THE DIY

Business GrowthStack

CHECKLIST

ROIONLINE

an internet marketing agency®

Execute the Business GrowthStack Like a Pro

Marketing can be downright overwhelming.

It's a huge time investment, and if you don't have all the fundamentals to your system, you may not see results from all your hard work.

At ROI Online, we know exactly how frustrating that can be. So, to set you up for success, we've created this checklist of everything you need to build a successful, impactful marketing machine that will set you up for success in any economy. And we're sharing our favorite tips and tricks to help you create these essentials yourself!

These are all the deliverables we create for clients in the ROI QuickStart. They have helped dozens of clients attract, convert, and maintain happy customers—and they can help you, too.

By creating all of these deliverables, you'll be able to set up a system that will help you clarify your messaging, attract more customers, collect emails for nurturing, and seal the deal. It's everything you need to execute the Business GrowthStack (as laid out in the Golden Toilet), without any unnecessary bells and whistles.

What you need to get started:

- [ ] A StoryBrand BrandScript or Clear Messaging BluePrint
- [ ] A Simple, Crystal Clear Home Page
- [ ] A Lead Generating Magnet
- [ ] A Landing Page, Thank-You Page, & Follow-up Email
- [ ] A Lead Nurturing Email Sequence
- [ ] Sales Support Materials

Start Off Strong with a Clear Messaging BluePrint

It doesn't matter how fancy your website looks or how long your emails are.

If you don't start your process with clear messaging, customers won't take the time to read anything you write!

Follow our **Clear Messaging BluePrint** to create content that is simple and highly strategic. This formula combines proven principles of story with the core elements of Mindstate Marketing. Click here to download a BluePrint now.

Use Your Clear Messaging BluePrint to Create an Engaging Home Page

Your website should tell your customers' story, not yours.

Follow the principles of storytelling marketing to create website sections that are easy to understand, navigate, and utilize.

Regardless of which format you follow, every customer-centric home page should include simple calls to action, short paragraphs, and emotional imagery. Have a customer walk through the new webpage with you to find out ways to make it easier to navigate and understand.

Building out a more robust website can help you better meet the needs of your customers if a homepage alone isn't enough. You can apply the same process to the rest of your website as well. These are some of the pages you can consider creating in the future:

- ☐ About page
- ☐ Products/Services
- ☐ Frequently Asked Questions
- ☐ Resources
- ☐ Portfolio or Case Studies

Collect Leads with a Lead Generating Magnet

If a potential customer isn't ready to purchase your product or service, a lead generating magnet is a great way to keep them engaged and nurture them until they are ready.

Lead generating magnets are pieces of content people are willing to give their email address to download. They can include digital guides, infographics, checklists, ebooks, webinars, or training videos.

Try to think of content your customers could really benefit from before they purchase—something that answers their questions or that they're otherwise looking for. Examples could include:

☐ *A comparison of different types of products, like the benefits of certain ingredients in skincare products or types of countertops*

☐ *A guide to choosing the best lawyer, contractor, financial advisor, or another professional guide*

☐ *A breakdown of common mistakes customers make while following your process*

☐ *An infographic with interesting facts and statistics about products or services related to your industry*

Create a Lead Generating System with Campaign Pages

"Campaign pages" is just a fancy term for a landing page, thank-you page, and follow-up email.

These three things are essentials for a successful campaign. Any time you create a lead generating magnet, you'll always need campaign pages to go along with it. Otherwise, how will your customers download that PDF and build a relationship with your business?

- [ ] *Your landing page can be extremely simple: just a bit of content explaining what the guide will be and a form.*

- [ ] *For your thank-you page, we recommend including a download link for your lead gen magnet and then a second call to action to keep them engaged with your brand, such as "Schedule a Consultation" or "Read our Frequently Asked Questions."*

- [ ] *Finally, for your automated follow-up email, give them the PDF again, and invite them to take the next step and purchase your product or service.*

Build Relationships with Every Prospect Using a Lead Nurturing Email Series

Ensure your business is always on your customers' minds with a lead nurturing email series.

These emails help educate potential customers and provide them with additional free resources, which helps your brand feel genuine and human.

Your series can include anywhere from 3-7 emails, depending on your industry type. Use a system like HubSpot, ActiveCampaign, or MailChimp to automate the emails so you don't have to worry about sending them yourself. For content, we're big fans of Ray Edwards' P.A.S.T.O.R. Framework, but you can use any technique so long as:

☐ *Each email says something new*
☐ *It's not all about you*
☐ *It serves a clear, strategic purpose*

ROIONLINE
an internet marketing agency.

Set Sales Up for Success with Additional Support

Marketing won't get you anywhere if your sales team isn't equipped to close deals!

To make sure your team has everything they need, create plenty of sales content they can use to get customers to sign on the dotted line. Try presentations, resources, templated emails, and case studies.

This content helps align your sales team with your marketing team so that every customer gets the same experience no matter who they talk to, the experience they expect from your brand.

One way to provide a quick win for both you and your sales team is to create a sales sequence focused on your customers' biggest barriers to purchasing. By helping your customers overcome misconceptions they may have about your business and feel more comfortable purchasing, you'll also make selling easier for your team.

Need a Little Help?
We've Got Your Back

These 6 deliverables are all you need to create a marketing system that attracts, nurtures, and converts website visitors into paying customers.

However, writing the content, designing each piece, developing the pages, and making sure everything is done the right way is a lot for one person to take on.

You don't have to do it all on your own. With GrowthStack CRM, you'll get everything you need to build your own well-oiled marketing machine. GrowthStack CRM is an all-in-one sales and marketing tool that helps to generate more leads and close deals up to 10x faster.

On top of being able to host your website platform, GrowthStack includes:

· Email marketing
· SMS marketing
· CRM and sales pipeline
· Customer reviews
· Website chat widgets
· And more

GROWTH STACK CRM

Start your free trial today, and watch your business take off!

Start Your Free Trial Now