

Three Dreamfire Levels. To meet every need of your growth and scaling journey Dreamfire provides three plans. Link directly to the Plans here:

Engage
Develop
Scale

Download a detailed description of all the Tools in the Dream Platform [here](#)

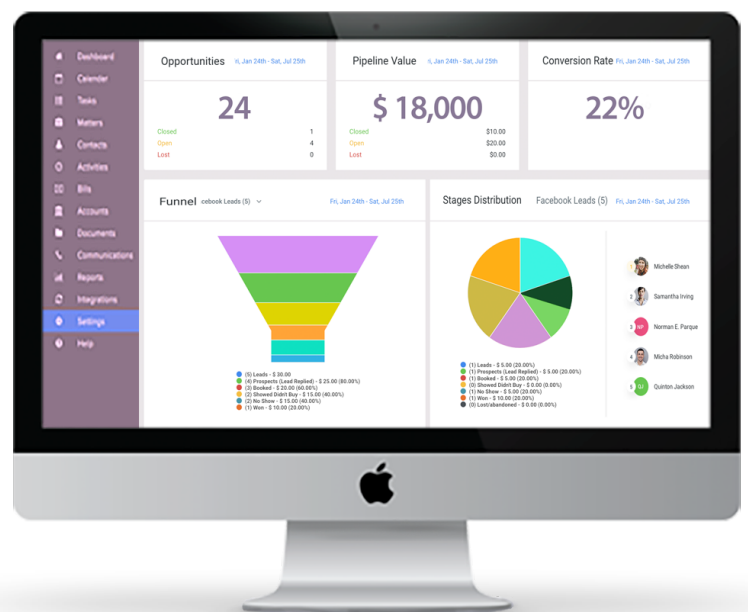
LEVEL ONE

Engage

Everything you need for capturing, nurturing, and closing your leads. Never miss any communication or lead opportunities, and turn leads into sales automatically,

Conversation Dashboard

The marketing Dashboard simplifies the customer's journey with your company and makes it very easy for you to follow their conversations and actions. The solutions map out each stage of your client's decision process and plan each step they can take. The Dashboard displays metrics of every customer interaction including all communication channels (chat, text, phone, and email), tracking and updating all metrics such as marketing responses and sales conversions. The Dashboard is a powerful way to bring visibility to every stage of connecting with your customer. The biggest benefit is the ability to track progress, measure



everything, and establish metrics. Your Dashboard shows you what's working, what's not, and how much, and even suggests how you might pivot your strategy for better results.

AI Creative Content Assist... Everywhere!

Streamline your work with our AI Creative Content Assistance, available in any text input area on our platform, making writing,

content creation, and other processes more accessible than ever before. Say goodbye to writer's block and tedious processes. Our platform offers AI-powered assistance right at your fingertips, no matter what you are creating! You are free to choose content type, tone, number of variations, keywords, and more.



Complete Email Campaign Marketing System & Content

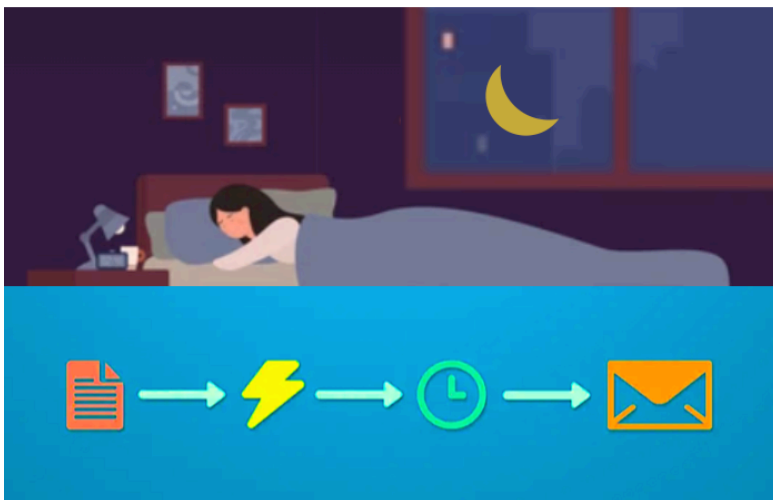
A complete email marketing platform that allows you to develop email campaigns using email templates, scripts, and social planner, along with an internal Content AI-assisted writing app. This system works seamlessly with the email workflow automation system, and also allows you to view and

analyze your email campaign metrics, such as open rates, click-through rates, bounces, and more, all built into the campaign system. No need to worry about setting up your own email hosting, as you are also able to simply use our own email servers to send and receive as much as you like. Everything is ready to go from day one. Our automated campaign system also includes Year-Long Email Nurture Sequences, so that you can rest assured your leads are constantly being reminded about your offering, but using tested and proven methods.

