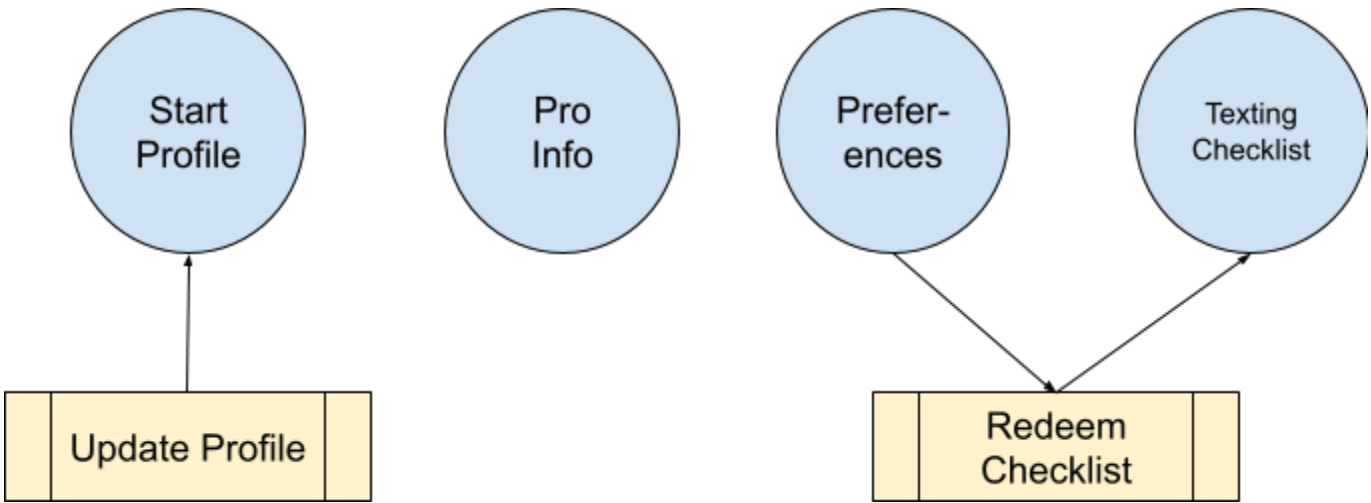


Journey: Operational

Strategy: Create Subscriber Profiles

Tactic: Invite Unengaged List To Update Their Profile



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Time --->

<i>Customer Experience</i>	UPDATE PROFILE PATHWAY	Update Your Profile!	(Remember to Update Your Profile)	(Final Notice to Update)	(Add to FB Custom Audiences)	Click to Start Profile	(Update Issues?)	(Add to FB Custom Audiences)	Start Profile
<i>Operational Experience</i>		Added to Re-engagement campaign, send immediately Wait 3 days, send in AM Wait 4 days, send in PM Wait 7 days, run in AM ... Wait 1 day, send in AM Wait 6 days, run in AM ...							
<i>Messaging</i>		Benefits of a profile CTA - Update profile	Logic angle for a profile CTA - Update profile	FOMO angle CTA - Update profile	N/A	N/A	Personal angle CTA - Update profile	N/A	Name Persy Email Pro Email Job Title
<i>Tools</i>		Infusionsoft Email	Infusionsoft Email	Infusionsoft Email	PlusThis Infusionsoft Tag	Link Click Goal	Infusionsoft Email	PlusThis Infusionsoft Tag	IS Landing Page
<i>Skills</i>		Creative: Paul/Ryan Technical: Paul	Creative: Paul/Ryan Technical: Paul	Creative: Paul/Ryan Technical: Paul	Creative: Technical: Paul	Creative: Technical: Paul	Creative: Paul/Ryan Technical: Paul	Creative: Technical: Paul	Creative: Paul/Ryan Technical: Paul
<i>Owner</i>		Ryan	Ryan	Ryan	Ryan	Ryan	Ryan	Ryan	Ryan

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<i>Customer Experience</i>	Professional Info	Preferences	Profile Complete	Texting Checklist*	REDEEM CHECKLIST PATHWAY	(Remember Checklist)	(Final Reminder)	Click to Download Checklist	
<i>Operational Experience</i>	...	...	Add to FB Custom Audiences			Wait 1 day, send in AM	Wait 6 days, run in AM	...	
<i>Messaging</i>	Company Job Role Company Size Industry Company Zip Revenue	Webinars Downloads Newsletters	Your profile is complete, CTA - Download Texting Checklist	Existing Messaging		Thanks for completing profile CTA - Download checklist	Final gift reminder CTA - Download checklist	N/A	
<i>Tools</i>	IS Landing Page	IS Landing Page IS Web Form (Download button)		Wordpress		Infusionsoft Email	Infusionsoft Email	Link Click Goal	
<i>Skills</i>	Creative: Paul/Ryan Technical: Paul	Creative: Paul/Ryan Technical: Paul	Creative: Paul/Ryan Technical: Paul	Creative: Technical: Paul		Creative: Paul/Ryan Technical: Paul	Creative: Paul/Ryan Technical: Paul	Creative: Technical: Paul	
<i>Owner</i>	Ryan	Ryan	Ryan	Ryan		Ryan	Ryan	Ryan	

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