

DEFINE YOUR AUDIENCE

Name: _____
 Problem: _____
 Solution: _____
 Result: _____

PICK A TRAFFIC SOURCE

- Social Media Ads
- Email Marketing
- SEO
- Content Marketing
- Social Media
- Search Advertising

OFFER AN LGP

Offer a chunk of value for an email...

OFFER AN EPO

Offer something irresistible...

OFFER A CORE PRODUCT

Offer your flagship product...

OFFER A VALUE MAXIMIZER

Add value with an upsell...

NURTURE EMAIL SERIES

Lead to core product

ASCEND EMAIL SERIES

Lead to upsells

UPSELL EMAIL SERIES

Lead to a return path

BUILD THE RETURN PATH

- Retargeting
- Email Marketing
- Content Marketing
- Social Media
- Custom Audiences

Learn how to use this: <https://www.zafha.com/marketing/the-perfect-campaign/>