Workflow Automation System

Using our workflow system, you can automate just about anything. When a customer responds to a call to action, submits a form on your website, sends you a text, messages you on your Facebook business page, joins your Facebook group, sends a chat message through your Google My Business page, or calls in through your Google or Twilio phone number... it can all be tracked and automated using **Triggers** within **Workflows**. Set up automated replies, no matter how

they contact you, as well as notifications and actions made part of a Workflow, so you don't miss any opportunities. This can include manual or automated calls and ringless voicemails, custom tagging, and even script logic if you want to



dive deeper. Essentially, you can set up a self running, fully automated campaign that allows you to focus on the important things instead.

Our Workflow system includes 100+ extensive Workflow Automation Actions, and Web Schedule-A-Call-Back Buttons,

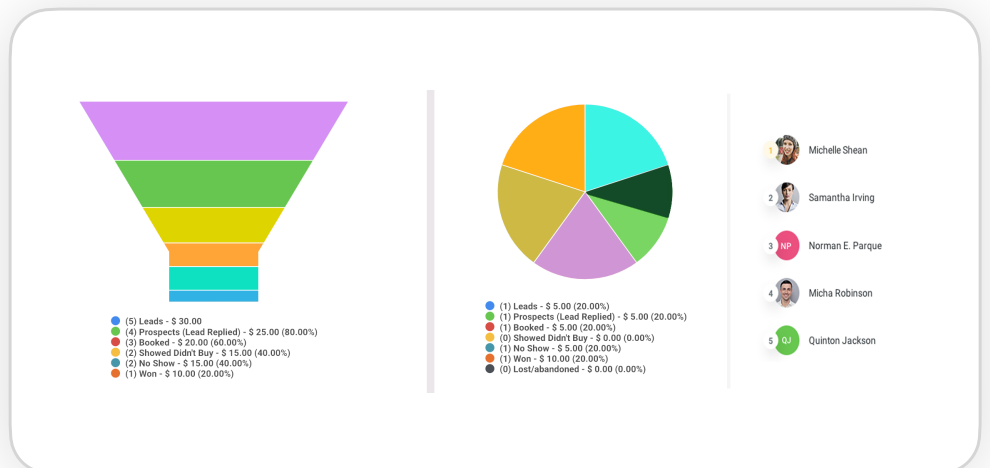
Sales Opportunities and Custom Pipelines

Easy to manage pipelines and fully automated Pipelines for appointment requests, lead opt-ins, cancellations and no-shows. See a persistent snapshot of your lead opportunities, prospective sales, their value, what stage of the process they are in, which pipeline and campaigns they are in, who is assigned to each lead opportunity, and have booked

appointments synced with your calendar, and more. Freely move leads from stage to stage and modify as needed.

Everything can be changed in real-

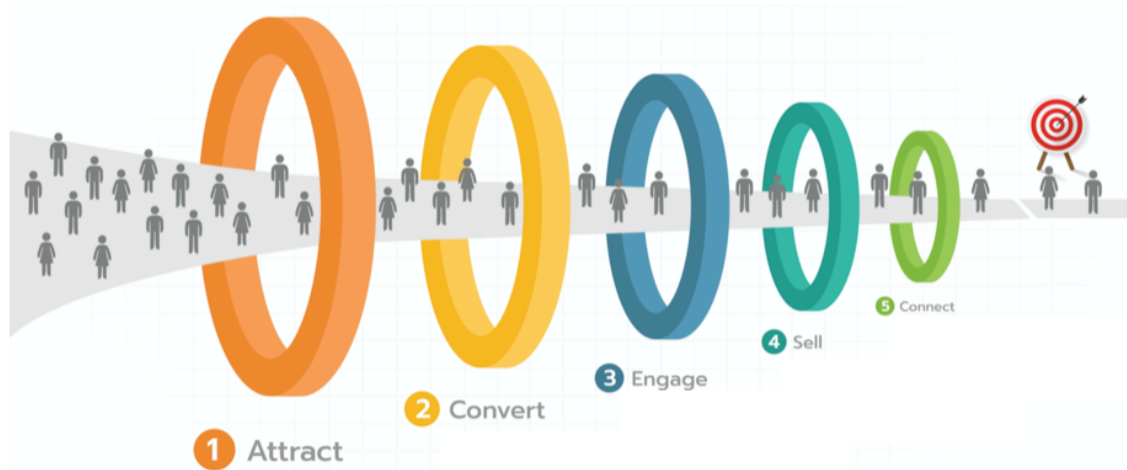
time, as various situations arise. Our platform will readapt to your changes across the board, in addition to automating the entire sales process.



