



## Guide to Your **advantage80/20** - 36 to Convert Marketing Campaign Journey

From the time you decide to work with us to the very exciting moment when your 36 to Convert (36tC) campaign goes live, we want you to enjoy the experience, have fun and let us lead the way. We are here to organise you and to make sure your 36tC happens! Here are the key points of how we will work together, if you have any questions please feel free to reach out.

Email: [kim@advantage8020.com](mailto:kim@advantage8020.com)

### Getting Started;

Once you have paid and booked your Discovery Session you will receive a Welcome Email confirming your Discovery date and explaining how to prepare for the session.

### The Technical Bit;

We can create your 36 to Convert in your own CRM if you have one or we can create a new mail account if you prefer. There are several free mail platforms we can recommend.

### Your Discovery Session;

During your Discovery Session your story will unfold. It will be a video call and will take approximately 1 hour. The Discovery Session is fun, relaxed and informal. All you need to do is be on the call, be relaxed and be prepared to enjoy it.

### Your Contacts and Top Group;

A very important part of the 36tC is your contacts. We will help you organise them and create your Top Group. Please ensure all contacts are happy to hear from you and you have their permission contact them.

### Your Coaching Call;

Early on in the process we will connect you with our business coach, Craig Delahoy. He will book a call with you to discuss your reconnect calls with your contacts, how to create your Top Group and how to add new people to your database. Making the one on one connections with your Top Group is a very important part of your 36tC, it's where the magic happens! We will support and coach you on how best to connect and ask for help and referrals.

### Your Content;

Your 36tC campaign is made up of personalized content consisting of emails, postcards, events and reconnect calls. We will create the content, upload it to your CRM, schedule and automate it and provide you with an annual marketing schedule. Once your content is written you will have the opportunity to approve it.

### Your Launch;

This is a great moment..... It's the time when your first email is sent, and your 36tC begins. We call it "Going Live"! In order to be able to go live we will need to have your contacts uploaded to your CRM and written approval of both your content and the scheduled dates. The day we go live is the day your 12 month 36 to Convert annual campaign officially begins.

### During Your Campaign we are here to help;

We will follow up to discuss the reports generated within the CRM. We keep you updated with any news and current trends via regular masterclasses, webinars and coaching clinics – all free for clients. AND of course, we make regular calls during the year to check in. If you have any questions or concerns at any time you can get in touch and we will respond within a reasonable timescale. You will receive a reminder when your campaign is coming to an end and if you wish to continue, we can start to plan your year two.

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## Your 36 to Convert Campaign includes:

- Setting up a mail account if required
- Design of master template
- Creating a mission statement and tagline
- 12 monthly insight emails – content written, template design and scheduling
- 12 value content emails - content written, template design and scheduling
- 2 holiday emails - content written, template design and scheduling
- 4 postcards - content written, designed, scheduled
- 2 event invitations - content written, designed, scheduled
- Collating and uploading contacts from spreadsheets
- Scheduling of emails
- Annual marketing schedule
- Relationship call schedule

## Your 36 to Convert Campaign does not include:

- The cost of printing for postcards and event invitations.
- The cost of postage for postcards and event invitations.

From deciding to work with us to “Going Live” is approximately 2 – 4 weeks. All that we require from you is that you provide us with the information requested in a timely manner. Please feel free to contact me with any queries you may have or to request the full version of our Client Journey Guide.

Kind regards

*Kim Hills*

**Kim Hills**

**Marketing Director**

**advantage80/20**

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*We love to receive referrals and reward our clients for passing them on, so please ask for more details.*