

Online Marketing Roadmap  
Technical Strategy, Development  
&  
Digital Support

Presented to:

**Diane Pisani**

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**Presented by:**  
Nextstepnext  
Russ Johns



## Roadmap Summary

Diane,

It a pleasure talking to you about partnering with **Your Home Watch Professionals & YOU** for your technical and marketing needs.

As discussed, your long term goal is to build your community as you launch your new programs and develop a certification program. Working with you on your website, marketing and training programs and new products will be a great place to start.

**Our Goal:**

Increase Clients Numbers in the Affiliate Network and Development of a Certification Program.

**Two Areas Of Growth and Development Include:**

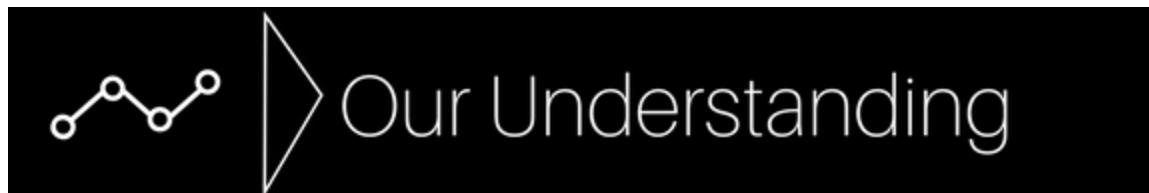
1. New Clients to the Home Watch Professional Network
2. Development of the Network, Training and International Certification Programs

We recommend creating a personalized message to communicate the compassion, ability to help people and how you serve your community and clients. With both areas of growth in mind.

We'll be creating several online activities to develop and amplify brand awareness, increase methods to connect and allow you the opportunity to get the message delivered to your target audience.

You are the Brand Ambassador of **Your Home Watch Professionals for Planet Earth.**

At Your Service,  
Russ Johns



## **Current Online Position**

As of today we understand you have an excellent online reputation with some social media impact. You have an functional website and may want to improve it to enhance your business goals for your online impact. Online Training Courses being a high priority.

We will be focusing on a combination of brand recognition, online traffic, and increasing the communication through email campaigns and outreach.

I've heard your message and your story and you are a professional that requires the expansion of your platform. Technical support for the development and delivery of the message.

## **Target Audience**

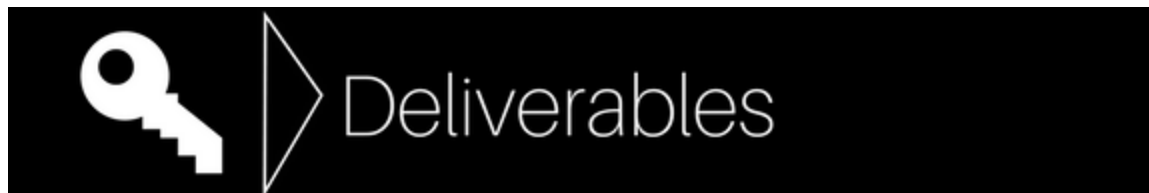
You know who you are talking to. We will be targeting a specific group of people to create our marketing library to focus on your ideal clients in both groups.

Some of the questions we have to explore are:

- Why your content and programs deserve to exist
- Who is going to need and use your services (And pay for them)
- Deliver your message or content to individuals looking to improve their lives

Your content marketing plan, the evaluation of your different audiences (both inside and outside your local area) should occur regularly along with your content marketing and training journey.

## **What's Your Story?**



## **Website**

It's critical to make sure your website has the ability to be visible to Google. You have a very functional website. We have to decide how to best implement the online training classes versus the certification programs

Our online success with inbound marketing depends on a solid 'HOME BASE.' We'll together to make sure that your site will be aligned with your marketing goals. Creating quality content, sharing valuable information that your community wants to consume and share will increase the traffic to all areas of your business.

## **Content Creation**

Our goal will be to develop content, repurposing it into videos, blog posts, graphics, social media posts and online events or programs. We'll develop your content brand and message to build on what already exists. Steadily building on your previous efforts, we'll increase the opportunity of collecting leads immediately while working on new material for the future.

We develop libraries of evergreen content to be repeatedly distributed over time. By increasing the depth of your online material, we can automate the process and focus on other list-building activities like webinars, new social videos and improving content.

