Utopia Package

The first marketing automation system you never have to touch. You request it, we make it happen!

Pick up to four (4) services every month for $500 per month. Requires a 12 month subscription.

Setup & Planning

- ❏ Database cleansing. Validate all your email addresses and get rid of invalid ones. Maximum 10K contacts per cleansing.
- ❏ Data planning. Hold a discussion about how to organize your database to start building a solution foundation.
- ❏ Send out a campaign to your existing database to revitalize contacts.
- ❏ Setup your social network accounts.
- ❏ Setup your DNS for email authentication and a vanity domain.
- ❏ Integrate Salesforce.com (requires Connector)
- ❏ Create a website visitor tracking filter
- ❏ Setup Buy Signals
- ❏ Assign a default lead owner
- ❏ Add GoToWebinar Connector
- ❏ Install your tracking code
- ❏ Import contacts into the system

Marketing Services

Queue up your first week of social posts.
Create database segmentations (static/dynamic).
Create a birthday automation
- ❏ Create an automation for new customers
- ❏ Create an alert for Pay Per Click interest
- ❏ Build a survey that you can incorporate into email or an automation

- ❏ Set up a referral process
- ❏ Set up a tracking URL for partners
- ❏ Set up a tracking URL for online or offline campaigns
- ❏ Set up a lead distribution process for inbound leads
- ❏ Set up an initial lead scoring system
- ❏ Set up a lead grading process
- ❏ Build a website engagement dialog
- ❏ Build a two (2) week crash course to offer on your website
- ❏ Create trackable content with an option to gate the content
- ❏ Put a Wistia video on your website and integrate it with Lead Liaison
- ❏ Create a smart webform, map fields, and get it ready to deploy
- ❏ Add an automation around a web form submission
- ❏ Build an offer you can provide to people when they're about to exit your page
- ❏ Build a personalization block to add into your website
- ❏ Create a landing page
- ❏ Build a postcard you can add into an automation as an action step
- ❏ Build a text message you can add into an automation as an action step
- ❏ Connect any of 350 different applications to Lead Liaison using a Zapier Zap
- ❏ Build an automation to use after demonstrations
- ❏ Build an automation to use after an intro/discovery meeting
- ❏ Create an email template
- ❏ Send a targeted campaign to people that meet specific criteria
- ❏ Export data from the system
- ❏ Add tags to your 3rd party email campaign (Constant Contact, Mailchimp, etc.)
- ❏ Set up a responsive marketing campaign (download document X then do Y)
- ❏ Set up a date-based automation campaign
- ❏ Set up an automation that individuals can use from Google Apps for Work (Gmail), Lead Liaison, within a CRM, or a Zap
- ❏ Setup GoToWebinar invite process
- ❏ Setup GoToWebinar registration process
- ❏ Create a layout template

Notes:
- ● Services do not include creative design (graphics, etc.) or coding (CSS/HTML).
- ● All copy (email content, landing page content, etc.) must be provided by the customer.
- ● Requires a valid credit card on file.
- ● Email requests to utopia@leadliaison.com.
- ● 48 hour delivery lead time on all services from time of request.
- ● Services do not roll over month-to-month. If services are unused they expire.
- ● Service period runs from the 1st of the month through the last day of the month.
- ● If you need services not currently listed in this document please email utopia@leadliaison.com. We'll take your request into consideration.