

HOMEPAGE SALES FUNNEL CAMPAIGN KIT



The Lilly Company Homepage Sales Funnel Campaign Kit

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The Lilly Company Homepage Kit

We've reached the last step of the sales funnel creation process. So far we have:

1. Identified the product to promote
2. Discussed customer problems in our message filter workshop
3. Created a brand script that informs what sales and marketing say
4. A website page that follows our proven storytelling framework.
5. A lead gen PDF/ eBook for the shopper
6. Blogs to send traffic to the web pg.
7. Promotion and Follow-up emails
8. Social media posts
9. **NOW it's time to share our work!**



Website Page Featured Image

Landing Page Featured Image Graphic



Messaging Framework

The Lilly Company Homepage Campaign Kit

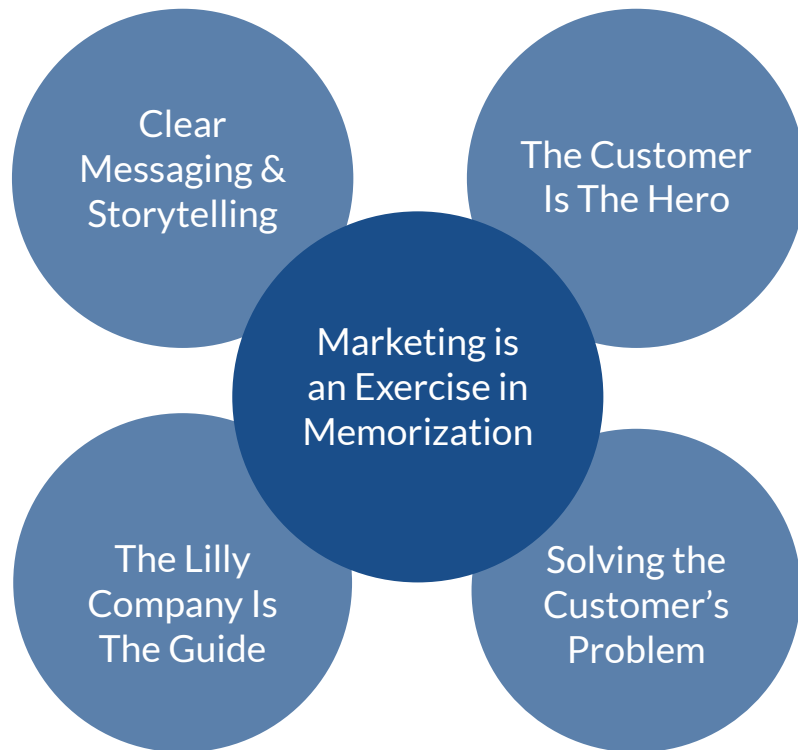
Messaging Framework

To understand the problems we're solving, we kicked-off our project with a 2-hour Messaging Workshop.

From here, we created the BrandScript. We use this script everytime we bring up The Lilly Company.

Read it, learn it, memorize it, repeat it.

[Download Your Copy PDF](#)



1 Min Script

There are a million details to consider when it comes to everything you need to keep your warehouse running, and you shouldn't have to be the expert in all of them. You deserve a partner who *is*.

At The Lilly Company, we believe setting you up for a successful operation means more than selling you a few forklifts. You need the right equipment *and* the right service so your **staff can do their job best**, and your **customers can get their goods fast**.

That's why we help warehouses *work*, with expert material handling consulting, equipment, and service solutions.

Since 1919, we've been helping businesses like yours grow and maintain their operation *without* making costly mistakes along the way.

So if you need solutions, equipment and services from a partner you can trust, contact us today and we'll get you paired with a warehousing expert close to your area.

We'll get you what you need so you can stop putting out fires, and start running the safest, most efficient, and profitable operation possible.

Elevator Pitch

There's a lot of equipment and service you need to keep your warehouse running, and you shouldn't have to be the expert in all of it.

That's why The Lilly Company helps your warehouse *work*, with expert materials handling consulting, equipment, and service solutions you can trust.

Contact us today so you can start running the safest, most efficient, and profitable operation possible.

