

How to Leverage Marketing Automation to Triple Your Conversions



Solving The Biggest Marketing Challenge Webinar - Swipe & Deploy



Funnel

- Registration page - <https://go.plumberseo.net/marketing-automation>
- Confirmation page - <https://go.plumberseo.net/webinar-confirmation-marketing-automation>
- Replay page - <https://go.plumberseo.net/unconverted-leads-training>
- VIDEO of This session - <https://youtu.be/SVt6DAEORow?si=fSq6ID64GKpPFWWe>

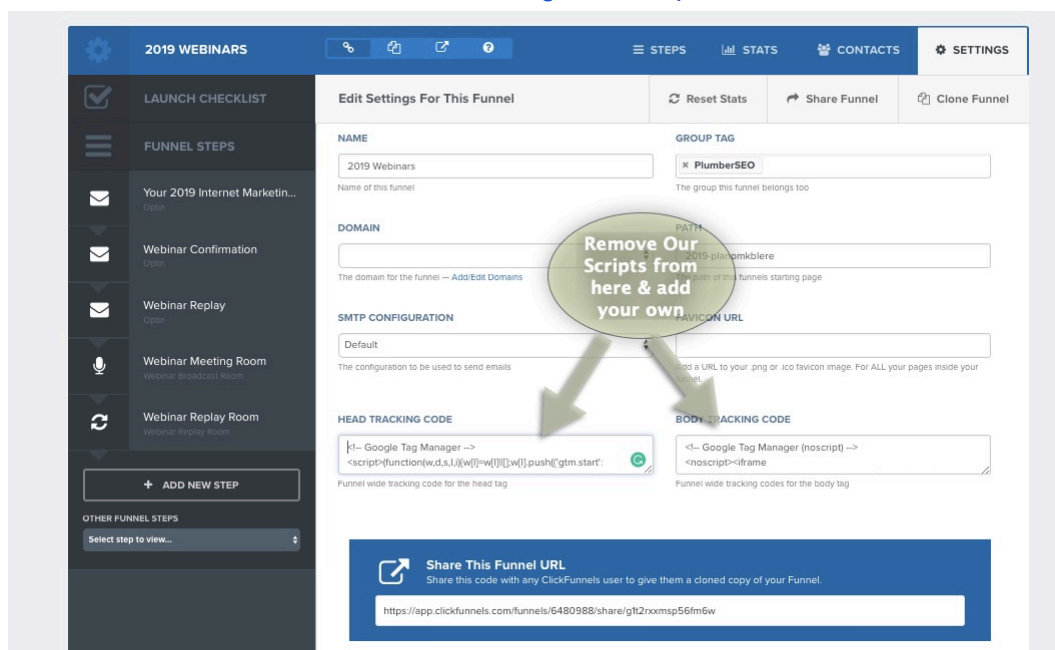
If you are using **HighLevel** you can pull this into your account using this link:

https://affiliates.gohighlevel.com/?fp_ref=&funnel_share=4blgveD97EXX5wIDW5BL

If you use ClickFunnels you can pull this funnel into your account using this link:

****Be sure to remove my tracking scripts if you do use this funnel**

<https://app.clickfunnels.com/funnels/6480988/share/g1t2rxmsp56fm6w>



Source Files (Slides, Etc)

Make a copy of the Google slides presentation template here:

https://docs.google.com/presentation/d/1NI_3m_pp-lkWeRvk8zTtOCgFH0ejmbmXGnZ3ttpc43A/copy

You can download the presentation template in both PPT / Keynote by going here -

<https://drive.google.com/drive/folders/1LBN-kdG5tNEMnSSd4f1h4rjNrMyvUt2?usp=sharing>

Canva Slide Share Image

- Cover Slide -

https://www.canva.com/design/DAFAaFIDhB4/xTiuhaHypX9vstjKdQ3bhQ/view?utm_content=D

[AFAaFIDhB4&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview](https://www.canva.com/design/DAEJR72xXoE/jCG_TpgGbhXvxhbuAEIm8g/view?utm_content=DAEJR72xXoE&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink&mode=preview)

- Internal Slide -

https://www.canva.com/design/DAEJR72xXoE/jCG_TpgGbhXvxhbuAEIm8g/view?utm_content=DAEJR72xXoE&utm_campaign=designshare&utm_medium=link&utm_source=sharebutton&mode=preview

Recording of actual Presentation

You can watch a recording of the webinar here - <https://youtu.be/SVt6DAEORow>

eMail Sequences - Invite Sequence (Sign Up)