GOAL: Creating a simple workflow that doesn't overwhelm, you, the team or the audience.

## **Social Media Marketing**

To keep content flowing smoothly, we'll create a collaborative editorial calendar that will keep all content flowing on all the channels we have selected. Channels might include your website, LinkedIn, Twitter and Instagram. The only way we can maintain long-term success is to continually engage people.

We will start with your website, blog posts, social videos and branded graphics.

## Email Marketing

We recommend creating a personalized email automation and client nurturing campaign. We develop this for you to increase the engagement of your community and increase the communication within your community and build long-term relationships.

Newsletters and one-off campaigns are included in the email marketing strategy and we also will be developing your personalized automation strategy to measure results.

Our goal is to setup automated email campaigns triggered from the user's actions on your website.

Nextstepnext provides countless options for automation and will be working closely with you to create the best results for your business.

We work together to personalize every aspect of your marketing. We collect the data we are tracking and create highly effective campaign automations, utilize segments to expand the details for your contacts, so we and can view a contact's full individual history, and send highly personalized emails and followups.

Our goal is to develop behaviour based responses as we improve the understanding of each individual in the community. By developing the systems early, we can create a database of users and improve future messages and campaigns.

We have the opportunity to develop a deep community of raving fans that know, like and trust your business and will continue to share your products and services in their community.

There are a few tools we recommend adopting, which can be different for each client. We recommend Thrive Themes for your website and for the email AutopilotHQ. These two tools provide the data collection and automation solutions required to receive data, initiate campaigns, wait for certain things to happen, and nurture your sales processes. Developing relationships is the goal.

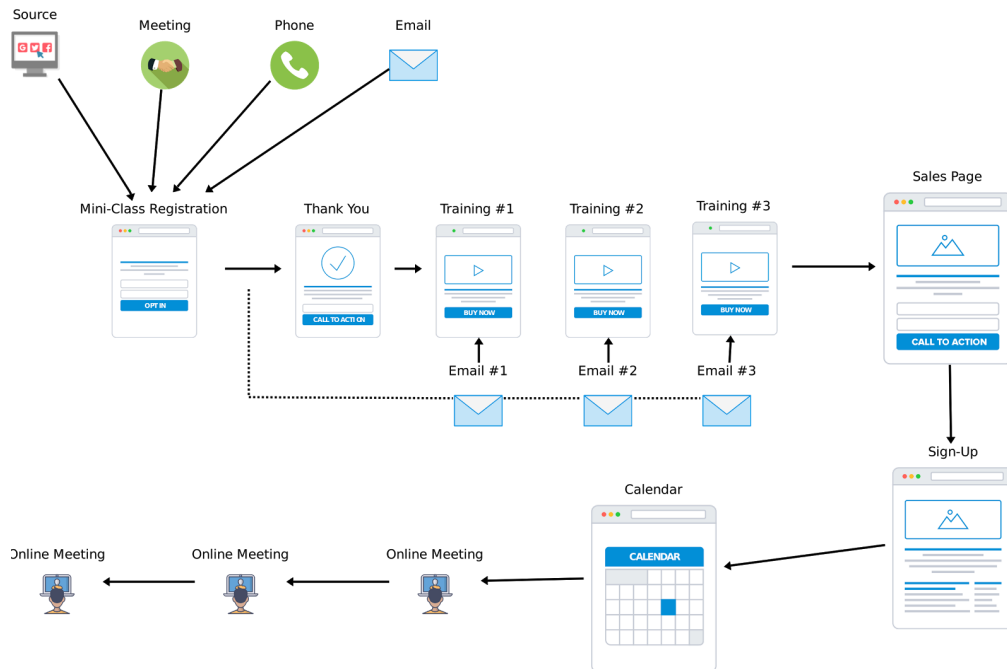
We develop and document your workflows to provide a way to improve results and enhance all of our marketing efforts.

