



JOHNNYAUTOMATION

METRICS. AUTOMATION. DASHBOARDS. EFFICIENCY

Campaign Checklist

Stage 1: Lead Intake & Lead Gen

- New Lead Automated Welcome (SMS & Email)
- Round Robin Lead Assignment
- Lead Magnets & Landing Pages
- Website Form Enquiries
- Connect to Call (Automated call to sales team)
- Social Media Advertising Tracking



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Stage 2: Short Term Sales Cycle

Sales Pipeline with Automated SMS & Email

Phone Call Follow-ups & Tracking

Appointment Scheduling & Reminders

Engagement Notifications

Prospect Lead Scoring & Prioritization

Disposition Form to Trigger Campaigns



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Stage 3: Long Term Sales Cycle

Email and/or SMS Drip Follow-up

Birthday Celebrations

List Power Dialing & Tracking

Lost Customer Win-back

Automated Phone IVR Assistant



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Stage 4: Customer Nurture

- New Customer Welcome & Survey
- New Customer Reviews (Social & Google)
- Customer Upsell/Cross-sell
- Credit Card Billing Automation
- Customer Referrals
- DocuSign Automation
- Membership Tracking
- Newsletters