



GetStuffDone
Retainer

FLYWHEEL,
ASSEMBLE,
CAMPAIGNS,
TEST.

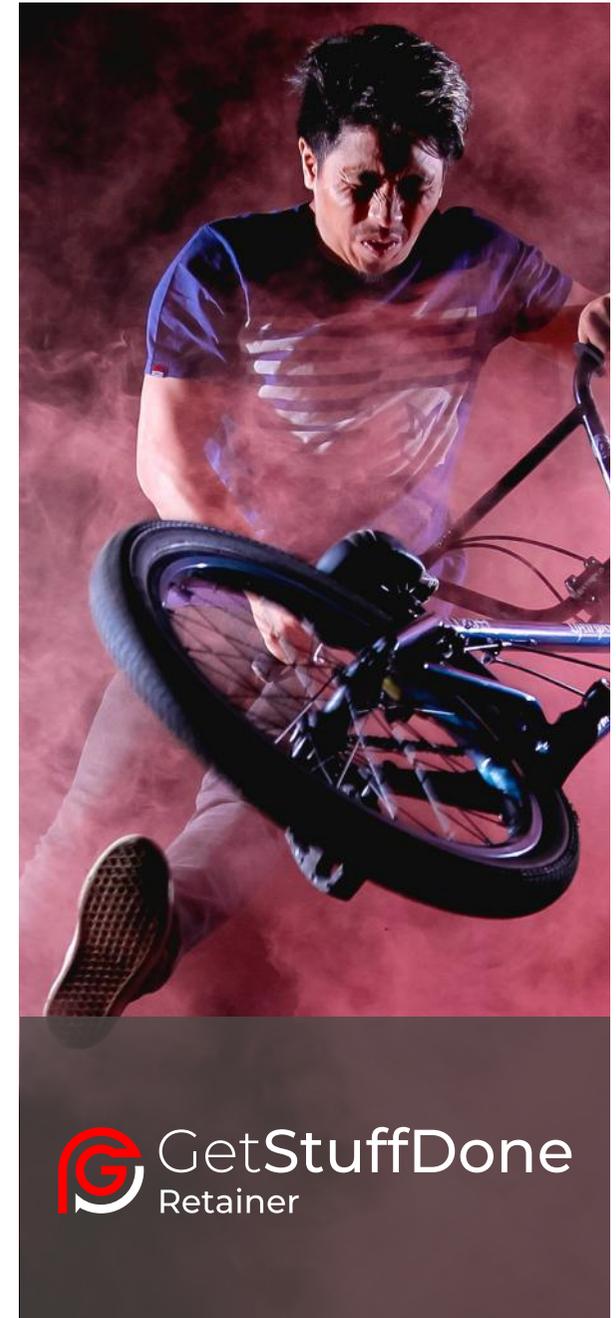
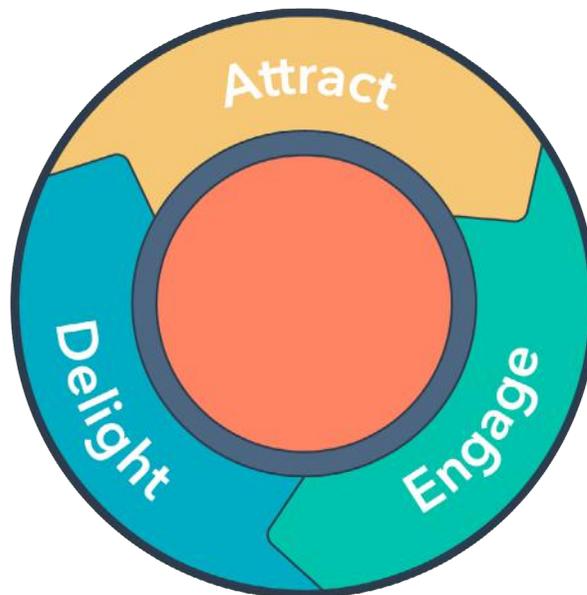
STAGE 5.

It's time to assemble your inbound marketing, sales, client service and analytics playbooks to bring them to life through campaigns that are engineered to deliver results and achieve your smart goals.

