

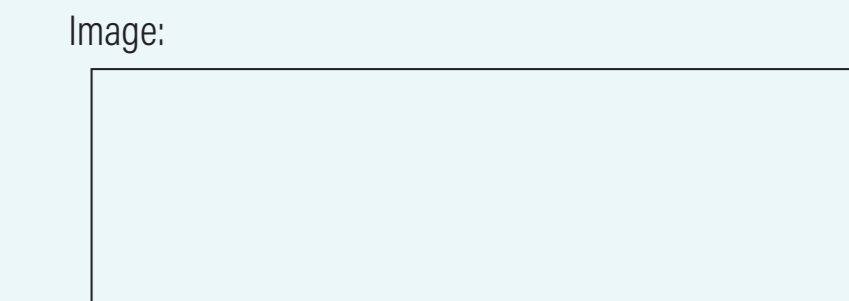
DIGITAL MARKETING WORKFLOW: PROSPECTING

Campaign Name: _____
 Platform: _____
 Budget: _____
 Optimization: _____

AD 1:

Diagram of an ad showing components: Company Page Name, Text, Image, Headline, and CTA.

Text: _____



Headline: _____

CTA: _____

LEAD FORM

Diagram of a lead form with fields for Image, Company Name, Headline, Description, Qualifying Question, Select, Email, Full Name, and SUBMIT button.

DISCLAIMER

Diagram of a disclaimer with fields for Image, Company Name, Headline, Description, and SUBMIT button.

THANK YOU SCREEN

Diagram of a thank you screen with fields for Image, Company Name, and DOWNLOAD NOW button.

BEST PRACTICES

Facebook Ads

- > **Establish** your goal (ex: awareness, conversions).
- > **Know** your target audience.
- > **Use** compelling images and video that resonate with your audience.
- > **Use** words that hook your audience, excite, and entice them to act.
- > **Include** one clear call to action.
- > **Monitor** performance and adjust accordingly.

Lead Gen Forms

- > **Provide** a brief introduction to explain what people get.
- > **Keep** forms short and to the point.
- > **Don't** use too many fields. Capture email, first and last name, and one additional qualifier.
- > **Determine** a good cost per lead ahead of time to gauge performance and make adjustments if needed.

STEP 2

LANDING PAGE

Diagram of a landing page with fields for Hero Image, Text, CTA with DOWNLOAD, and Footer.

RETARGETING ADS



BEST PRACTICES

Landing Pages

- > **Never** send traffic to your home page. Use a landing page instead.
- > **Make** sure the landing page matches what your ad is promoting.
- > **Include** real testimonials.
- > **Align** the look with the rest of your branding.
- > **Use** bullets to simplify wording.
- > **Make** an offer (ex: free trial, download).
- > **Include** one clear call to action.

STEP 3

EMAILS

INTRO EMAIL

Diagram of an intro email with fields for text and CILLUM DOLORE.

DETAILED INFO

Diagram of a detailed info email with fields for text and CILLUM DOLORE.

ASK

Diagram of an ask email with fields for text and CILLUM DOLORE.

Gather list of leads from social campaign.

Content Magnet

BEST PRACTICES

- > **Be** eye-catching.
- > **Keep** your message clear and simple.
- > **Have** a strong call to action.

HOW TO HOW TO BUILD A PROSPECT POOL

Use this workflow to raise awareness, capture leads, and drive engagement with your programs and events. Don't forget that the most successful marketing includes a combination of professional, human, and personal content. Most importantly, you must engage your base on an emotional level.

BEST PRACTICES

- > **Know** your goals, then build your campaign.
- > **Keep** messages short and simple.
- > **Explain** how your audience will benefit.
- > **Personalize** the message.
- > **Have** a clear call to action.
- > **Use** specific subject lines.