

SST SERVICE SALES FUNNEL HIGH-LEVEL TIMELINE

| CAMPAIGN DELIVERABLE | ADDITIONAL INFO | DONE | PHASE ONE | | | PHASE TWO | | | PHASE THREE | | | PHASE FOUR | | | PROMOTION | REPORTING |
|---|--|------|-----------------|------------------|-------------------|-------------------|-----------------|------------------|-------------------|-------------------|----------------------|------------------|--------------------|--------------------|-----------|-----------|
| | | | WEEK 1: FEB 1-5 | WEEK 2: FEB 8-12 | WEEK 3: FEB 15-19 | WEEK 4: FEB 22-26 | WEEK 5: MAR 1-5 | WEEK 6: MAR 8-12 | WEEK 7: MAR 15-19 | WEEK 8: MAR 22-26 | WEEK 9: MAR 29-APR 2 | WEEK 10: APR 5-9 | WEEK 11: APR 12-16 | WEEK 12: APR 19-23 | | |
| Prep/Strategy | | ✓ | | | | | | | | | | | | | | |
| Meeting Prep - Determine Goals | HighViz preps for the next few meetings & determine meeting goals | ✓ | | | | | | | | | | | | | | |
| Meeting #1 SCRIPT/MESSAGING | 2-hr meeting: Request testimonials, determine brand script & one-liner messaging | ✓ | 2/4/21 | | | | | | | | | | | | | |
| Meeting #2 SERVICE PLANS | 2-hr meeting: Restructure the 3 Service Plans | ✓ | | 2/9/21 | | | | | | | | | | | | |
| Meeting #3 WIREFRAME | 2-hr meeting: Recap script, organize the language, view mock-ups | ✓ | | 2/11/21 | | | | | | | | | | | | |
| Meeting #4 LEAD GENERATOR | 2-hr meeting: Brainstorm, outline content, finalize the offer topic | ✓ | | | 2/16/21 | | | | | | | | | | | |
| Meeting #5 EMAIL SERIES | 2-hr meeting: Brainstorm, outline content, define 6 sales and 9 nurture emails | ✓ | | | 2/18/21 | | | | | | | | | | | |
| Create Service Sales Funnel & Wireframe | | | | | | | | | | | | | | | | |
| Gather Testimonials (Start Date) | Show authority with testimonials, examples, etc (ASSIGNED IN MEETING #1) | ✓ | 2/4/21 | | | | | | | | | | | | | |
| Website Wireframe DRAFT | Create the web page wireframe DRAFT | ✓ | | | | 2/22/21 | | | | | | | | | | |
| Header | Write the header message (intriguing first impression) | ✓ | | | | | | | | | | | | | | |
| One-Liner | Write the one-liner message (tells you everything about the company) | ✓ | | | | | | 2/22/21-3/12/21 | | | | | | | | |
| Stakes | Write the stakes (pain points, problem) | ✓ | | | | | | | | | | | | | | |
| Deliver Testimonials (End Date) | Jason delivers testimonials to HighViz | ✓ | | | | | | 3/2/21 | | | | | | | | |
| Value Proposition | Write the value proposition text (makes the customer want the service) | ✓ | | | | | | | | | | | | | | |
| Guide | Write the guide text (shows empathy and authority), use testimonials | ✓ | | | | | | | | | | | | | | |
| Service Plans Verbiage | Write the final service plan verbiage (plans 1, 2, and 3) | ✓ | | | | | | 2/22/21-3/12/21 | | | | | | | | |
| Explanatory Verbiage | Write the explanatory paragraph (longer text that explains in more detail) | ✓ | | | | | | | | | | | | | | |
| Website Wireframe FINAL | Create the final web page wireframe - send mock-up to Developer/Producer | ✓ | | | | | | 3/5/21 | | | | | | | | |
| Lead Generating Offer | Write the lead generating offer text (eBook, checklist) | ✓ | | | | | | | | | | | | | | |
| Lead Generating Offer Conversion | Write the lead generating offer conversion path copy | ✓ | | | | | | | | | | | | | | |
| Email Nurturing Campaign | Write the 9 nurture emails | ✓ | | | | | | | | | | | | | | |
| Email Sales Campaign | Write the 6 sales emails | ✓ | | | | | | 2/22/21-3/12/21 | | | | | | | | |
