

# Funnel Analyst and Strategist

Videofruit LLC

## Outcomes:

## Ratings & Comments:

1. Increase our margin between CPL and RPL to 4x at \$2,500 per day ad spend by end of Q1.
2. Figure out how to daily track every aspect of the Slingshot PPC funnel in a easy to understand dashboard. Includes split test tracking. Cohort tracking is a must.
  - A. Every page conversion rate (for all variations)
  - B. Ever email rate (open, click, buy)
  - C. Every ads effectiveness in producing a high RPL
  - D. Proper interpretation of data and ability to find answers to questions as posed by VP of Growth (example: If we aren't specifically setup to track X metric, but it's found that that metric is important, you can come up with a creative way to figure it out and incorporate it into our tracking moving forward)
3. Analyze the data from our daily tracking regimen and come up with new tests to run to increase overall ROI of the funnel. This would also include studying other funnels, books, webinars etc for ideas.
4. Manage and prioritize all experiments based on a 3 fold criteria (impact, cost and effort) in order to keep team stress low and overall ROI high. Good at Project Management.
5. Work with the entire VF team to execute new funnel improvements on time with low stress to the team (writing emails, installing them, creating new landing pages, working with and learning our existing software suite)
6. Work with our ad buyer to create new targeting segments and ad creative (ad creative is key - both copy and image combos that are tailored for specific targeting groups)

## Need the following skills/things:

1. Ability to write sales emails and landing page copy
2. Write and design effective FB ads

3. Create new lead magnets
4. Create landing pages (that don't look like crap) in Instapage
5. Understand our sales process at a high level
6. Use Infusionsoft to set up sales sequences
7. Use Google Analytics, Wicked Reports etc
8. Have a quick learning capacity to be able to figure out more advanced analytics and tracking
9. Excellent project management skills and the ability to work with a team to properly lead projects to conclusion
10. Geek out on sales funnels and spreadsheets
11. Be apart of our daily/weekly/quarterly meeting rhythm

### **Key Performance Indicators:**

1. Daily tracking of CPL and RPL
2. Daily tracking doc updated
3. # of major (.75% increase) conversion wins per quarter (goal of 3)