

Overview Of Your Build Phase



Congratulations! You have successfully completed the Intake Process. Now it's time for the Build Phase.

During this phase your Client Success Manager will be walking you through the build of your 3 funnels (outlined below). There are a few areas where Enfusen will work in the background without your assistance but our hope is to guide you through this build in order to empower you to create more in the future.

Your main responsibility in the Build Phase is to create the copy for your Activation Email and review any other copy within the funnels. Below is an outline of what the Build Phase entails.

Once these pieces are created, you will have a Build Review Call with your CSM to go over each piece and prepare for Launch.

The Co-Building Process

- Your CSM will work with you to build the following items
 - Activation Email
 - Offer Landing Page and Form
 - Offer Thank You Page
 - Thank You Auto Responder Email
 - Networking Landing Page with Form
 - Events Landing Page and Form
 - Events Thank You Page
 - Events Auto Responder Email

Enfusen's Build Process

- Your CSM will perform the following tasks
 - Set up Marketing Automation Platform
 - Set up Predictive Content Analytics
 - Set up Workflows
 - Send List Through Lead Intelligence
 - Upload Lists into Marketing Automation Platform

Overview Of Your 3 Funnels

1. The Main Offer Funnel

- Your Main Offer will be posted live on your website as a way to gather new contacts and leads. Your Main Offer Funnel is made up of the following parts:
 - i. Activation Email
 - The activation email is sent out to your list of contacts to activate their lead scoring. When the contact opens the activation email, they are cookie'd, which allows us to track the contact's interaction with your website, offers, and emails from now on.
 - ii. Landing Page & Form
 - Your landing page will describe your main offer in great detail. A form will capture the visitor's contact information.
 - iii. Thank You Page
 - The Thank You Page thanks the contact for filling out the form and delivers your main offer.
 - iv. Auto Responder Email
 - The Auto Responder Email is sent directly after a form submission to thank the visitor for their interest and provide the offer again via email.
 - v. Calls-To-Action (CTA)
 - A Call-To-Action starts the Conversion Process. Your visitors click on CTAs from your website, blogs, or emails. When they click on the CTA, they are directed to a Landing Page to fill out your form.

2. The Networking Funnel

- This Funnel consists of a Landing Page and Form which will go with you to Networking events to collect contact information from business cards.

3. The Events Offer Funnel

- This funnel will be based off of a short URL you can use while speaking at events. The Events Offer Funnel gives those in the audience a way to connect with you without having to personally meet you. You will use this funnel to collect lead information.