FLYWHEEL

The Inbound Flywheel methodology is an alternative way of looking at the traditional funnel, and because Inbound is much more than just marketing, it places the client at the centre of everything you do for the entire client lifetime and connects the following key stages in every campaign:

- Attract phase
- Engage phase
- Delight Phase





ASSEMBLE

Each Marketing, Sales and Client Service campaign requires assets to connect together to achieve its desired goal, from your Playbooks it is time to build these assets for each area and it is essential to use a project / task management system to manage the team and production of many pieces inc:

○ Marketing assets

- Website, Blog & Landing Pages
- SEO and Paid / Organic Ads
- Awareness and Consideration content creation from copy, video and graphics
- Social media and call to actions to generate leads

○ Sales assets

- Deal Pipelines & intelligent CRM research tools
- Consideration and decision stage content creation
- Sales scripts and templates
- Live chat functions
- Ecommerce stores
- Presentation decks and systems to present remotely and in person

○ Client services assets

- Live chat and client ticket systems
- Knowledge base articles
- NPS surveys
- Upsell, testimonial and referral systems

○ Analytics assets

- Campaign Metrics Dashboard or Reports

CAMPAIGNS

With augmented assets driving your strategically thought out, and tactically executed Inbound campaigns, increased performance is assured over isolated assets performing against each other and typical Inbound campaigns are:

○ Marketing Campaigns

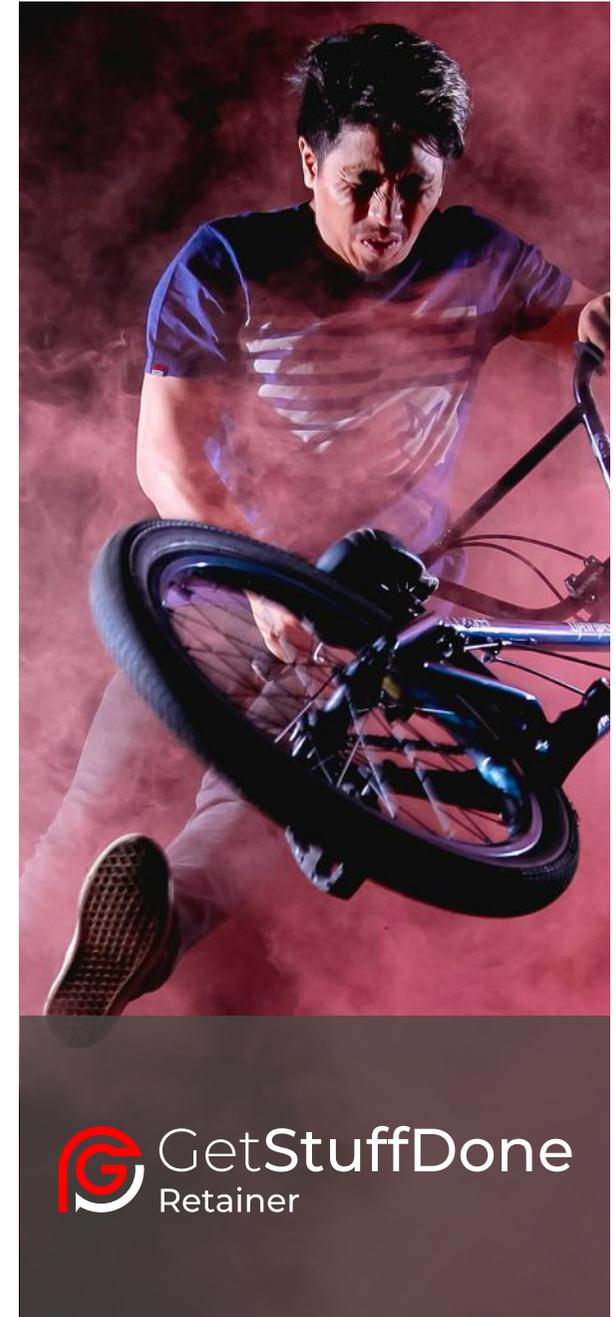
- Lead generation campaigns
- Educational, information subscription campaigns
- Social media paid ad and brand awareness campaigns

○ Client Services Campaigns

- Client support ticket campaigns
- Knowledge base and FAQ account management campaigns
- Upsell, NPS survey, testimonial and referral campaigns

○ Sales Campaigns

- Consultations & meetings campaigns
- Buyer educational and product / service engagement campaigns
- Buyer demonstration, follow up and authority focussed
- Ecommerce promotion campaigns



