSTOMERS AND REVENUE?
WITH MEANINGFUL AND RELEVANT MESSAGES THAT DRIVE SALES, REVENUE, AND CUSTOMER LOYALTY?

Create a fast, accurate, at-a-glance roadmap on how to improve your digital marketing using our Lifecycle Marketing Online Assessment.

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