

# Forward Horizon Marketing Funnel Strategy

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## Comprehensive Plan to Drive Qualified Traffic to [theforwardhorizon.com](https://theforwardhorizon.com)

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### Executive Summary

This marketing funnel strategy focuses on driving qualified traffic to your existing website ([theforwardhorizon.com](https://theforwardhorizon.com)) rather than building additional websites. The approach leverages audience-specific funnels for veterans, people in recovery, and returning citizens, using targeted landing pages, lead magnets, and email nurturing to convert visitors into residents.

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### Current Situation Analysis

#### Your Website Ecosystem

1. [theforwardhorizon.com](https://theforwardhorizon.com) - Transitional housing non-profit (existing)
2. [the-forward-horizon.vercel.app](https://the-forward-horizon.vercel.app) - Management system (existing)
3. **Marketing Funnel** - Traffic driver to main site (proposed)

#### Current Strengths

- Strong mission and comprehensive programs
- Professional website design
- Clear eligibility requirements
- Established credibility and contact information

## Missing Conversion Elements

- Lead capture mechanisms
  - Audience-specific entry points
  - Lead nurturing sequences
  - Retargeting capabilities
  - Optimized conversion paths
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## Multi-Channel Marketing Funnel Strategy

### Top of Funnel (Awareness)

**Objective:** Drive targeted traffic from multiple sources

- **Google Ads** → Landing Pages → theforwardhorizon.com
- **Facebook Ads** → Video Content → theforwardhorizon.com
- **SEO Content** → Blog Articles → theforwardhorizon.com
- **Social Media** → Success Stories → theforwardhorizon.com
- **Partnerships** → Referral Pages → theforwardhorizon.com

### Middle of Funnel (Interest & Consideration)

**Objective:** Capture leads and nurture relationships

- **Free Resources** → Email Capture → Nurture Sequence → theforwardhorizon.com
- **Webinars** → Registration → Follow-up → theforwardhorizon.com
- **Case Studies** → Download → Retargeting → theforwardhorizon.com
- **Virtual Tours** → Contact Info → Personal Outreach → theforwardhorizon.com

### Bottom of Funnel (Application)

**Objective:** Convert qualified leads to residents

- **theforwardhorizon.com** → Optimized Application → Intake Process → Admission

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## Audience-Specific Funnel Strategies

### Veterans Funnel

**Target:** Veterans transitioning to civilian life

**Traffic Source:** Google Search "veterans housing Los Angeles" ↓ **Landing Page:** "Housing for Veterans - Forward Horizon"

- Hero: "Secure, Supportive Housing for Veterans"
- Benefits: Community, job assistance, counseling
- Social proof: Veteran success stories ↓ **Lead Magnet:** "Veterans Benefits Guide + Housing Checklist"
- VA benefits optimization
- Housing application tips
- Local veteran resources ↓ **Email Series:** 5-email sequence over 2 weeks
- Email 1: Welcome + immediate resources
- Email 2: Success story from veteran resident
- Email 3: Community benefits and support
- Email 4: Application process walkthrough
- Email 5: Special invitation to visit/apply ↓ **Conversion:** [theforwardhorizon.com/veterans-program](https://theforwardhorizon.com/veterans-program)

### Recovery Funnel

**Target:** Individuals in addiction recovery

**Traffic Source:** Facebook Ad with recovery success story video ↓ **Landing Page:** "Second Chance Housing Program"

- Hero: "Safe, Sober Housing for Your Recovery Journey"
- Benefits: Peer support, life skills, accountability
- Testimonials: Recovery success stories ↓ **Lead Magnet:** "Recovery Housing Preparation Guide"

- Sober living checklist
- Recovery milestone planning
- Support network building ↓ **Email Series:** 7-email sequence over 3 weeks
- Email 1: Welcome + immediate support resources
- Email 2: "Your Recovery Journey Matters"
- Email 3: Community spotlight and peer stories
- Email 4: Life skills and independence building
- Email 5: Family support and visitation
- Email 6: Success metrics and celebration
- Email 7: Ready to take the next step? ↓ **Conversion:**  
theforwardhorizon.com/recovery-program