Customer Relationship Management (CRM)

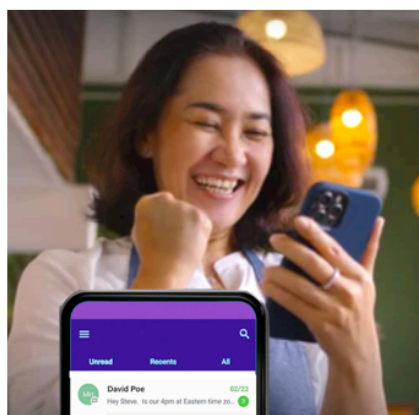
Nurture your customer and lead relationships, no matter how they reach out to you, whether it's through Google My Business, Facebook, SMS, phone, or email, you can see it all in one single Contacts view shown for each contact. This Conversations view shows a **live history of every type of interaction** you've had with each contact, as well as both the automated actions and the manual actions that have occurred for each lead or client, so that you can stay on top of things. This also includes manual and automated tasking, bulk actions, import and export, backups, and **Smart Lists**, which allows you to segment out special lists of contacts based on any criteria or tags you like, giving you the ability to use your contact lists in a much more powerful way. Our CRM includes industry-specific custom values, custom fields, tags and triggers.





Pipeline Marketing Intel

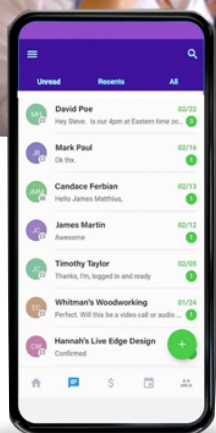
This is one of the features that you don't want to overlook, as it allows you to thoroughly organize the hierarchy of your leads depending on the stage they are in. With **Intelligent Pipelines**, it's easier than ever to separate freshly acquired leads from individuals holding their wallets, ready to pay for your products or services. Pipelines integrate into the Dashboard, allowing you to keep tabs on your client's various sales stages, and adapt to any scenario at a moment's notice through the drag and drop interface. This is one of the core features that provides another channel for acquiring good feedback and fresh customer intel on the spot to serve their needs better.



Ultimate Appointment Booking System

Create the ultimate booking calendar and include as part of your sales marketing

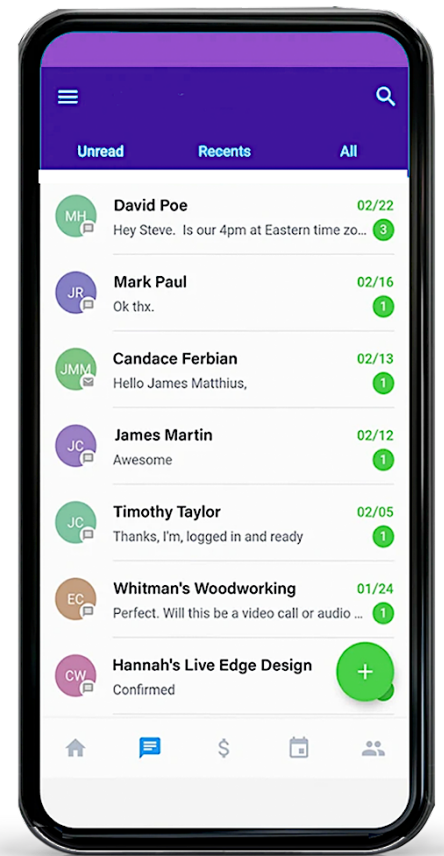
Funnel or share on the fly anywhere with a link. Our **Booking System** captures appointments and requests



appointments in one straightforward flow. **Success Calendars** can be completely customized to fit your needs and schedule. Your leads and clients are able to book appointments directly from the calendar or link and the information is integrated into your Workflow automations, Contacts, Conversations, and Dashboard in real time.

Lead Connector Mobile App

This mobile app consolidates all of your business, marketing, social, and communication messages (see all channels below) into one screen for ease of management and making sure no one falls through the cracks. Keep tabs on all your marketing and sales metrics. Literally take your business with you on the go.