 GetStuffDone
Retainer



 GetStuffDone
Retainer

TEST

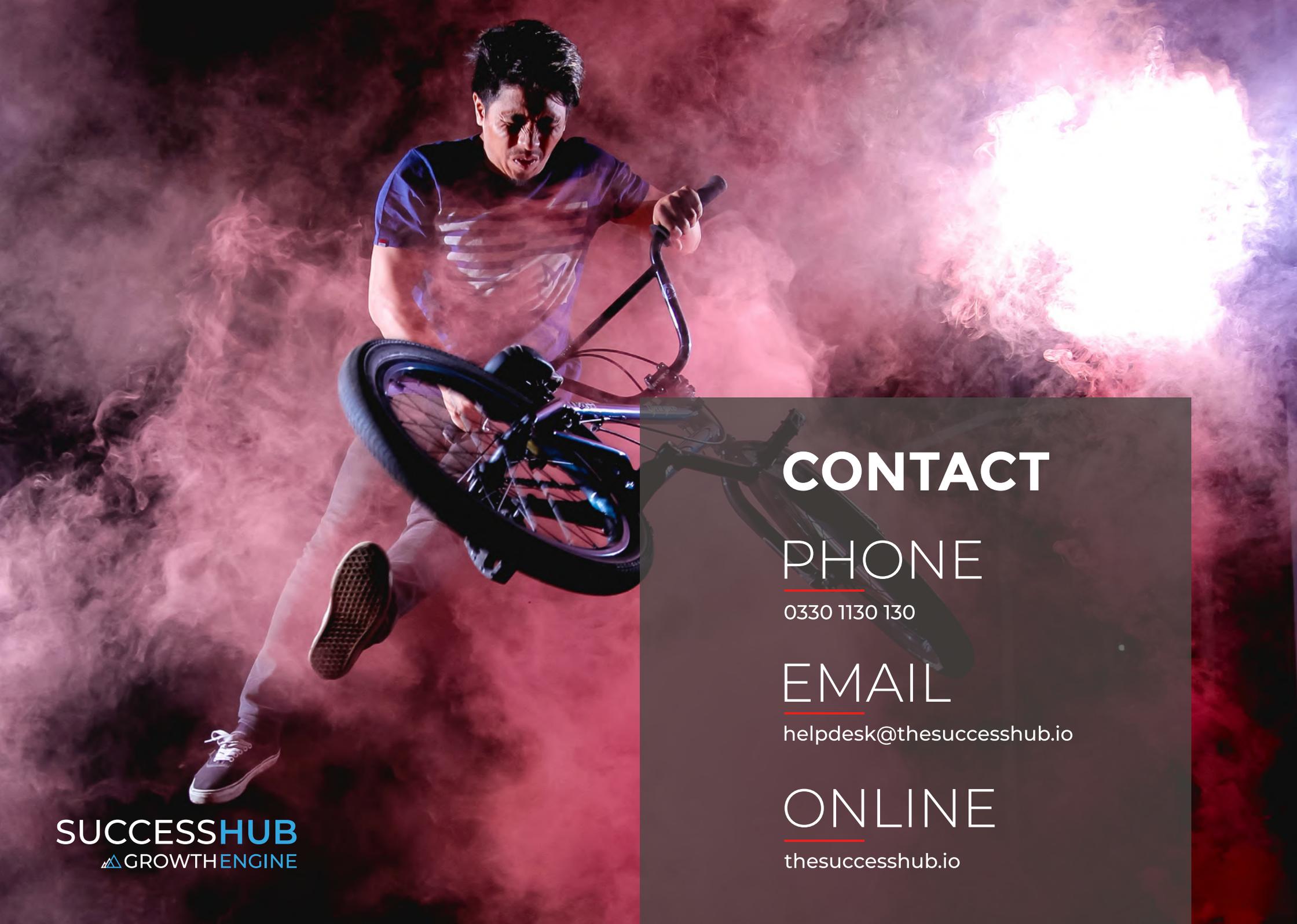
One size does not fit all, even with defined personas, having split testing [ST] A/B testing [AB] and multivariate testing [MVT] built into campaigns provides early insights to your campaign performance post launch. These tests differ based on campaign types and usually include some or all of the following

- URLs: Single or multiple
- Offers: Type and price points
- CTA [Call To Actions]: Buttons or / and placement
- Distribution: Channels campaigns delivered through
- Visual elements: Videos and images
- Timing: Day, date and time of distribution
- Text elements: Headlines, subject lines, core copy
- Content length: Articles, Blogs, pages, Ebooks
- Access: Gated or Ungated

READY?

Book your 45 Minute
GrowthEngine Consultation

[Start Here](#)



CONTACT

PHONE

0330 1130 130

EMAIL

helpdesk@thesuccesshub.io

ONLINE

thesuccesshub.io