

Lead Magnetism

Grow Your Business With
Marketing Automation



Presented by
@CaelanHuntress



STELLAR
P L A T F O R M S

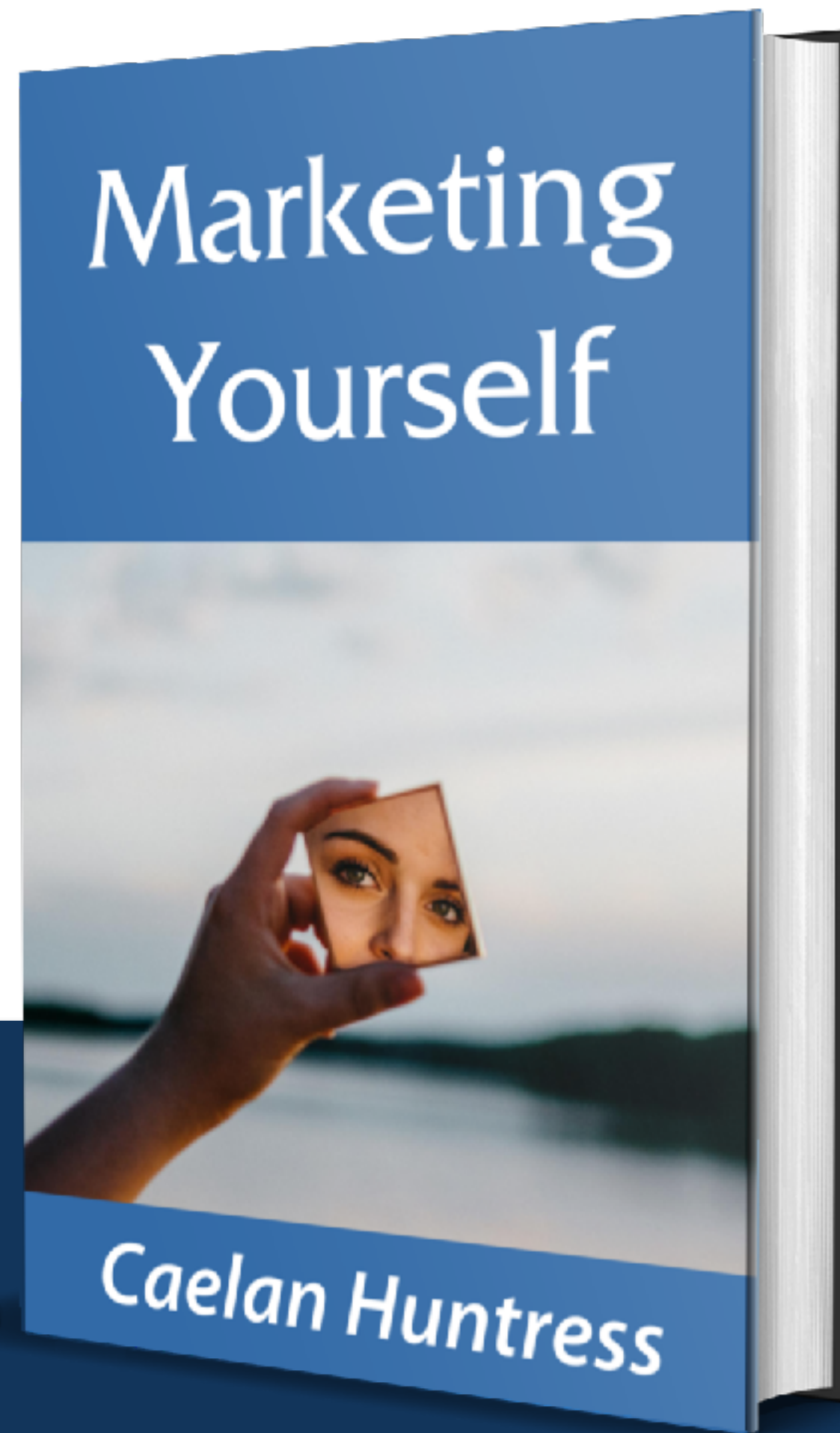
caelanhuntress.com/masterclass/magnetism/

AGENDA

1. The Game of Attention
2. 4-Step Customer Cycle
3. List-Building Lead Magnets
4. Marketing Stack Architecture



BONUS



DRAFT 5 MANUSCRIPT



Case Study

Peter Cook



Thought Leaders Practice - Book	1-Any
Thought Leaders: Practice vs Business	1-Many
Thought Leaders Business School	1-Few
Coaching	1-1

NSA

INFLUENCE 2019









“Build an audience,
and sell them
what they want.”