Review & Reputation Management

90% of your prospects now look for reviews before making a decision even to contact you. Reviews also increase your SEO. Get out ahead of the process with the right amount of automation. Generate both Google Reviews and Facebook Reviews. See all of your reviews in an easy to use dashboard. Monitor reviews in real time. Generate a high number of positive review requests



2 Way SMS, Email, Facebook Messenger and Google Chat

Two-way messaging empowers you to quickly reach and engage current customers and prospects using the devices they can't live without. Text is especially immediate, with 98% read rate and 45% response rate within minutes. If you want results, Text is a must. Our automation brings Text, Chat, Phone, Ringless Voicemail, Social, and Email together in a unified, ever present marketing system. AI-assisted Chat effectively gathers and builds your Text database the same way lead magnets build Email lists!



Web Chat To Text

A Web Chat system that offers customers their preference for not being tethered to a website but free for ongoing conversation via Mobile Text.

Chat with Text notes filed in your CRM. Leverage the power of automation and workflows to manage

the conversation so that you don't miss an opportunity.



GMB Chat & Messaging

This is a game changer. It's like having a mini website with a Chat box located right in Google Maps! While your primary

website may be moving from the back pages of search you get a table on the public square! And, it's another channel right into your mobile Lead Connector App.

GMB & Twilio Call Tracking & Recording

Google My Business allows a business to register two phone numbers, which creates an excellent opportunity for Agencies to track calls generated from Google My Business listings without any risk as far as SEO. This can also be a Twilio phone number that is used through GMB as well. If you don't have a GMB or Twilio phone number, don't worry. You can still set up a business phone number within our platform by adding a number through our built-in phone integration, so you can get up and running as soon as possible.



Missed-Call Auto Text Back

This small, yet powerful feature allows you to specify custom text messages to automatically be sent out to a lead or customer's phone number, in the case that you missed their call the first time. This feature can be automated and connected to a nurture campaign as well.

Facebook Messenger Tracking and Integration

Don't miss a single Message. We've integrated Facebook completely into our system, so not only does it track your Facebook group and business page metrics, but it also notifies you when leads or customers try to connect with you via Facebook Messenger. You can even automate follow-up messages, all through a single conversation screen, so you can track every possible form of communication with the people you need to connect with.

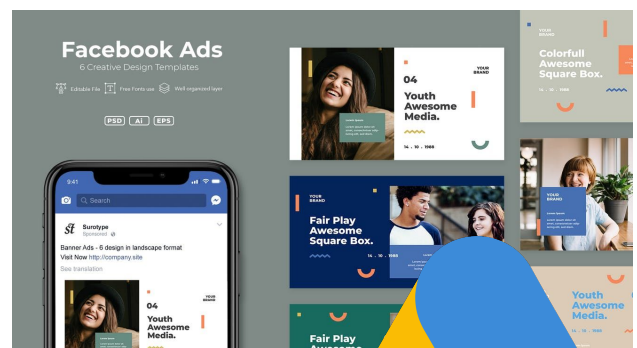
Facebook and Google Ad Metrics Reporting

Integrate your Google and Facebook ads and keep track of your campaigns, posts, and content all from within your platform!

Facebook and Google are two of the largest and most influential companies in the world of online advertising. One of the most important aspects of any advertising campaign is measuring its effectiveness, which is why the Dreamfire Platform provides metrics reporting and integration tools for advertisers.

By using these tools, businesses can track and analyze the performance of their ads and gain valuable insights into their audience's behavior.

This data can be used to make informed decisions about future ad campaigns, including targeting specific demographics and



Google Ads

adjusting ad formats. The integration of these metrics within our platform provides a holistic view of ad performance, allowing businesses to optimize their advertising strategies and maximize their return on investment. Ultimately, the benefits of Facebook and Google Ad Metrics Reporting and integration lie in their ability to help businesses make data-driven decisions that improve their advertising results and drive revenue growth.

AI Assisted Social Planner

Run Facebook, LinkedIn, Instagram, Twitter, Google, and TikTok Ad campaigns, complete with AI assistance right from an integrated dashboard. You can schedule social post drip campaigns right from your Social Planner Dashboard, straight to your Facebook business pages and Facebook groups, as well the other social networks mentioned. Everything you need for complete social network marketing, all from within the Dreamfire Platform. Best of all, you have access to our integrated **AI Creative Content** assistance anytime you write a social post, which can generate content and save you time.