| CTA Button Text | Write the CTA button text that will be repeated on the sales funnel service page | ✓ | | | | | | | | | | | | | | |
| Junk Drawer / Blog Module | Determine if there will be a "Junk Drawer" section (where everything else goes) | ✓ | | | | | | 3/12/21 | | | | | | | | |
| Service Sales Funnel & Wireframe Edits and Approvals | | | | | | | | | | | | | | | | |
| Content Review/Edits | Content is reviewed by SST | ✓ | | | | | | | 3/15-3/19 | | | | | | | |
| Content Revisions | Content is revised based on edits received | ✓ | | | | | | | | 3/24/2021 | | | | | | |
| Content Final Approvals | Content is approved and final - sent to production | ✓ | | | | | | | | | 4/2/2021 | | | | | |
| CTA Service Module (To Be Added to Other Website Pages) | | | | | | | | | | | | | | | | |
| CTA Service Module Template | Choose/create the CTA module HubSpot template | ✓ | | | | | | | | | | | | | | |
| Create CTA Text | Write the CTA copy for the new module | ✓ | | | | | | | 2/22/21-3/12/21 | | | | | | | |
| Determine CTA Asset | Determine the image asset needs for CTA module | ✓ | | | | | | | | | | | | | | |
| CTA Graphic Design | Graphic Designer creates asset if needed | ✓ | | | | | | | | | | | | | | |
| Approvals | Get final edits/approvals from SST | ✓ | | | | | | 3/12/21 | | 3/22/21-3/26/21 | | | | | | |
| Add to Pages When Live (Week 12) | Add CTA module to all relevant website pages (when finalized with launch) | ✓ | | | | | | | | | | | | 4/23/21 | | |
| Page Templates | | | | | | | | | | | | | | | | |
| Finalize Wireframe/Layout | Before choosing the template, be sure the wireframe is final | ✓ | | | | | | | 3/15/21 | | | | | | | |
| Choose the Sales Funnel Template | Choose the HubSpot templates for all of the new Service pages | ✓ | | | | | | | 3/17/21 | | | | | | | |
| Create Modules | Choose the modules for the development team | ✓ | | | | | | | | 3/24/21 | | | | | | |
| Development Support | Development team creates the final templates | ✓ | | | | | | | | 3/25/21 | | | | | | |
| Determine Asset Needs | Once templates are created, determine the assets needed | ✓ | | | | | | | | 2/25/21 | | | | | | |
| Assets | | | | | | | | | | | | | | | | |
| Lead Gen PDF Graphic Design | The final offer text is sent to the Graphic Designer | ✓ | | | | | | | | 3/15/21-3/26/21 | | | | | | |
| Videos | Videos and animated gifs (Jenn?) | ✓ | | | | | | | | | | | | 4/23/21 | | |
| Website Page/Hero Graphics | Graphic Designer creates hero for landing pages | ✓ | | | | | | | | | 4/2/21 | | | | | |
| CTA Module Graphics | Graphic Designer creates CTA graphics for module/blogs | ✓ | | | | | | | | | 4/2/21 | | | | | |
| Misc Sales Funnel Graphics | Graphic Designer creates misc, sales funnel graphics | ✓ | | | | | | | | | 4/2/21 | | | | | |
| Email Graphics | Graphic Designer creates email graphics | ✓ | | | | | | | | | 4/2/21 | | | | | |
| Production | | | | | | | | | | | | | | | | |
| Service Thank You Page | Produce service thank you page in HubSpot | ✓ | | | | | | | | | | | | | | |
| Lead Gen Pop-Up Form | Produce lead generation pop-up application form in HubSpot | ✓ | | | | | | | | | | | | | | |
| Service Sales Funnel Page | Produce service landing page in HubSpot | ✓ | | | | | | | | | | | | | | |
| Service Detail Page (ALT) | Produce the service detail page (plan 1, 2, and 3) | ✓ | | | | | | | | | | | 4/5/21-4/23/21 | | | |