- Derek Halpern



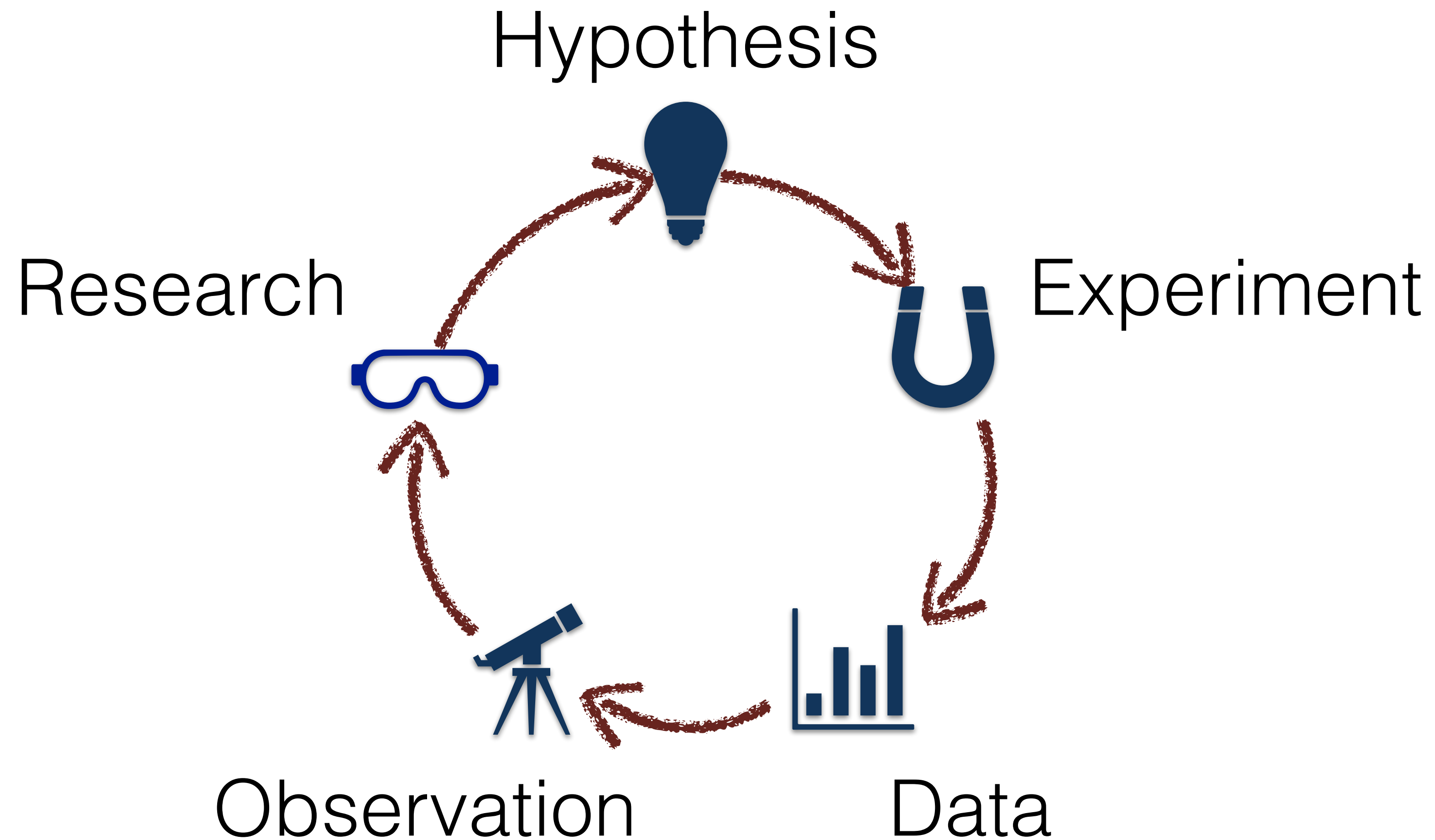


“Most funnels don’t work when you launch them. Even if you’re a pro, it may take two, three, four, or ten tries until you get it right.”



