

8.18.20

Lake Ridge Chapel Proposal

1. Gather The Information

- a. Set up a freebie offer on Facebook that brings them to a form to fill out for their information. This info will be then sent to Hubspot and you should place them as a Subscriber in the lifetime segments.
- b. Set a button for learning more clearly on the opening page of the website and or to the freebie on the site.
- c. Send the email immediately following the form that has the offer attached as well as basic information about Lake Ridge Chapel.
(Email 1)

2. Changing the Subscribers to Leads

- a. Follow up with an email about Preplanning and what this means. This email will provide a link to the page where the offer is hosted. On the page you will see information about the offer and in small print under the offer you will see expiration date in small print.
(Email 2)
- b. After you have their form for the offer filled out you will then know where they are exactly in the buying process. The answers they provide to the questions on the form will then be classified properties in Hubspot. Using these properties you can decide which email to send next based on the information they suggested they would like to see. Segmentation email strategies like the one listed above have a 10% less unsubscribe rate than strategies without. (Email 3)

3. Changing Leads to Customers

- a. Continue to monitor properties and cycles of the contacts. To insure a successful email campaign you must be able to keep a healthy contact list. Watching the contacts that have not opened

emails in a year or have a hard bounced rate will help you identify who you should be focusing on and who you should not. Your contact list will have a decay of 22.5% a year so it is helpful to keep it updated and monitored to keep in touch with your best leads.

- b. Follow up with leads that look promising. Sending an email that focuses on the CTA of booking a phone call with a lead can help push them to become a customer. This email should be sent to those who have received the information they showed interest in and also provide a reminder about the offer so they have another incentive to set the call. ([Email 4](#))
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Notes:

Properties I would add on Hubspot to show:

- I'm gathering information for...
- I'm interested in learning more about...
- Preferred method of contact...
- Where are you in the process...

Emails I would suggest to use:

- Email 1 for introduction of Lake Ridge and Freebie
- Email 2 for clarity of services and link to offer
- Email 3 which is specific to the lead. Emails used in this step would be:
 - For themselves
 - For loved ones
 - For those in hospice, near death or in final stages
 - For needing more information
 - For just gathering information
 - For those with questions