SST SERVICE SALES	FUNNEL HIGH-LEVEL TIMELINE		PHASE ONE			PHASE TWO				PHASE THREE		PHASE FOUR				
CAMPAIGN DELIVERABLE	ADDITIONAL INFO	DONE	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	PROMOTION	REPORTING
Prep/Stategy		√ I														
Meeting Prep - Determine Goals	HighViz preps for the next few meetings & determine meeting goals	$\overline{\mathbf{v}}$														
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	$\overline{\mathbf{Z}}$		2/9/21												
Meeting #3 WIREFRAME	2-hr meeting: Recap script, organize the language, view mock-ups	V		2/11/21												
Meeting #4 LEAD GENERATOR	2-hr meeting: Brainstorm, outline content, finalize the offer topic	\checkmark			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 & Wirefr	rame															
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	\square				2/22/21										
Header	Write the header message (intriguing first impression)	$\overline{\mathbf{v}}$														
One-Liner	Write the one-liner message (tells you everything about the	$\overline{\mathbf{v}}$					2/22/21-3/12/21									
	company)						2/22/21-5/12/21									
Stakes	Write the stakes (pain points, problem)	✓														
Deliver Testimonials (End Date)	Jason delivers testimonials to HighViz	$\overline{\mathbf{Z}}$					3/2/21									
Value Proposition	Write the value proposition text (makes the customer want the service)	$\overline{\mathbf{v}}$														
Guide	Write the guide text (shows empathy and authority), use testimonials	✓														
Service Plans Verbiage	Write the guide text (shows empathy and authority), use testimonials Write the final service plan verbiage (plans 1, 2, and 3)	<u>~</u>		-			2/22/21-3/12/21									
Explanatory Verbiage	Write the explanatory paragraph (longer text that explains in more	<u> </u>														
	detail) Create the final web page wireframe - send mock-up to						3/5/21									
Website Wireframe FINAL	Developer/Producer						3/5/21									
Lead Generating Offer	Write the lead generating offer text (eBook, checklist)	\checkmark														
Lead Generating Offer Conversion		✓														
Email Nurturing Campaign	Write the 9 nurture emails	\checkmark					2/22/21-3/12/21									
Email Sales Campaign	Write the 6 sales emails	$\overline{\mathbf{Z}}$														
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 Ed	lits and Approvals															
Content Review/Edits	Content is reviewed by SST	\checkmark							3/15-3/19							
Content Revisions	Content is revised based on edits received	\checkmark								3/24/2021						
Content Final Approvals	Content is approved and final - sent to production	\checkmark									4/2/2021					
CTA Service Module (To Be Added to																
CTA Service Module Template	Choose/create the CTA module HubSpot template	\checkmark														
Create CTA Text	Write the CTA copy for the new module	\checkmark					2/22/21-3/12/21									
Determine CTA Asset	Determine the image asset needs for CTA module	\checkmark					2/22/21 3/12/21									
CTA Graphic Design	Graphic Designer creates asset if neeed	\checkmark														
Approvals	Get final edits/approvals from SST	$\overline{\mathbf{V}}$						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	$\overline{\mathbf{Z}}$							3/15/21							
Choose the Sales Funnel Template	Choose the HubSpot templates for all of the new Service pages	\checkmark							3/17/21							
Create Modules	Choose the modules for the development team	\checkmark								3/24/21						
Development Support	Development team creates the final templates	\checkmark								3/25/21						
Determine Asset Needs	Once templates are created, determine the assets needed	\checkmark								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	\checkmark									4/2/21					
CTA Module Graphics	Graphic Designer creates CTA graphics for module/blogs	\checkmark									4/2/21					
Misc Sales Funnel Graphics	Graphic Designer creates misc. sales funnel graphics	\checkmark									4/2/21					
Email Graphics	Graphic Designer creates email graphics	\checkmark									4/2/21					
Production																
	Produce service thank you page in HubSpot	V														
Service Thank You Page	riodece service mank yee page irriodeper															
Lead Gen Pop-Up Form	Produce lead generation pop-up application form in HubSpot	✓														
													4/5/21-4/23/21			

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Offer Thank You Page	Produce offer PDF thank you page in HubSpot	V											1	1		
Offer Landing Page	Produce offer PDF landing page in HubSpot	\checkmark														
Email Production																
Produce 9 Nurture Emails	Produce the 9 service nurture emails in HubSpot	\checkmark														
Produce 4 Sales Emails	Produce the 4 sales nurture emails in HubSpot	\checkmark										4/5/21-4/16/21				
Workflow: Nurture Email Series	Create the 9 service nurture email workflow in HubSpot	✓										4/3/21	-4/10/21			
Workflow: Sales Email Series	Create the 4 sales nurture email workflow in HubSpot	V														
QA / Launch																
Quality Assurance: Website Pages	Thouroughly check all website pages for accuracy and links	$\overline{\mathbf{v}}$											4/16/21			
Quality Assurance: CTAs	Check CTAs	$\overline{\mathbf{v}}$											4/16/21			
Quality Assurance: Email Workflows	Check email workflows, send test emails	$\overline{\mathbf{v}}$											4/16/21			
Quality Assurance: Blog Linking	Make sure blog module links to blogs have been QA'd	$\overline{\mathbf{v}}$											4/16/21			
Quality Assurance: Mobile Views	Make sure all pages look good on mobile	$\overline{\mathbf{v}}$											4/16/21			
Campaign is Live	Make Live	$\overline{\mathbf{v}}$												4/19/21		
Service Package Distribution																
Create a Campain Kit for Sale Team	Tool and training to help the team have a conversation about new service story, here	$\overline{\mathbf{v}}$											4/12/21-4/16/21			
Create Marketing Resource Page	Add documentation to a resource page in HubSpot for Sales Team	V												4/16/21		
Email Signature	Create an email signature for Sales Team	V												4/16/21		
Social Media Promotion																
Facebook	Promote page and lead gen PDF on social media	\checkmark													4/21/21	
LinkedIn	Promote page and lead gen PDF on social media	\checkmark													4/21/21	
Reporting																
3-Month Reporting	Review campaign analytics and reporting	\checkmark														6/23/21
6-Month Reporting	Review campaign analytics and reporting	\checkmark														9/22/21
12-Month Reporting	Review campaign analytics and reporting	$\overline{\mathbf{v}}$														4/21/22