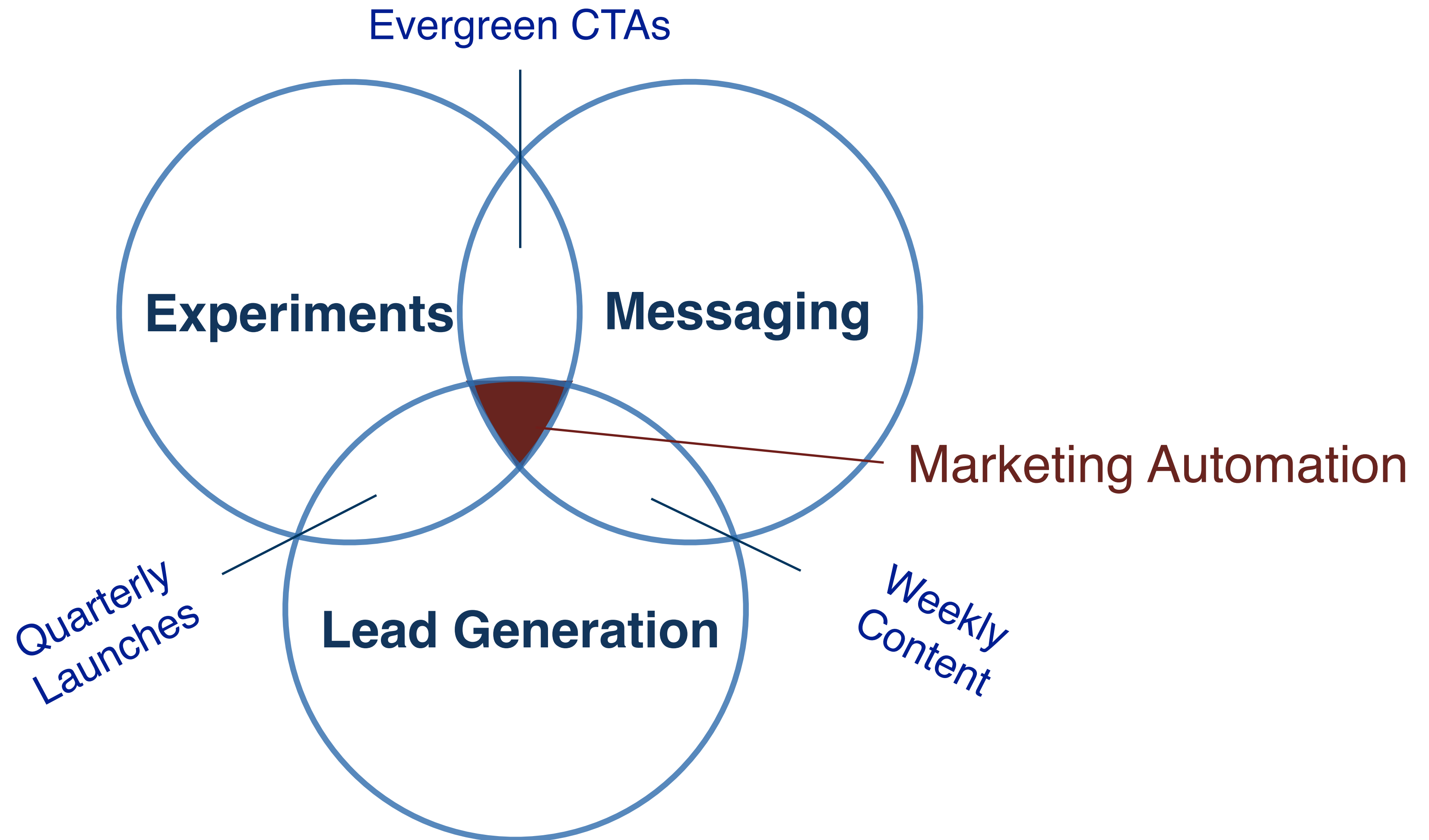
- Julie Stoian

The Scientific Method





Marketing Automation



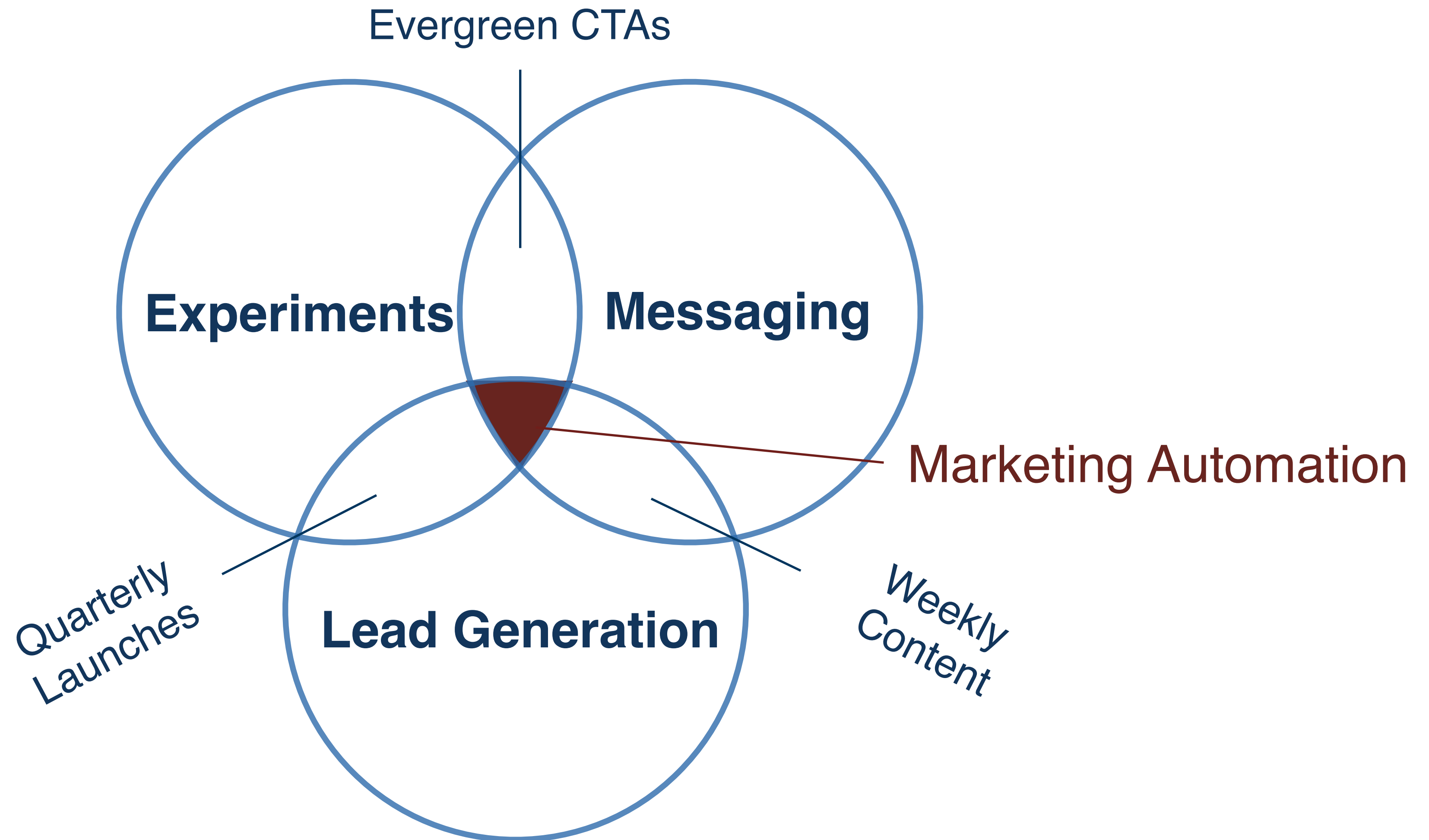






+5 WISDOM
+9 SPEED
+8 ENERGY

