

6 ESSENTIAL Marketing Campaigns **YOU NEED TO SCALE** Your Business





Think about the last brand you purchased something from.

Did you just buy straight away from an ad?

Or just from stumbling across their website?

It's possible. But more likely, you went through a series of touchpoints, indoctrinating you to purchase or achieve some other goal.

And that goal can be a number of things for an online business: capture your information, sell their product, get you into a membership site, make a profit, etc.

Very few businesses will succeed in meeting their goals through a single ad or a website, alone.

Instead, successful businesses guide people along a journey. They want them to click, take a specific action like opting in, maybe take another action like buying, and then return later on.

And that's precisely what a marketing campaign does.

A campaign is a complete and systematic way to build your brand while making sales at the same time. It creates a precise roadmap for your visitors to move through, which guides them towards a specific action you want them to take.

And there are many different kinds of campaigns you need to weave together in order to effectively scale and grow your business.

In this PDF, we're going to share with you our top six.

Let's begin.

1

LIST BUILDER CAMPAIGN

We believe a solid email list is the skeleton key to success for a business. In fact, the Direct Marketing Association found in 2019 that marketers were getting an average of a 4300% ROI on email marketing. That's \$43 for every \$1 spent.

This means email marketing is one of the most powerful ways to grow your business, whether you're brand new or have been in the game a while. The list builder campaign is an essential campaign that every single business should be using to continually grow their list of potential customers.

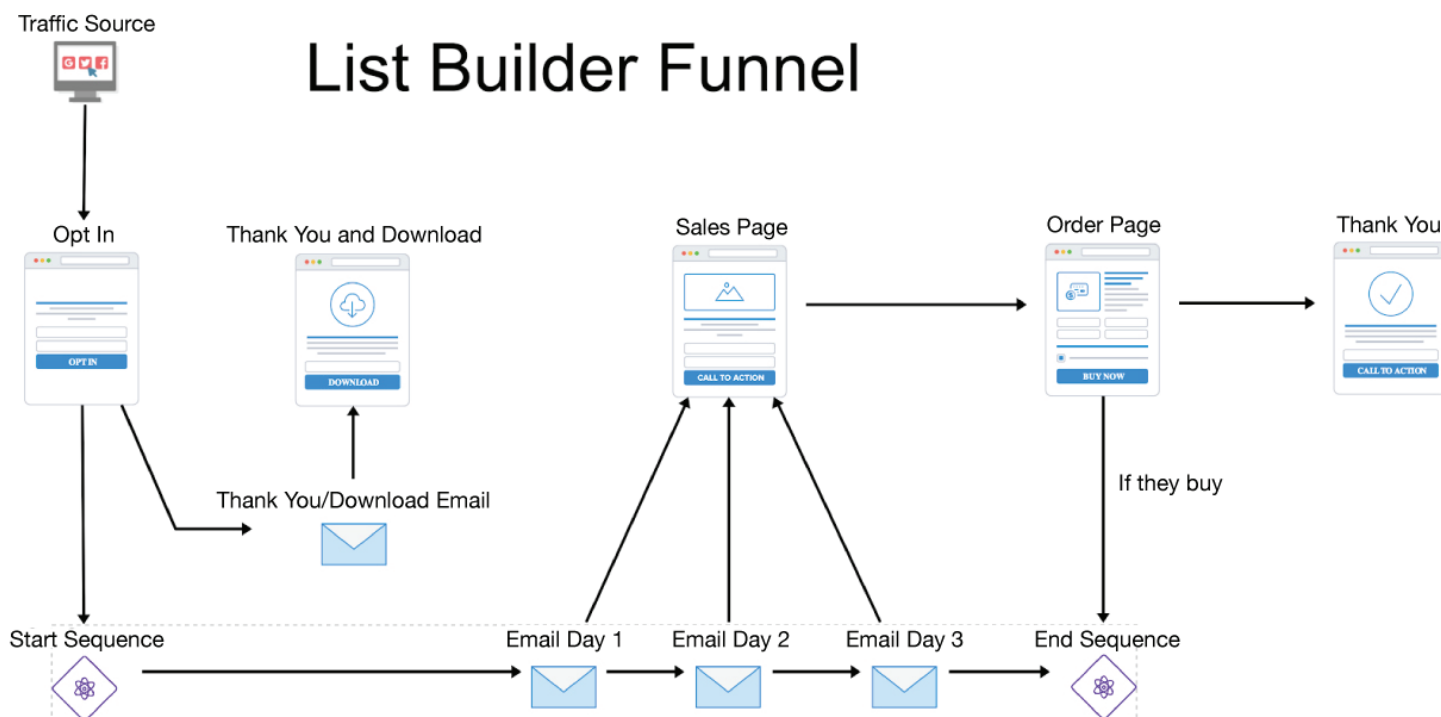
Benefit:

The List Builder Campaign is designed to grow your list regularly, so you always have fresh new leads to contact about promotions and sales.