## Returning Citizens Funnel

**Target:** Individuals returning from incarceration

**Traffic Source:** Partnership with reentry organizations ↓ **Landing Page:** "Reentry Housing Support"

- Hero: "Stable Housing for Your Fresh Start"
- Benefits: Job placement, life skills, community
- Resources: Legal aid, education, employment ↓ **Lead Magnet:** "Life After Release Planning Kit"
- 30-60-90 day reentry plan
- Employment resources
- Legal rights and documentation ↓ **Email Series:** 6-email sequence over 3 weeks
- Email 1: Welcome + immediate resources
- Email 2: Employment and education opportunities
- Email 3: Legal support and documentation help
- Email 4: Building positive community connections
- Email 5: Success stories from other residents

- Email 6: Application process and next steps ↓ **Conversion:**  
[theforwardhorizon.com/reentry-program](https://theforwardhorizon.com/reentry-program)
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## **Technical Implementation**

### **Landing Pages (3-5 targeted pages)**

#### **Recommended domains/subdomains:**

- [housing-for-veterans.com](https://housing-for-veterans.com) → redirects to [theforwardhorizon.com](https://theforwardhorizon.com)
- [recovery-housing-la.com](https://recovery-housing-la.com) → redirects to [theforwardhorizon.com](https://theforwardhorizon.com)
- [reentry-support.com](https://reentry-support.com) → redirects to [theforwardhorizon.com](https://theforwardhorizon.com)

#### **Key elements for each landing page:**

- Audience-specific headline and messaging
- Clear value proposition
- Social proof (testimonials, stats)
- Lead magnet offer
- Simple opt-in form
- Trust indicators (accreditation, awards)
- Mobile-optimized design

### **Lead Magnets**

#### **Veterans:**

- "Complete Veterans Benefits Guide"
- "Housing Application Checklist"
- "LA Veterans Resource Directory"

#### **Recovery:**

- "Recovery Housing Preparation Guide"
- "Sober Living Success Checklist"

- "Building Your Support Network Workbook"

### **Returning Citizens:**

- "Life After Release Planning Kit"
- "Employment Resources Guide"
- "Legal Rights and Documentation Checklist"

### **Email Automation Systems**

**Platform recommendation:** ConvertKit or Mailchimp

### **Automation sequences:**

- Welcome series for each audience
  - Weekly success stories and updates
  - Program information and benefits
  - Application deadline reminders
  - Event invitations and community updates
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## **Conversion Optimization for Current Site**

### **Immediate Additions to theforwardhorizon.com**

#### **1. Exit-Intent Popups**

- "Wait! Get our free guide before you go"
- Audience-specific lead magnets
- Email capture with immediate value

#### **2. Floating Contact Elements**

- "Apply Now" sticky button (always visible)
- "Questions? Chat with us" live chat widget
- "Call Us" click-to-call for mobile users

- "Request Info" floating form

### **3. Social Proof Elements**

- "127 residents successfully housed this year"
- "Join 500+ veterans we've helped transition"
- Rotating testimonials on homepage
- Success rate statistics
- Awards and accreditation badges

### **4. Application Process Optimization**

- Multi-step form instead of long single page
- Progress indicators showing completion steps
- Save & continue later functionality
- Mobile-optimized forms
- Conditional logic based on audience type

### **5. Trust and Credibility Indicators**

- Staff photos and credentials
- Virtual facility tour
- Day-in-the-life videos
- Resident handbook preview
- FAQ section addressing common concerns

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## **Marketing Channels and Tactics**

### **Digital Advertising**

#### **Google Ads**

#### **Keywords to target:**

- "veterans housing Los Angeles"

- "sober living Los Angeles"
- "transitional housing LA"
- "reentry housing California"
- "recovery housing near me"

### **Ad copy examples:**

- Veterans: "Secure Housing for Veterans | Support & Community | Apply Today"
- Recovery: "Safe Sober Living | Peer Support | Start Your New Life"
- Reentry: "Fresh Start Housing | Job Support | Stable Community"

## **Facebook/Instagram Advertising**

### **Campaign types:**

- Video testimonials from successful residents
- Virtual facility tours
- Staff introductions and program explanations
- Success story carousels
- Event promotion (open houses, info sessions)