Marketing Automation





$$\lambda = \lambda m$$

$$e^2$$

$$\sqrt{2}$$

B

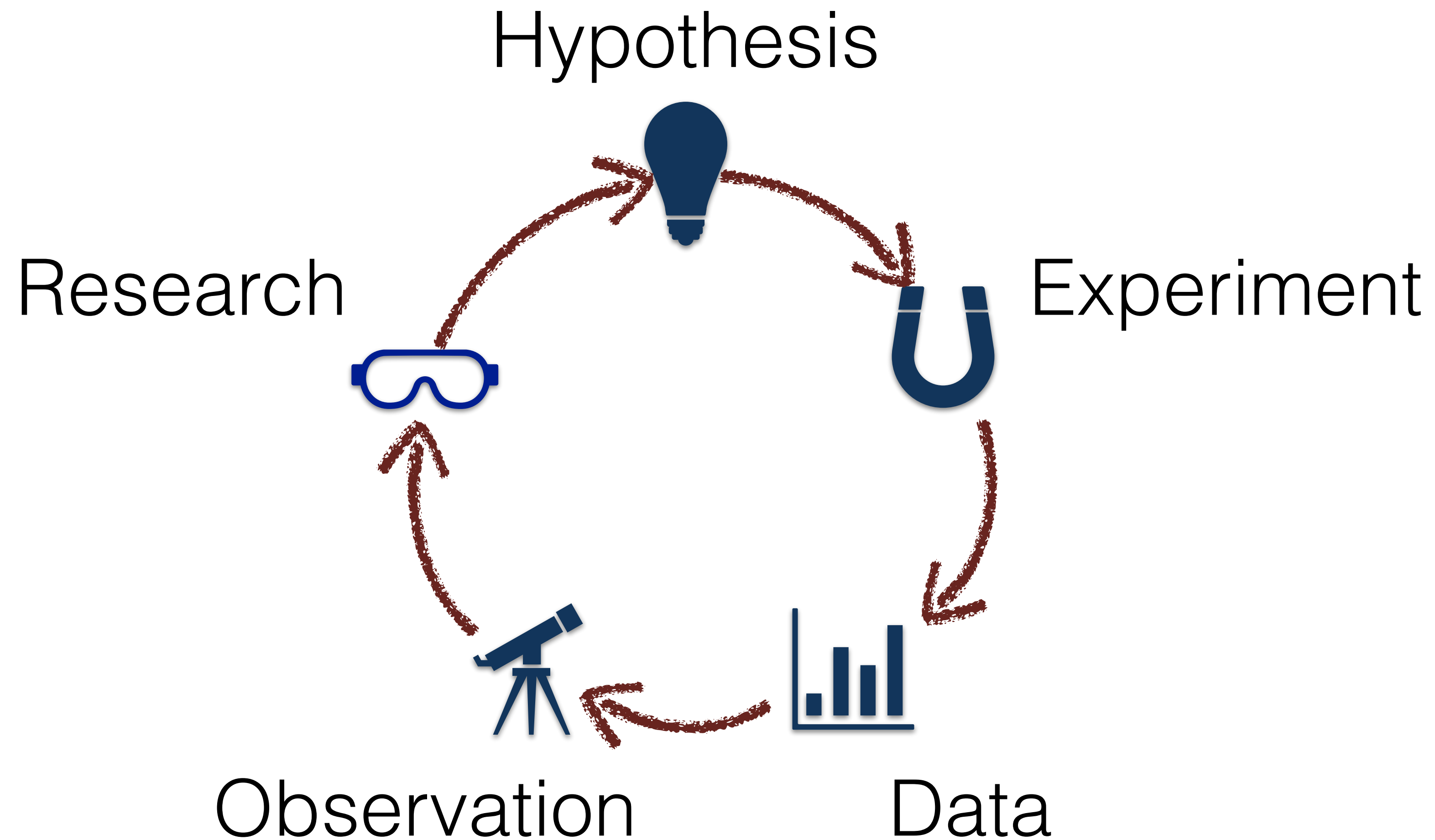
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The Scientific Method



