



RED Digital Traffic Funnel

Goal: Create funnel with a \$450 Cost per customer



Build The Traffic Funnel

Cold Audiences:

Platform: Facebook and YouTube Ads

Ads: Edu-Tainment Videos

Goal: Get them to recognize you and like you.

Video: Me talking with our workers-asking questions.

Warm Audiences:

Platform: Facebook and YouTube Ads

Ads: Testimonials and Zoom Calls with Clients

Goal: Get them to fill out a form or consider using us

Video: Zoom meetings or screen recordings

Hot Audiences:

Platform: Facebook and YouTube Ads

Ads: Direct Call To action

Goal: Book a call or fill out form

Video: Car videos with invites

Cold Audiences

Warm Audiences

Hot Audiences

Prospects



Email Followup Sequence

Email 1/Text: Your in the right place

Email 2: More Case Studies

Voicemail Drop: Introduction from Employee

Email 3: What to expect from our call

Email 4: More Testimonials



Close

Ask... what can you do for them?

Plant seeds of doubt with their current situation

Provide solution

Follow up with FREE Advice



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