You will end up with one of the most valuable assets your business can develop. **Your List!**

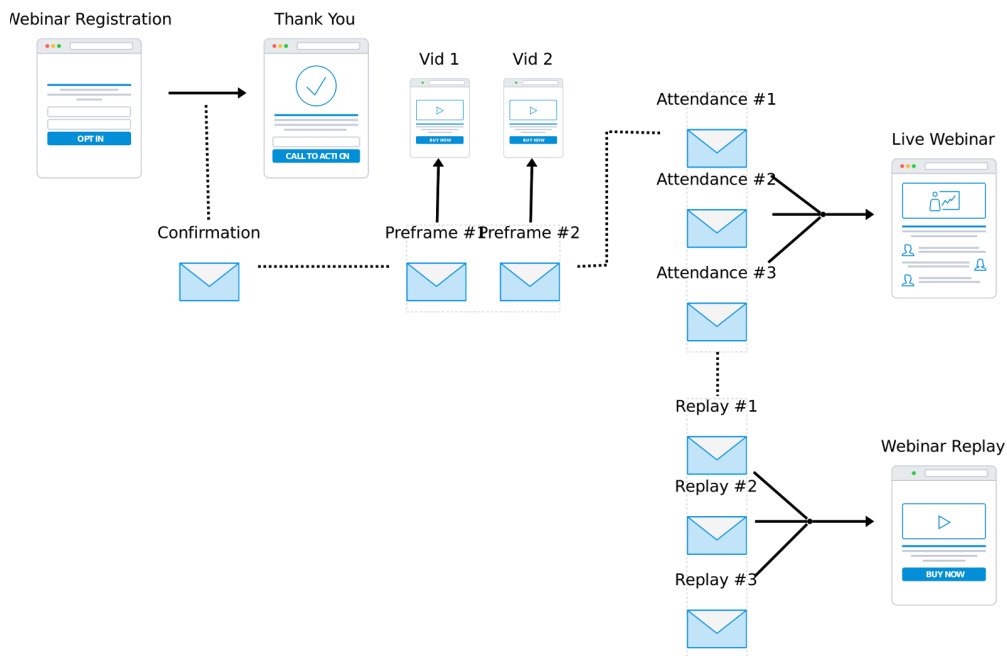
## Monthly Consulting & Reporting

We'll provide ongoing strategy and monthly reporting of our progress so you can feel confident that things are moving forward. We'll provide this counsel through a monthly 1 to 1.5 hour phone call/video-meeting. We'll also spend time helping you analyze your existing results, and strategizing for each next step, outside the time frames of these meetings.

# Proposed Online Sales Funnels



## WEBINAR FUNNEL





## Our Recommendations

- Onboard a technical resource to accelerate your vision and mission
- Develop the strategy and requirements for the online training programs
- Develop the training programs focused on certification and accreditation criteria
- Review your existing website to enhance traffic to your online course and resources.
- Develop the infrastructure for a national and/or international training and certification program
- Create and Deliver **Your Home Watch Professionals** branding to your social media
- Use existing blogs and create a roadmap to your classes, courses and products
- Develop short social videos and branded images for the brand strategy
- Create and develop an email autoresponder and follow-up campaigns (lead generation)
- Establish baseline analytics to measure grow and report progress
- Monthly coaching to help you with strategy, product development, position and mindset
- Be the technical resource for **Your Home Watch Professionals**

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ALL RECOMMENDATIONS ARE SUBJECT TO MODIFICATION BASED ON THE DESIGN AND ARCHITECTURE OF THE PROGRAMS.



## Proposal

### Working Together

Working as an extension to your business. We work side by side with you and your team to provide the best possible results in your product development and digital marketing strategy.

Our offer is as equally simple to work with. We require a six-month commitment to ensure the programs and efforts have the opportunity to mature and grow. We know that digital marketing is a process and your business deserves the attention that only time will provide.

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The fee is a monthly recurring amount due at the start of the program.

- Development of your online training programs and supporting Digital Platform
- Update the website(s) to include the ability to purchase ALL of your products.
- Consult on the development of a coaching program that will provide new revenue
- Be the technical resource and advocate for **Your Home Watch Professionals.**

**First Month Development Fee: \$2500.00**

**Monthly Recurring Amount : \$1500.00**

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Additional Fees will be charged (at cost) for any additional approved services recommended for marketing growth or campaign expansion.

#### Additional/Optional Fees:

- Any required programs for the delivery of services
- Marketing Paid Ad Campaigns as required
- Printed Brochures and Graphic Design
- Website Hosting, Software and Tools
- Recommended Email Accounts

**Intent to Proceed:**    **Signed:** \_\_\_\_\_    **Date:** \_\_\_\_\_