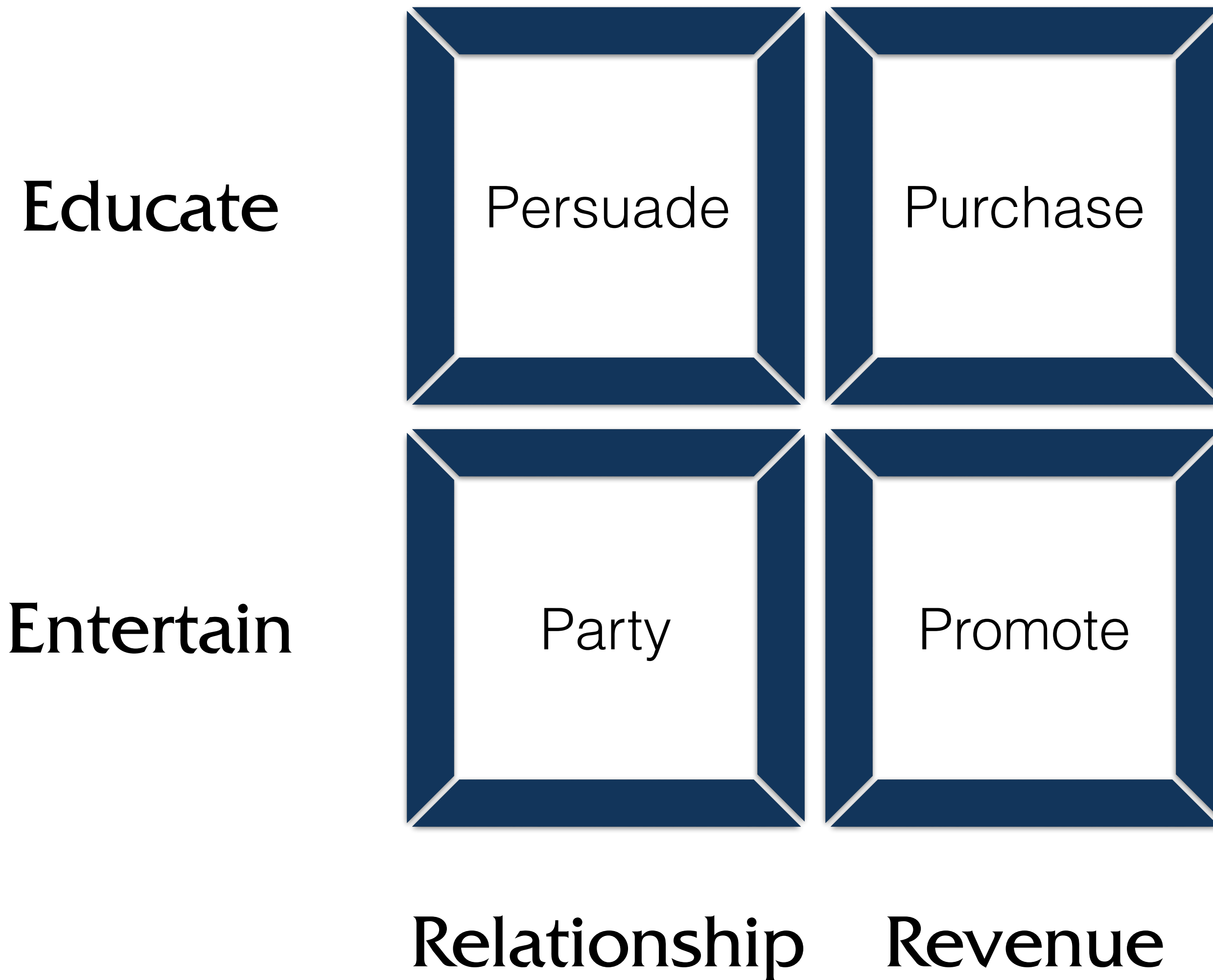
Content Marketing



Content Marketing



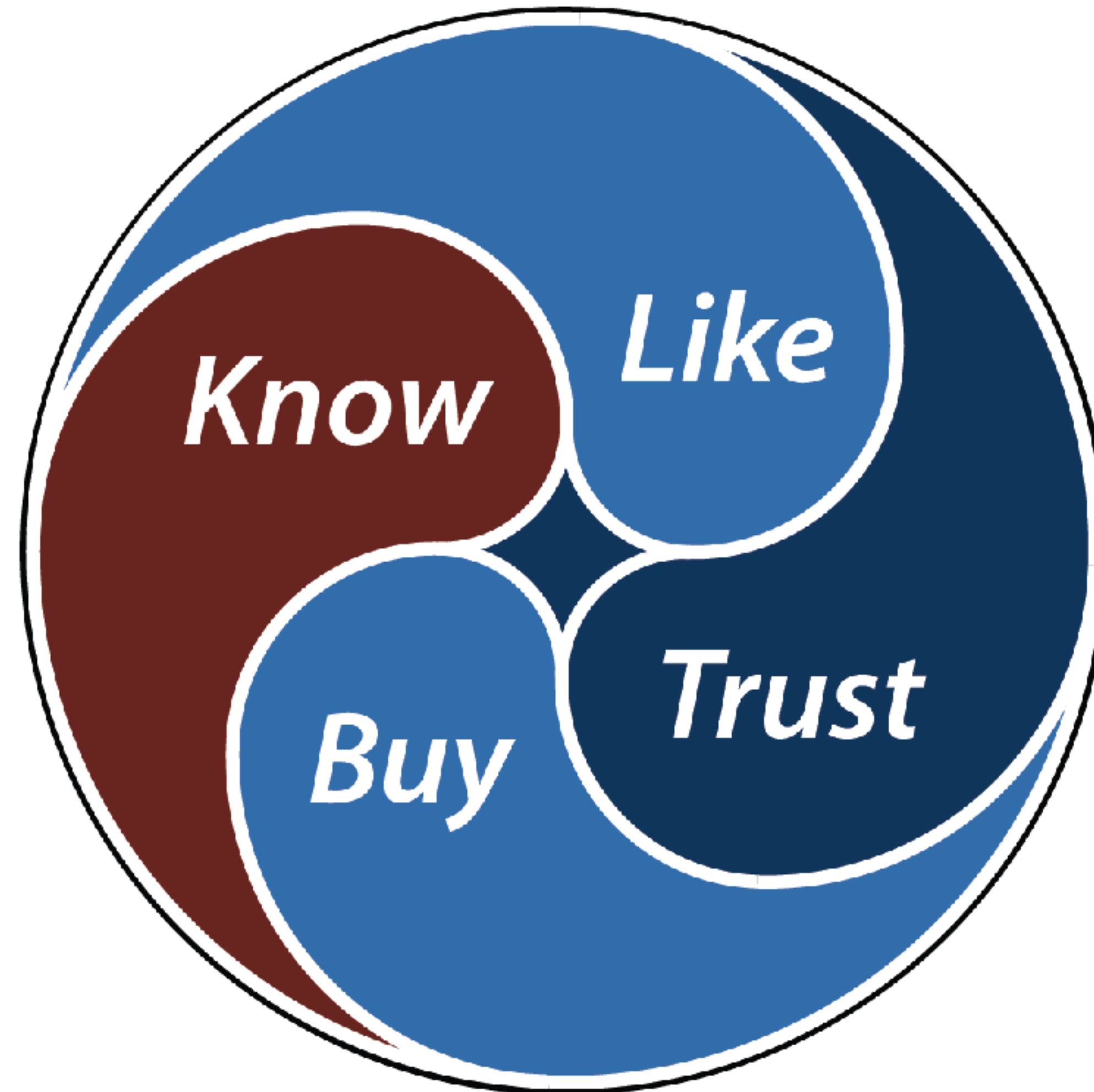
Content Marketing



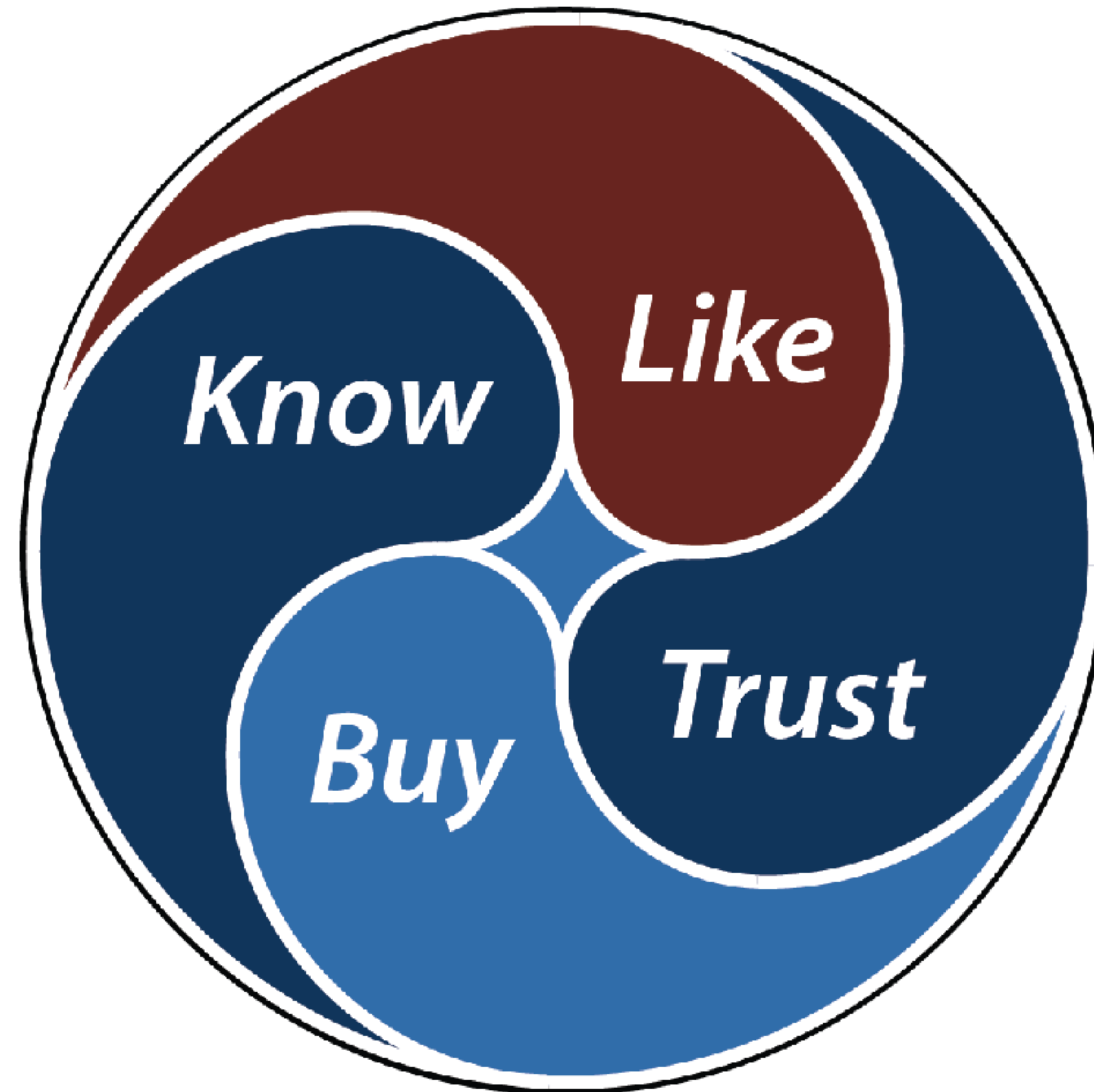
4-Step Customer Cycle



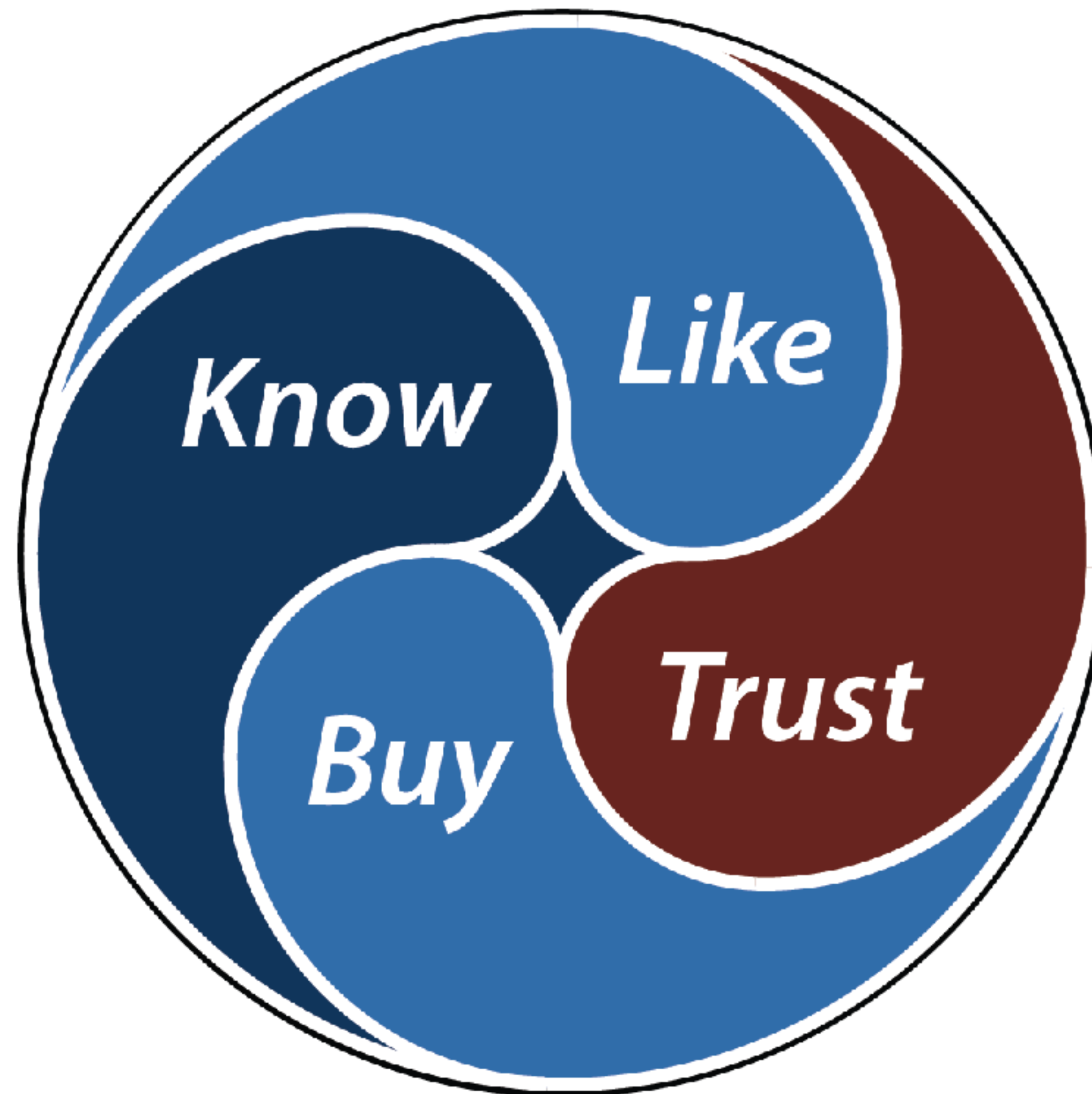
4-Step Customer Cycle



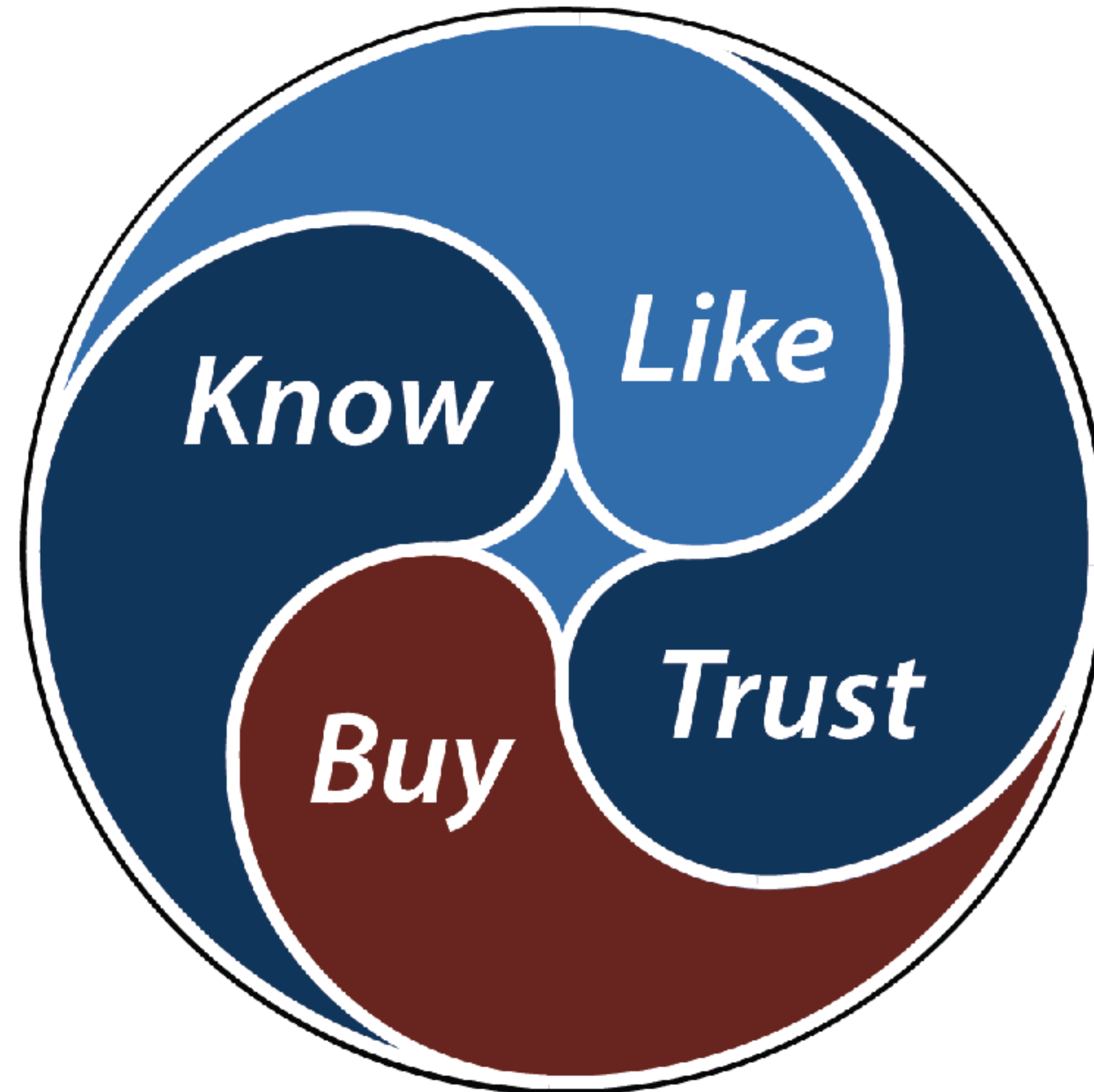
4-Step Customer Cycle



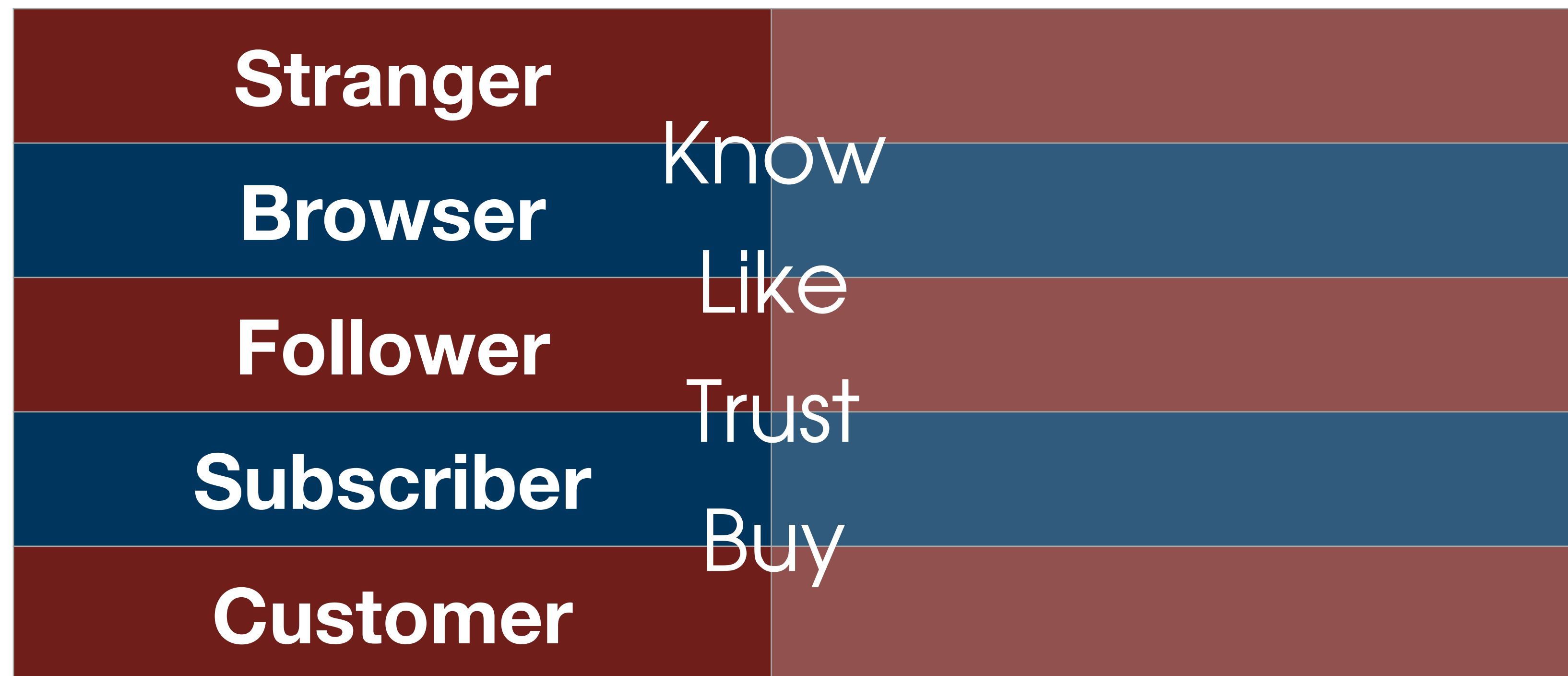
4-Step Customer Cycle



4-Step Customer Cycle



From Stranger To Customer



From Stranger To Customer

Stranger		Website Traffic
Browser	Know	Subscribe Rate
Follower	Like	Open Rate
Subscriber	Trust	Click Rate
Customer	Buy	Purchase Rate

““What gets measured
gets managed.””



- Jim Rohn

Sales Funnel



Conversion Study

Only 15% of website inquiries
convert right away.

Over 50% of website inquiries
convert within 18 months.

Conversion Study

Only 15% of website inquiries
convert right away.

35%

Over 50% of website inquiries
convert within 18 months.

Email Automation



LinkedIn Study

11.4 Pieces of Content Need To
Be Consumed Before a Purchase



Email Automation



Case Study - ClairePells.com



- Claire Pelletreau

“When I finally bit the bullet, upgraded to a paid plan with Mailchimp, and sent new subscribers a series of emails that shared my top blog posts, my story, and links to my services and course pages, I started getting a lot more clients and customers.”

Case Study - ClairePells.com

Evergreen Funnel A: 10 emails total

1. PDF delivery + pitch for tripwire, includes countdown timer in email
2. K-L-T email
3. K-L-T email
4. K-L-T email
5. 2nd pitch for tripwire, includes countdown timer in email
6. K-L-T email
7. K-L-T email
8. K-L-T email
9. 1st email pitching the bundle, includes countdown timer
10. 2nd email pitching the bundle, includes countdown timer