Who's it for:

This campaign is for every business. New businesses need to build up a list from scratch, while more established brands need to constantly replenish their list in order to prevent it from going stale.

How does it work:



The first step in your list-builder campaign is creating an opt-in page that you direct traffic to. This opt-in page should offer a freemium lead magnet. This can be a PDF download, an ebook, a free training series, a webinar, etc. Whatever it is, just make sure it's solid content that someone would be interested in receiving.

For example, you're currently reading a lead magnet — something you downloaded in exchange for your email because you were interested in marketing campaigns.

Once you've determined what your lead magnet will be, you have a couple of options for your opt-in page. It can be super simple and to the point and directly add anyone who opts-in to your list (our recommendation). Or, if you want to really weed people down to those that are *truly* interested, you can make it a 2-step opt-in where leads need to confirm their email address before being added to your list.

You want to make sure that when a lead opts-in, they are added to your list and that you added them to a list-builder sequence.

Once they've clicked submit, redirect your leads to a thank-you page with an immediate download to your freemium, or information about how to obtain or attend whatever you offered on your opt-in page.

Now, this is where things get really interesting.

You could stop at the steps above if you just wanted to add people to your list.

But a list is worthless without actionable items for your new leads to take.

So this second part is all about getting your new prospects to actually *buy* your product.

As we mentioned above, you will want to enter them into a list-builder email sequence. This sequence should contain four emails, each spaced a day apart.

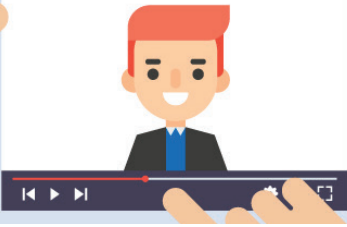
Email 1 should remind your leads to download the freemium, and link back to the thank-you page if that's where you housed your download.

Emails 2-4, however, should start promoting your product. And you should include a link to your sales page.

If a lead fills out a checkout form and chooses NOT to purchase, you should give them an "abandon" tag, so that you can reach out to them at a later time. If they DO purchase, you will tag them as a buyer and direct them to your thank-you page.

2

VSL CAMPAIGN



Videos are incredibly powerful. They attract up to 300% more traffic, as well as engage people for longer. Research shows the average users spends 88% more time on a website with a video. And most importantly, they will help convert prospects into buyers.

The Video Sales Letter (VSL) Campaign is an ideal next step once you've built up your list.