### **Targeting:**

- Veterans: Military experience, veteran organizations
- Recovery: Addiction recovery interests, treatment centers
- Reentry: Criminal justice reform, reentry organizations

## **LinkedIn Advertising**

### **Target audiences:**

- Social workers and case managers
- Probation officers and court staff
- VA employees and veteran service officers
- Addiction counselors and treatment staff



## **Content Marketing**

### **Blog Content for Main Site**

#### **Veterans topics:**

- "Transitioning from Military to Civilian Life"
- "VA Benefits and Housing Assistance"
- "Building Community After Service"

#### **Recovery topics:**

- "What to Look for in Sober Living"
- "Building a Recovery Support Network"
- "Maintaining Sobriety in Transitional Housing"

#### **Reentry topics:**

- "First 30 Days After Release Checklist"
- "Finding Employment with a Criminal Record"
- "Building Positive Community Connections"

### **Guest Content Opportunities**

- Recovery blogs and addiction treatment websites
- Veterans organizations and military publications
- Reentry and criminal justice reform publications
- Local community newspapers and websites

### **Video Content**

- Virtual facility tours
- Resident testimonials (with permission)
- Staff introductions and program explanations
- Day-in-the-life content
- Success story features

## **Partnership Marketing**

### **Strategic Partnerships**

#### **Veterans:**

- VA hospitals and medical centers
- Veterans service organizations (VFW, American Legion)
- Military transition assistance programs
- Veterans job placement services

#### **Recovery:**

- Addiction treatment centers
- Outpatient counseling services
- 12-step meeting locations
- Recovery coaching services

#### **Reentry:**

- Probation departments
- Public defender offices
- Reentry service organizations
- Job placement services for formerly incarcerated

### **Referral Programs**

- Financial incentives for partner referrals
  - Co-marketing opportunities
  - Shared success metrics and reporting
  - Joint events and workshops
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# Metrics and Analytics

## Funnel Metrics to Track

### Top of Funnel

- **Traffic Sources:** Organic, paid, social, referral, direct
- **Landing Page Views:** By audience and source
- **Click-through Rates:** From ads to landing pages
- **Cost Per Click:** By channel and audience

### Middle of Funnel

- **Email Signups:** By audience and lead magnet
- **Email Open Rates:** By sequence and audience
- **Email Click Rates:** To main website
- **Lead Magnet Downloads:** Completion rates

### Bottom of Funnel

- **Main Site Traffic:** From funnel vs. direct
- **Application Starts:** Initiated but not completed
- **Application Completions:** Submitted applications
- **Application-to-Admission Rate:** Conversion percentage

### Business Metrics

- **Cost Per Lead:** By channel and audience
- **Cost Per Application:** Total marketing cost / applications
- **Cost Per Admission:** Marketing investment / new residents
- **Lifetime Value:** Average resident stay and program completion
- **Return on Investment:** Revenue generated / marketing spend

### Analytics Tools

- **Google Analytics 4:** Website traffic and behavior

- **Google Tag Manager:** Event tracking and conversions
  - **Facebook Pixel:** Social media advertising optimization
  - **Email Platform Analytics:** ConvertKit or Mailchimp reporting
  - **Call Tracking:** Unique phone numbers for different sources
  - **CRM Integration:** Salesforce or HubSpot for lead management
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## **Budget and Resource Allocation**

### **Phase 1: Foundation (Months 1-3)**

**Budget: \$1,000-2,000/month**

#### **Priorities:**

- 3 targeted landing pages (\$500 setup)
- Email automation system (\$50/month)
- Basic Google Ads campaign (\$800/month)
- Lead magnet creation (\$300)
- Analytics setup (\$200)

#### **Expected Results:**

- 100-200 email subscribers/month
- 20-40 qualified leads/month
- 5-10 applications/month
- 2-4 new admissions/month

### **Phase 2: Scale and Optimize (Months 4-6)**

**Budget: \$2,000-3,500/month**

#### **Additions:**

- Facebook advertising (\$800/month)
- Content marketing (\$500/month)