You can access this in HighLevel by importing the Snapshot 2.0 into your account -

https://affiliates.gohighlevel.com/?fp_ref=&share=UR9GJvOBWVw8ZgZUJWJx

← Unconverted Leads Webinar - Invite Sequence					
⚠ Email stats data is available from 29 May 2020. SMS stats data is available from 29 June 2020.					
Campaign Configuration					
1 Day	What are your biggest marketing challenges? What are your biggest marketing challenges?	94.93% Delivered	4.93% Bounced	10.61% Opened	1.21% Clicked
	Edit Remove	Send after 1 day Show Detail			
1 Day	Are you generating enough leads? Are you generating enough leads?	95.00% Delivered	4.85% Bounced	11.84% Opened	1.65% Clicked
	Edit Remove	Send after 1 day Show Detail			
1 Day	Invite #1 Solving The #1 Marketing Challenge Facing Plumbing, HVAC & Home Service Contractors - UNCONVERTED LEADS® (Webinar)	94.78% Delivered	5.10% Bounced	11.13% Opened	1.52% Clicked
	Edit Remove	Send after 1 day Show Detail			
-18 Hours	Are we on for tomorrow Are we on for tomorrow, {{contact.first_name}}	94.73% Delivered	5.24% Bounced	12.61% Opened	1.79% Clicked
	Edit Remove	Send before 18 hours Show Detail			
-2.5	Mission Download	94.93% Delivered	4.93% Bounced	10.61% Opened	1.21% Clicked

eMail 1:

SUBJECT: What are your biggest marketing challenges?

{{contact.first_name}},

When you think about MARKETING...what are the biggest challenges you are facing?

- Not generating enough leads?
- Low lead quality / tire kickers?
- Poor ROI from the investment you are making?
- TOO many marketing options?
- Lack of clear tracking to see which marketing effort is actually producing the result?

- All of the above?

I'd like to invite you to a webinar that I'm conducting on {{custom_values.webinar_day}} at {{custom_values.webinar_time}}:



You Can Register now By Clicking Here

{{custom_values.webinar_description}}

I look forward to seeing you on the webinar!

{{user.email_signature}}

eMail 2

SUBJECT: Are you generating enough leads?
{{contact.first_name}},

I hear from Plumbing, HVAC & Home Service Contractors...WE NEED MORE LEADS! But when I look at their call counts they are generating plenty of leads & have so many options for significantly amping their LeadFlow.

I don't really believe you have a "LEADS" problem, I think you have a "CONVERSION" problem.

This upcoming {{custom_values.webinar_day}} at {{custom_values.webinar_time}}, I'll be conducting a live webinar called {{custom_values.webinar_topic}}.

On this webinar, I'll cover everything you need to know:

- Why the biggest marketing challenge facing your plumbing, HVAC or Home Service Business is NOT Leadflow...it's a lack of lead conversion & how to solve it.
- How you can TRIPLE the conversion rate with all your leads
- Why you have to follow up with your leads in 15 minutes or less
- A new way to engage with your customers & prospects that will make them LOVE you and 10X more likely to book their service call with you vs the competition
- How to automate your follow up using systems & A.I.



Click Here To Register Now

I look forward to seeing you on the webinar!

{{user.email_signature}}

eMail 3

Subject: Solving The #1 Marketing Challenge Facing Plumbing, HVAC & Home Service Contractors - UNCONVERTED LEADS" (Webinar)

{{contact.first_name}},

Josh Nelson here with a LIVE webinar invitation for you...



You Can Register now By Clicking Here

This {{custom_values.webinar_day}} at {{custom_values.webinar_time}}, I'm hosting a very special Webinar that shows you how to triple your conversion rates with marketing automation! You can register now by clicking here.

{{custom_values.webinar_description}}

I look forward to seeing you on the webinar!

{{user.email_signature}}

eMail 4

Subject: Are we on for tomorrow, {{contact.first_name}}

{{contact.first_name}},

I sent you a few emails about tomorrow's webinar and just wanted to confirm that you are in.

Tomorrow at {{custom_values.webinar_time}}...

"{{custom_values.webinar_topic}}"
{{custom_values.webinar_description}}



On this webinar, I'll cover everything you need to know:

- Why the biggest marketing challenge facing your plumbing, HVAC or home service business is NOT lead flow... it's a lack of lead conversion & how to solve it.
- How you can TRIPLE the conversion rate with all your leads.
- Why you have to follow up with your leads in 15 minutes or less.
- A new way to engage with your customers & prospects that will make them LOVE you and 10X more likely to book their service call with you vs the competition.
- How to automate your follow up using systems & A.I.

Click Here To Register Now

I look forward to seeing you on the webinar!

{{user.email_signature}}

eMail 5

Subject: [Webinar] Starting now...



{{contact.first_name}},

We are starting the webinar now in just a few minutes at {{custom_values.webinar_time}}. You don't want to miss it.

You can join us now by going to:

- **Webinar Access Link** - {{ custom_values.webinar_login_link }}

See you on the webinar!

Warmest Regards,

{{user.email_signature}}

Confirmation Sequence

Subject: [Webinar Confirmation & Access Details] {{ custom_values.webinar_topic }}



{{contact.first_name}},

Thank you for registering for the webinar. Below are the webinar access details.

- **Webinar Date** - {{custom_values.webinar_day}}, {{custom_values.webinar_date}} at {{custom_values.webinar_time}}
- **Webinar Access Link** - {{custom_values.webinar_login_link}}

** You can click the "Add Event to Your Calendar" image below to have this meeting automatically added to your Google Calendar.*



See you on the webinar!

Warmest Regards,

{{user.email_signature}}

Subject: Webinar Starting Now



{{contact.first_name}},

We are starting the webinar now in just a few minutes at {{custom_values.webinar_time}}. You don't want to miss it.

You can join us now by going to - <https://www.plumbingpros.com/webinar>

See you on the webinar!

{{user.email_signature}}