ONE-LINER

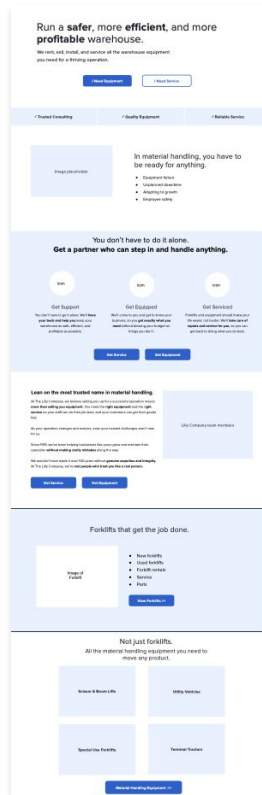
There's a lot of equipment and service you need to keep your warehouse running, and you shouldn't have to be the expert in all of it. The Lilly Company can help with material handling consulting, equipment, and service so you can stop being reactive, and start running the safest, most efficient, and profitable operation possible.

TAGLINES

- Run a Safer, Profitable, and More Efficient Warehouse
- Get a Partner Who Can Step In and Handle Everything
- Run a safer, profitable, and more efficient warehouse with products and services from The Lilly Company
- With The Lilly Company, you have a material handling partner who can step in and handle everything.
- Lean on the most trusted name in material handling, The Lilly Company.
- At The Lilly Company, we believe you deserve a material handling equipment and service partner you can depend on.

