Roadmap

**Awareness:**

**1.** **Categorize business-**

* + Real Estate
  + NGOs
  + Education
  + Resorts & Hotels
  + Restaurants
  + Public Limited Companies
  + Electronic goods
* Drug & Surgical
* Travel Agency
* Hardware
* IT services
* Textile & Ready-mades
* Jewellery & Decorations
* Household goods & Furnishing

**2.** **Branding-**

* Company Website
* Team Members

**3.** **Campaigns-**

* Search Engine Optimization
* PPC (AdWords)
* Paid Partnerships/news portals/pages
* Social Media
* YouTube
* Cold Calling
* Local Community Groups

**Acquisition:**

4. Gather business leads.

5. Filter business types/categories. Form link below

<https://zf4f0ude89t.typeform.com/to/aRdGvHwn>

6. Filter by solution/service required. We have 3 types of services-

* ***Basic Online***
* ***Grow***
* ***Systematize***

7. Filter by prospects as

* ***Definite***
* ***Potential***
* ***For later***

8. Regular updating and maintenance of data **(Google Sheets / CRM)**

9. Follow up-

| **Hot / Immediate Leads** | **Warm / 30 days Leads** | **Interested / 1 year leads** |
| --- | --- | --- |
| * 1 to 1 consultancy | * Categorize in Whatsapp/Email groups | * Categorize in Whatsapp/Email groups |
| * Send package details/Quotations | * Share "Grow" service contents | * Share awareness campaign |
| * Negotiations | * Invitation to Webinars | * Convert to warm leads |
| * Invoicing | * Fix Meeting | * Share "Grow" service contents |
| * Payments | * 1 to 1 consultancy | * Invitation to Webinars |
| * Complementary project report, including Testimonials and Case Studies (within 10 days of order initiation) | * Send package details/Quotations | * Fix Meeting |
|  | * Negotiations | * 1 to 1 consultancy |
|  | * Invoicing | * Send package details/Quotations |
|  | * Payments | * Negotiations |
|  | * Complementary project report, including Testimonials and Case studies (within 10 days of order initiation) | * Invoicing |
|  |  | * Payments |
|  |  | * Complementary project report, including Testimonials and Case studies (within 10 days of order initiation) |

**Sales and Conversion:**

10. Payment (1st Payment)

11. Sign Terms and Conditions

12. Prepare project document

13. Sign project document from client

14. Assign project to creators

15. Share weekly updates

16. Show project to client for approval

17. Modifications

18. Final Payment

19. Delivery before time

20. Training and Demo

21. Collect feedback

22. Offer “Refer a friend” option

23. Transfer the client to upselling groups on whatsapp/email

24. Share upselling contents

25. Renewal/Upsell