4-Step Customer Cycle



Use content you already have

High performing emails

Best blog posts

Videos and social media posts

Broadcast | Automation

Sent once

Sent regularly

Time-sensitive

Evergreen

Scheduled

Set and forget

Promotions

Quarterly review

Announcements

Iteration

Campaign Monitor Study

Email marketing produces \$44
for every \$1 spent



Campaign
Monitor

320% more revenue is driven from automated emails
than non-automated emails

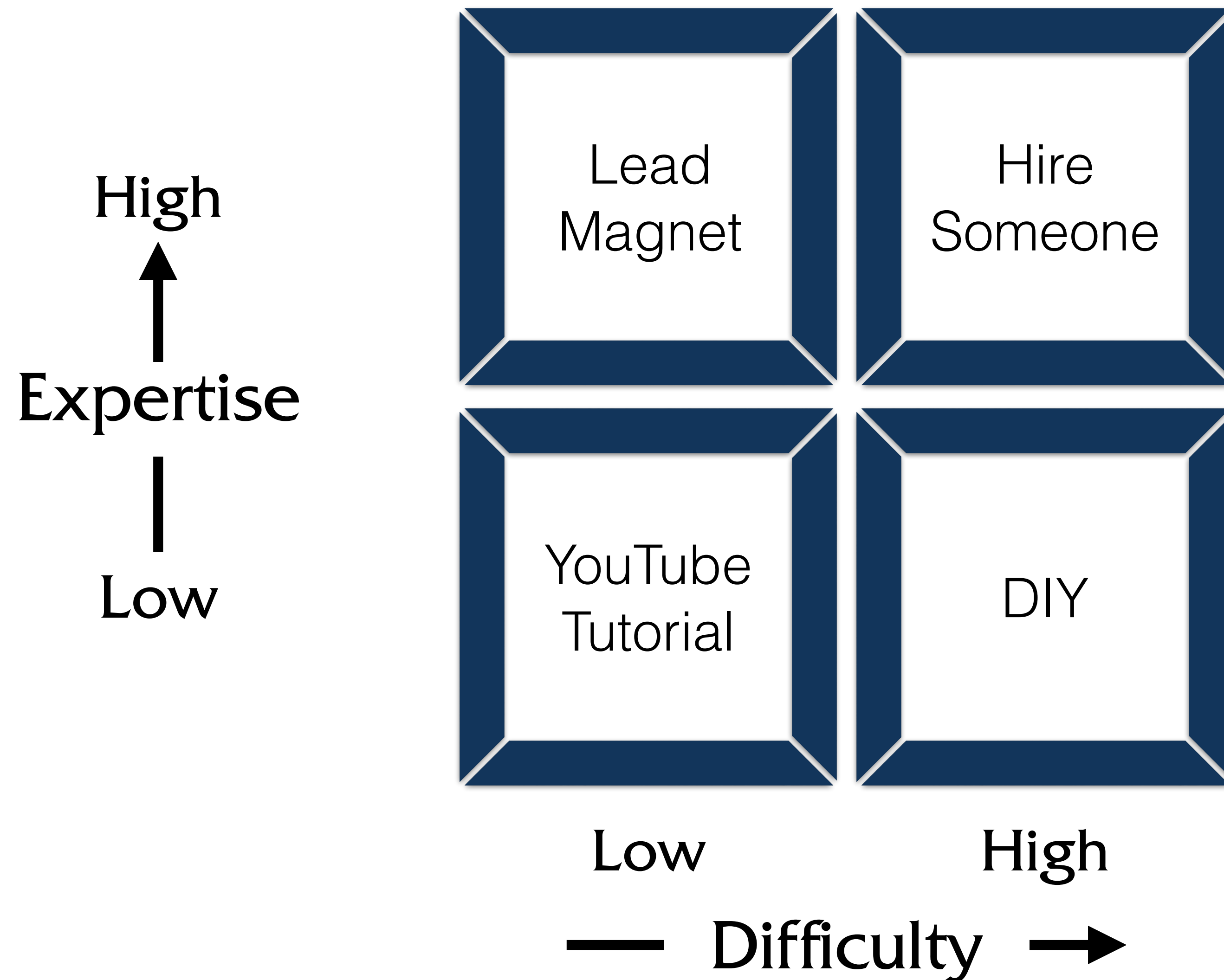








Solving Problems



Make a MAP



Sales Funnel



Make a MAP



Make a MAP



<https://marketingautomationplanner.com/>

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Make a MAP

Coupon Code
TECHWEEK2021

50% Off
Expires 1 June



<https://marketingautomationplanner.com/>

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Make a MAP



Marketing Architecture



Marketing Architecture



ActiveCampaign >

Marketing Architecture

Custom Stack

All-in-One



ActiveCampaign >

Marketing Architecture

Custom Stack



All-in-One



ONTRAPORT

ActiveCampaign >



Marketing Architecture

	<i>Custom Stack</i>	<i>All-in-One</i>
<i>Best In Class</i>	✓	✗
<i>Time</i>	✗	✓
<i>Cost</i>	✓	✗
<i>Documentation</i>	✗	✓
<i>Suitability</i>	✓	✗
<i>Reporting</i>	✗	✓

4 formulas to calculate lead generation success

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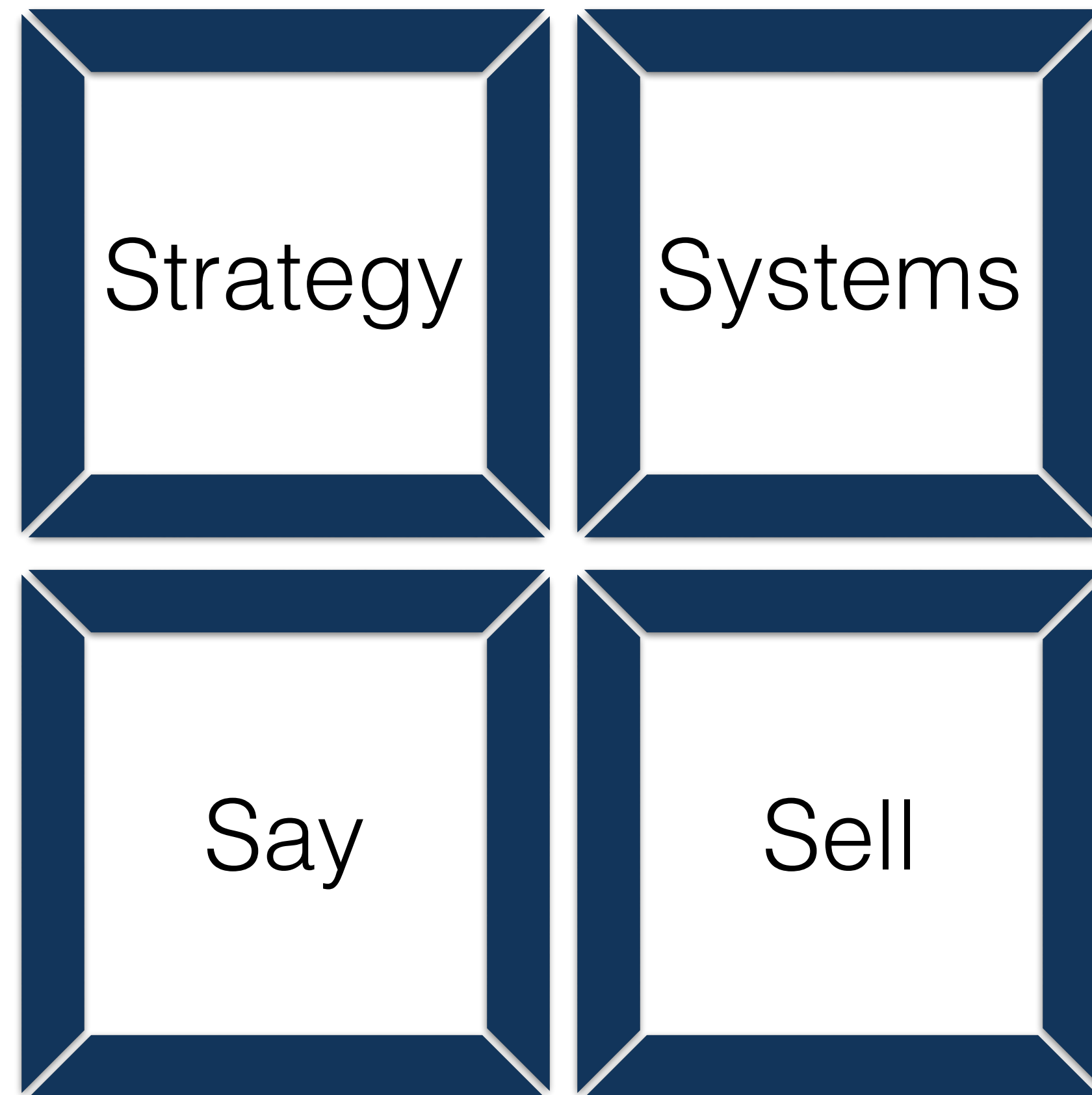
STELLAR
PLATFORMS

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3-Month Program

Create repeatable systems delivering authentic messaging that converts leads into customers automatically, freeing your time for your best work

3-Month Program



12-Month Program

Say

Calls-to-Action
Promo Copy
Content Strategy

Strategy

Goalsetting
Competitive Research
Launch Calendar

Sell

Value Ladder
Sales Funnel
Revenue Calculator

Systems

Email Onboarding
Purchase Testing
Marketing Metrics

What you SELL

Value
Ladder
Workbook



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Revenue
Projection
Calculator



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Funnel
Audit
Workbook



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What you SAY

Content
Strategy
Workbook



Caelan Huntress

Promo
Copy
Workbook



Caelan Huntress

Call-to-
Action
Workbook



Caelan Huntress

Your SYSTEMS

Onboarding
Audit
Workbook



Caelan Huntress

Purchase
Testing
Workbook



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Launch
Planning
Workbook



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Your STRATEGY

Competition
Research
Workbook



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Sales Page
Copywriting
Workbook



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Marketing
Metrics
Dashboard



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12 Workbooks

1. Goalsetting Workbook
2. Competition Workbook
3. Value Ladder Workbook
4. Cornerstone Calculator
5. Sales Funnel Workbook
6. CTA Workbook
7. Promo Copy Workbook
8. Content Strategy Dashboard
9. Email Onboarding Workbook
10. Purchase Testing Workbook
11. Marketing Metrics Dashboard
12. Monthly Launch Calendar