Wireframe Draft

The Lilly Company Homepage
Website Page Wireframe Draft PDF



← Header/CTA

← Value Statements

← Stakes

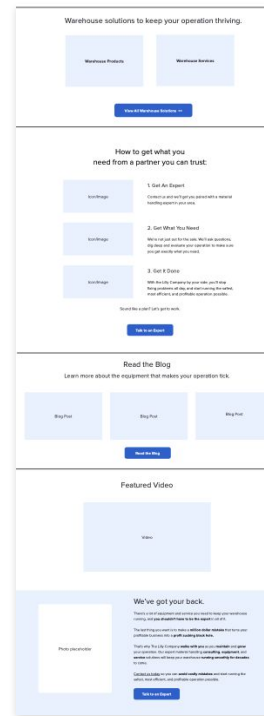
← Solution

← Product Solutions

← Authority

← CTAs

← Brandscript & Value Statements



← Value Statements

← Testimonial

← The Plan How to get Started

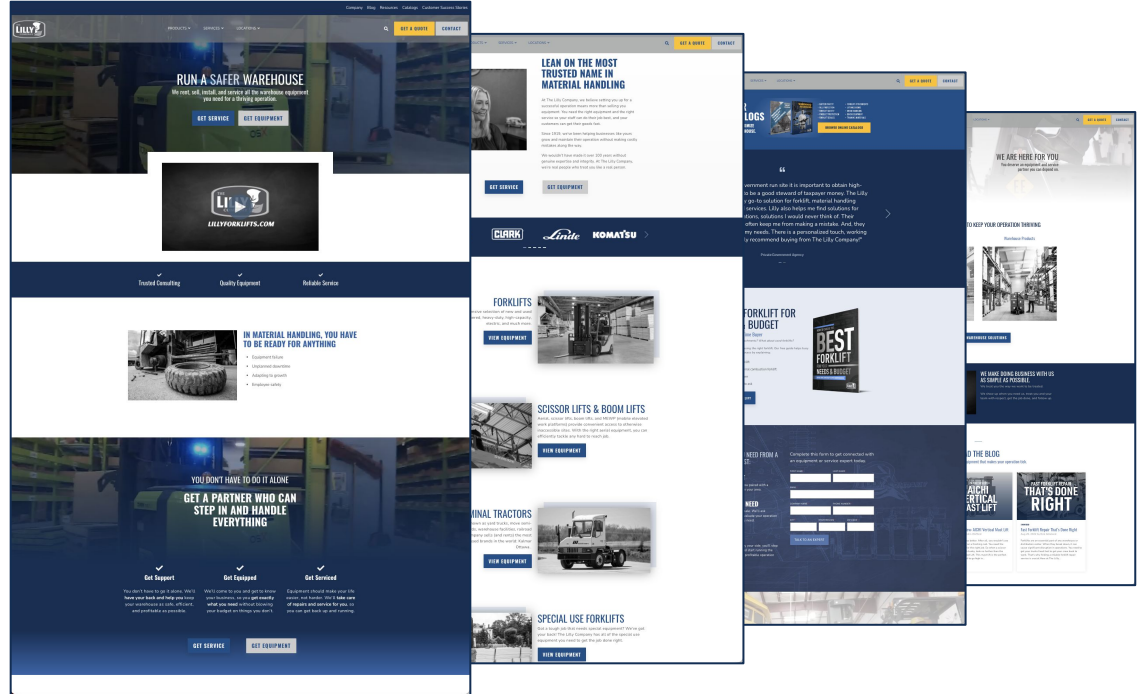
← Long Brandscript

← Blog Posts

← Lead gen

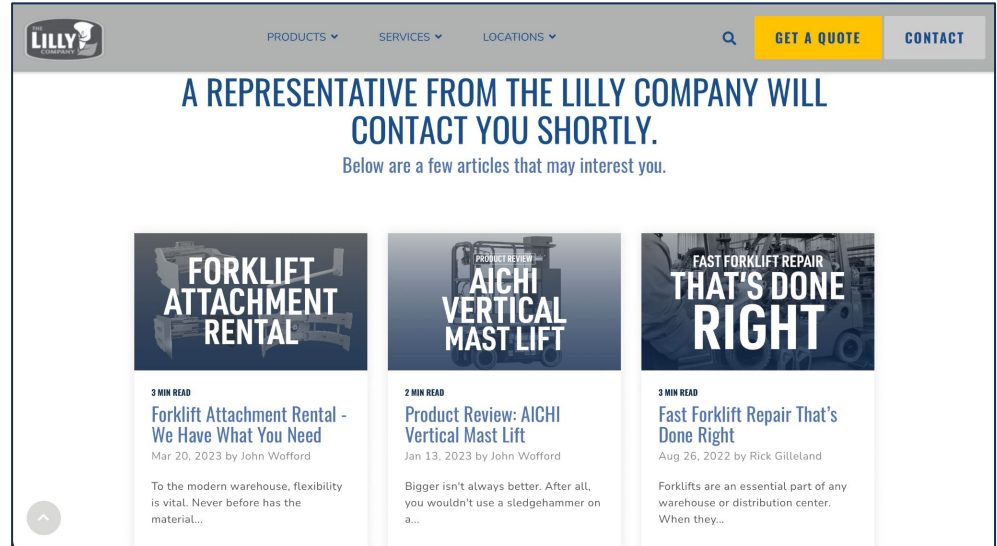
Website Page

The Lilly Company Homepage Page



Landing Pages

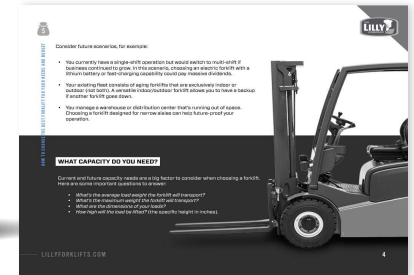
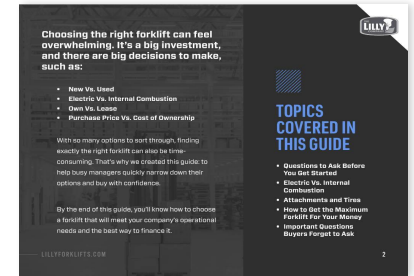
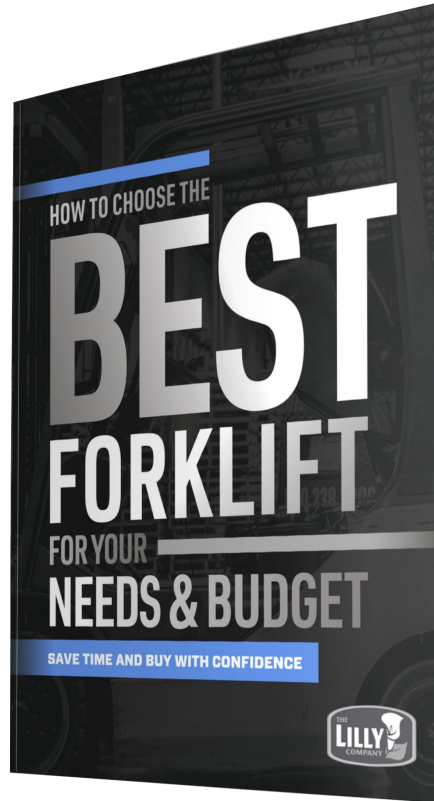
[Landing Page](#) | [Thank You Page](#) | [Home](#)



