

## 1

### Send Your First Broadcast (2.0 Style)

Email Marketing 2.0 allows you to embed powerful automation into every email you send. Plus, every broadcast you send feeds your "brain" by storing the behaviors and interests of the recipients back to your customer database. Before you do anything else, send a broadcast with an embedded powerful automation link and watch Infusionsoft come to life!

Here's what you'll do to Launch Your First Campaign:

- Import Your Prospects and Customers.
- Send them an Email Broadcast in an effort to reconnect (try out the new, simple email designer).
- Insert an automation link in your email to tag everyone that clicks.
- View a report to see who opened your email and clicked on your link.

## 2

### Fix Your Follow-up ("The Key Three")

#### New Lead Campaign

When you follow up with every new lead, you will automatically close more of the hot leads that otherwise would have fallen through the cracks.

To set up your New Lead Campaign:

- Create an Infusionsoft web form and get it on your website.
- Create a follow-up sequence tied to your Infusionsoft webform to automatically educate and follow-up with your new leads.
- Create a tag to be automatically applied when someone fills out your web form.

#### Long-Term Nurture Campaign

Some people just aren't ready to do business with you today. But if you nurture that relationship and provide value through your follow-up, you can be at the forefront of their mind when they are ready.

To set up your Long-Term Nurture Campaign:

- Create a Tag for all prospects and customers that you want to follow-up with on a regular basis.
- Every month, look up the contacts you applied the tag to and send them an email broadcast that nurtures, educates, and warms the prospect.

#### New Customer Campaign

Statistics show that you lose 68% of your customers because of indifference. This campaign will ensure that you wow every customer and turn every one-time customer into a repeat customer.

To set up your New Customer Campaign:

- Create a follow-up sequence that will "wow" new customers when they buy from you.
- Create a tag to segment your new customers from the rest of your contacts.
- Create an Action Set that you can run on your customers as soon as they buy that will start a follow-up sequence and tag them as a new customer.
- Run your action set on all new customers.

## 3

### Automate and Grow

Based on our 9 Building Blocks to Doubling Your Sales, you'll implement other campaigns to Infuse your business with even more automation. In the end, it's all about helping you find more time, money and freedom.

#### Growth Tracks

- Supercharge Your Website
- Flip The Funnel
- Collect The Cash
- Fill the Funnel
- Win Life-Long Customers
- Grow Through Partners
- Convert The Funnel
- Sell Stuff Online
- Measure and Tweak