

To help you coordinate the technical setup and budget, here is a consolidated roadmap for launching your cold and warm email infrastructure.

## Phase 1: Infrastructure & Domain Setup (Weeks 1–2)

**Goal:** Build the "Horizontal Scaling" foundation to protect your main brand.

- **Domains:** Purchase 5–10 lookalike domains (e.g., get[Company].com or [Company]App.com).
- **Email Accounts:** Set up 2 professional mailboxes per domain (Google Workspace or Microsoft 365).
- **Warm-up:** Connect accounts to a tool like **Smartlead** or **Instantly**. Run automated warm-up for 14 days to build sender reputation before sending a single live email.
- **Estimated Cost:** \$15–\$20 per domain/year + \$6–\$7 per mailbox/month.

## Phase 2: Landing Page & Demo Asset (Weeks 2–3)

**Goal:** Create a high-conversion destination for the Call to Action (CTA).

- **The Demo:** Record a <60s "Problem/Solution" walkthrough. Focus on the most painful manual task your app automates for construction trades.
- **Landing Page:** Build a simple, fast-loading page using **Carrd**, **Unbounce**, or **Webflow**.
  - **Header:** Specific to the trade (e.g., "The Faster Way for DOPL Licensed Plumbers to Track X").
  - **Body:** Embedded video player and a "Start Free 14-Day Trial" form.
- **Tracking:** Install a basic pixel (Meta/Google) or an email tracking script to see which lists (HBA vs. DOPL) are actually clicking.

## Phase 3: List Acquisition & Segmentation (Week 3)

**Goal:** Prepare your data for the "One-to-One" messaging style.

- **HBA List (Warm):** Segment by member type or activity level.
- **DOPL/Trade Lists (Cold):** Use a tool like **Apollo.io** or a specialized scraper to verify these emails. **Never** send to unverified lists; use **NeverBounce** or **ZeroBounce** first.
- **Estimated Cost:** Verification is roughly \$0.01 per email.

## Phase 4: Campaign Launch (Week 4+)

**Goal:** Execute the "Answer-Sell-Pitch" framework.

- **HBA Sequence:** Focus on "New Feature" or "Member Exclusive" access to the trial.
  - **DOPL/Trade Sequence:** Use the "I saw you're a licensed [Trade] in Utah" script. CTA directs them to the demo page.
  - **Scaling:** Start at 5 emails/day per account, scaling up to 20 over two weeks.
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I can help you build the specific messaging and tracking components for this rollout.

- Drafting trade-specific scripts for DOPL lists
- Creating a script for the 60-second demo video
- Building a budget breakdown for all required apps