eBook

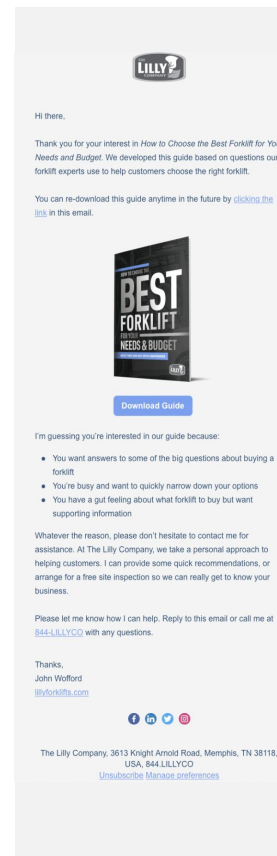
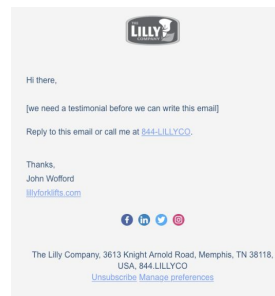
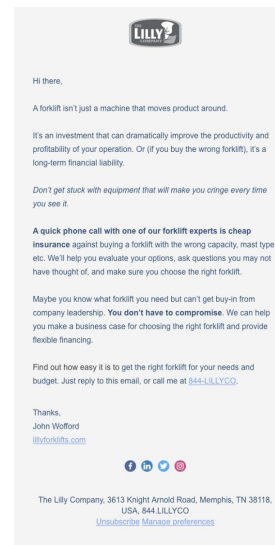
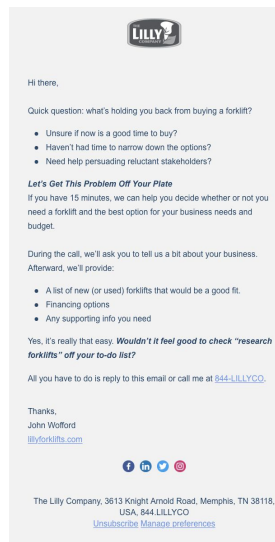
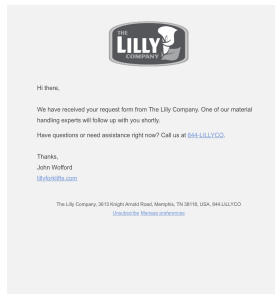
- [Landing Page | How To Choose The Best Forklift](#)
- [Thank You Page | How To Choose The Best Forklift](#)

View the eBook [here](#)



Email Series

- [Follow-Up | Home | Homepage](#)
- [How To Choose the Best Forklift Email 1: Thank you, eBook Access](#)
- [How To Choose the Best Forklift Email 2: Problem + Solution](#)
- [How To Choose the Best Forklift Email 3: Testimonial/Success Story](#)
- [How To Choose the Best Forklift Email 4: A Little Fear to Overcome Objections](#)



Forms

- [Talk to an Expert](#)

HOW TO GET WHAT YOU NEED FROM A PARTNER YOU CAN TRUST:

1 GET AN EXPERT

Contact us and we'll get you paired with a material handling expert in your area.

2 GET WHAT YOU NEED

We're not just out for the sale. We'll ask questions, dig deep and evaluate your operation to make sure you get exactly what you need.

3 GET IT DONE

With The Lilly Company by your side, you'll stop fixing problems all day, and start running the safest, most efficient, and profitable operation possible.

Complete this form to get connected with an equipment or service expert today.

| | | |
|----------------------|----------------------|----------------------|
| FIRST NAME * | LAST NAME * | |
| <input type="text"/> | <input type="text"/> | |
| EMAIL * | | |
| <input type="text"/> | | |
| COMPANY NAME * | PHONE NUMBER * | |
| <input type="text"/> | <input type="text"/> | |
| CITY * | STATE/REGION * | ZIP CODE * |
| <input type="text"/> | <input type="text"/> | <input type="text"/> |

TALK TO AN EXPERT

CTA's

- [Get Equipment CTA Button](#)
- [View Equipment CTA Button \[Blue\] One For All](#)
- [View Used Equipment CTA Button \[Blue\]](#)
- [View Rental Equipment CTA Button \[Blue\]](#)
- [View Warehouse Solutions](#)

Campaign Performance

Campaign in HubSpot: [LINK](#)

- Start Date: Feb 2021
- Organic Traffic Average: 3,830
- New Contacts (First Touch): 8,341
- Influenced Contacts: 1,679
- Influenced Revenue: \$1.78 Billion
- Email Views: 5,755
- Email Open-Rate: 53.35%
- Form Views: 8,674
- Website Page Views: 19,568
- Page Views: 46,630

**Data above taken on 8/15/2024*

