



- [1] Webpage Form, onsite Chat bot
- [2] communication and next steps to start the service delivery of what the customer is paying you for
- [3] Subscription, Repeat customer
- [4] Social (FB, IG, LI) Search (Google Adwords, Bing) Display (Adwords, Direct)
- [5] SEO is Search Engine Optimization. It just means you create content for leads to "Find You" when they are researching topics related to your content/business. It's called "Intent-Based Search" and these are great leads!
- [6] A content opt-in. A lead provides their contact info like email, mobile # etc. to get access to content you give them for free
- [7] granting online access for digital product/service for a new customer to log-in or access their resources or membership etc.
- [8] Increase value of purchase (upsell, cross-sell, value add sale)
- [9] Video is simply a medium of content. You can use video in YouTube, where people are searching for things already. You can use it in Facebook or Instagram where you can target audiences based on demographics and preferences. But the key here is that video is the "Way" you are stopping and attracting relevant eyeballs to become Leads.
- [10] Webinars, or other interactive live/prerecorded sessions to inform and engage leads and drive them to your offers
- [11] For online sales. This page makes the offer and value proposition of your product/service and is the page just one step in front of an online purchase or order
- [12] Fulfillment for shipping or delivery of a physical product
- [13] Free Trial
- [14] You existing customer base is one of your most valuable traffic sources. And they already KNOW, LIKE, and TRUST you!
- [15] or napkin or "shoot me a text with your info" :)
- [16] Outbound follow up calls to check in, invite consultation, or further pre-qualify
- [17] This webinar is a "Sales" webinar where you are making an offer to buy. Usually there's an incentive or promotion for those in attendance.
- [18] Location, Location, Location. Put your "lemonade stand" on a high traffic sidewalk of thirsty people.

[19] This could be a quiz, assessment, evaluation, scorecard etc.

[20] This could be a trial or demo period of your service, software, or product

[21] If you present and make offers from stage at live events or conferences where the audience can decide to buy after the presentation or during the conference