- Partnership development (\$300/month)
- Advanced retargeting (\$400/month)
- Landing page optimization (\$200/month)

#### **Expected Results:**

- 200-400 email subscribers/month
- 50-80 qualified leads/month
- 12-20 applications/month
- 5-8 new admissions/month

### **Phase 3: Growth and Expansion (Months 7-12)**

**Budget: \$3,500-5,000/month**

#### **Focus Areas:**

- Video content production (\$800/month)
- LinkedIn advertising (\$600/month)
- Podcast advertising (\$500/month)
- Event marketing (\$400/month)
- Advanced automation (\$300/month)

#### **Expected Results:**

- 400-600 email subscribers/month
- 80-120 qualified leads/month
- 20-30 applications/month
- 8-12 new admissions/month

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## **Implementation Timeline**

### **Month 1: Foundation Setup**

#### **Week 1-2:**

- Landing page design and development
- Lead magnet creation
- Email automation setup

#### **Week 3-4:**

- Google Ads campaign launch
- Analytics implementation
- Initial content creation

### **Month 2: Content and Optimization**

#### **Week 1-2:**

- Blog content publication
- Email sequence refinement
- Landing page A/B testing

#### **Week 3-4:**

- Social media content creation
- Partnership outreach
- Performance analysis and optimization

### **Month 3: Expansion and Scale**

#### **Week 1-2:**

- Facebook advertising launch
- Additional lead magnets
- Video content production

#### **Week 3-4:**

- Retargeting campaigns
- Conversion optimization
- Quarter 1 performance review

## Months 4-6: Growth Phase

- Channel expansion (LinkedIn, partnerships)
- Advanced automation implementation
- Content marketing scale-up
- Partnership program launch

## Months 7-12: Optimization and Scale

- Video content program
- Event marketing
- Advanced targeting and personalization
- Full ROI optimization

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## Success Metrics and KPIs

### Primary Goals

- **50% increase** in qualified applications within 6 months
- **Cost per admission** under \$500 within 12 months
- **Email list growth** to 1,000+ subscribers within 6 months
- **Website conversion rate** improvement from 2% to 5%

### Secondary Goals

- **Brand awareness** increase in target communities
  - **Partnership network** of 10+ referring organizations
  - **Content library** of 50+ valuable resources
  - **Social media following** growth of 200% within 12 months
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# Risk Mitigation and Contingency Plans

## Potential Challenges

### Low conversion rates:

- A/B test landing pages and offers
- Optimize lead magnets for higher value
- Improve email nurture sequences

### High cost per acquisition:

- Focus on highest-performing channels
- Improve targeting and messaging
- Negotiate better partnership terms

### Capacity constraints:

- Implement waitlist management
- Optimize intake process efficiency
- Plan facility expansion timeline

### Competition from other programs:

- Strengthen unique value proposition
- Improve success rate communication
- Enhance facility amenities and services

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## Next Steps and Action Items

### Immediate Actions (Week 1)

1. **Approve marketing funnel strategy**
2. **Select email marketing platform**
3. **Begin landing page development**



4. **Create lead magnet content outlines**
5. **Set up analytics tracking**

### **Short-term Actions (Month 1)**

1. **Launch first landing page and lead magnet**
2. **Begin Google Ads campaign**
3. **Implement email automation**
4. **Start content creation**
5. **Establish baseline metrics**

### **Long-term Actions (Months 2-12)**

1. **Scale successful channels**
2. **Develop partnership program**
3. **Create video content library**
4. **Optimize conversion rates**
5. **Plan facility capacity expansion**

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## **Conclusion**

This marketing funnel strategy provides a comprehensive approach to driving qualified traffic to theforwardhorizon.com while building valuable relationships with potential residents. By focusing on audience-specific messaging and nurturing leads through educational content, Forward Horizon can significantly increase applications and admissions while maintaining the quality and mission-driven focus that makes the organization successful.

The phased approach allows for testing and optimization while scaling successful tactics. With proper implementation and ongoing optimization, this strategy should deliver a strong return on investment and sustainable growth for the Forward Horizon program.

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*This document serves as a living strategy guide and should be updated based on performance data and market feedback.*