



THE 90-DAY MARKETING TRANSFORMATION™

THE 90-DAY ROAD MAP

Your 12-Week Plan For Building and Launching a Profitable Marketing Strategy

	Month One				Month Two				Month Three			
WEEK	1	2	3	4	5	6	7	8	9	10	11	12
GETTING SETUP	SYSTEM SETUP											
ATTRACTION			LEAD MAGNET, SOCIAL MEDIA & WEBSITE CONTENT									
CONVERSION					AUTOMATED EMAIL SEQUENCES							
AMPLIFICATION							FACEBOOK ADS & MESSENGER CAMPAIGNS					
CONSULTING SESSIONS	CS 1			CS 2				CS 3				CS 4
COMMUNITY FEEDBACK	LIFETIME ACCESS TO MT90 MEMBER WEBSITE & PRIVATE FACEBOOK GROUP											

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| <p>GETTING SETUP</p> <ul style="list-style-type: none"> <input type="checkbox"/> Kick-Off Meeting <input type="checkbox"/> Customer Journey <input type="checkbox"/> Content Mapping <input type="checkbox"/> Software Assessment <input type="checkbox"/> Systems Setup | <p>ATTRACTION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Lead Magnet & Offer <input type="checkbox"/> Social Media Content <input type="checkbox"/> Targeted Blog Content <input type="checkbox"/> Assessment/Setup of Website <input type="checkbox"/> Messenger Bot | <p>CONVERSION</p> <ul style="list-style-type: none"> <input type="checkbox"/> CRM Setup & Integration <input type="checkbox"/> Mapping of Email Sequences <input type="checkbox"/> Email Template Design <input type="checkbox"/> Onboarding Sequence <input type="checkbox"/> 6-Month Nurture Sequence | <p>AMPLIFICATION</p> <ul style="list-style-type: none"> <input type="checkbox"/> Facebook Traffic Ads <input type="checkbox"/> Facebook Retargeting Ads <input type="checkbox"/> Giveaway / Competition Boost <input type="checkbox"/> Content Syndication <input type="checkbox"/> Joint Ventures | <p>CONSULTING SESSIONS</p> <ul style="list-style-type: none"> <input type="checkbox"/> Consulting sessions at the end of each month allow us to review our progress and tailor your marketing strategy to meet your business goals. | <p>COMMUNITY FEEDBACK</p> <ul style="list-style-type: none"> <input type="checkbox"/> Lifetime access to the MT90 member site & private Facebook group ensures you receive ongoing support to maximise your success. |
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