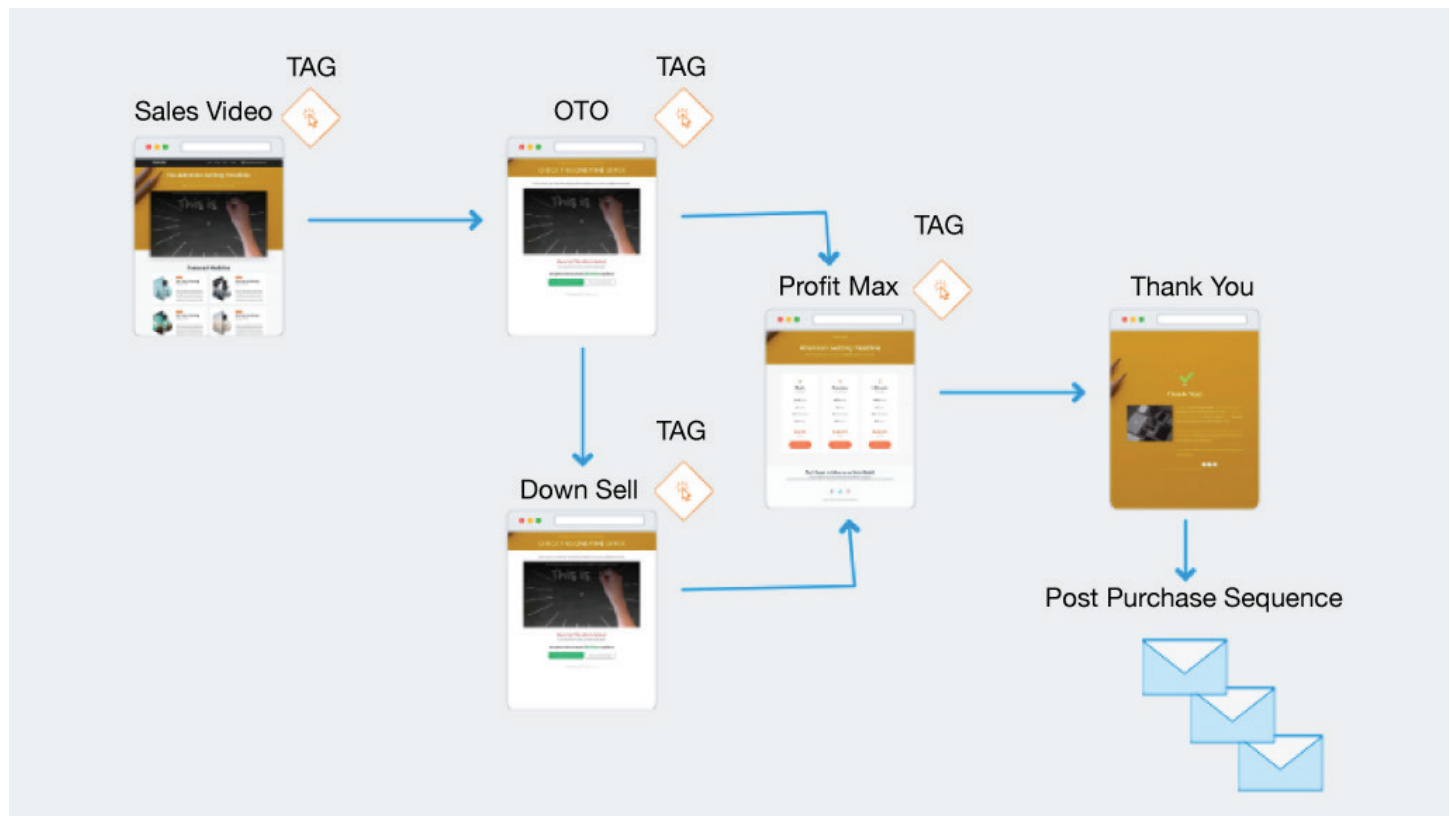
Benefit:

The Video Sales Letter campaign is a powerful campaign to help you earn sales, even for products or services listed at a higher price point.

Who's it for:

The VSL Campaign is intended for businesses that already have a list and a product and want to make sales.

How does it work:



In this campaign, you will want to direct your list to a Video Sales Letter Page — a webpage with some information on what you're selling, with a video at the top.

In your video, you will want to talk about an *exclusive*, one-time offer. Maybe it's already a product you sell, but now, you want to make it unique and special by offering a discount or loading it up with bonuses. The page your video is on should include the ability to purchase your One-Time Offer.

If your lead chooses to purchase your offer, you don't want to send them to a thank-you page just yet...

For this campaign, you will send them to an Offer Wall — a page where you have several additional products for sale.

Alternatively, if they choose to opt-out of the One-Time Offer, you then have the chance to direct them to a Downsell. This downsell should still give them value, but at a lower price point.

If they purchase the Downsell, you will then want to send them to your Offer Wall, giving them a chance to make another additional purchase.

Your offer wall should provide your customers the option to purchase or say "no thanks." Regardless, if they purchase a second item on your offer wall page or not, you will then direct them to a Thank-You page.

And you should enter them into a follow-up thank-you sequence that runs for the next three days. This sequence should nurture your new customers.

The first email in your sequence will deliver the product, if you haven't already, and then point out the benefits of the product they just purchased.

The second email should point out a challenge customers have with your product, and then offer a tip to overcome this challenge. The goal of this is to ease any post-purchase regret your customer might be experiencing.

The third and final email should cross-promote a second product that will help users succeed with the product they purchased.

3

ONE PAGE CAMPAIGN

It's great to make a sale off of cold traffic. But what if you could make two or even three sales off a cold traffic lead at the same time?

How much more profit could your business bring in?

The One Page Sales Campaign is a fairly simple campaign that gives you the opportunity to sell three Products: a Main Product, a Bump Product, and an Upsell Product.

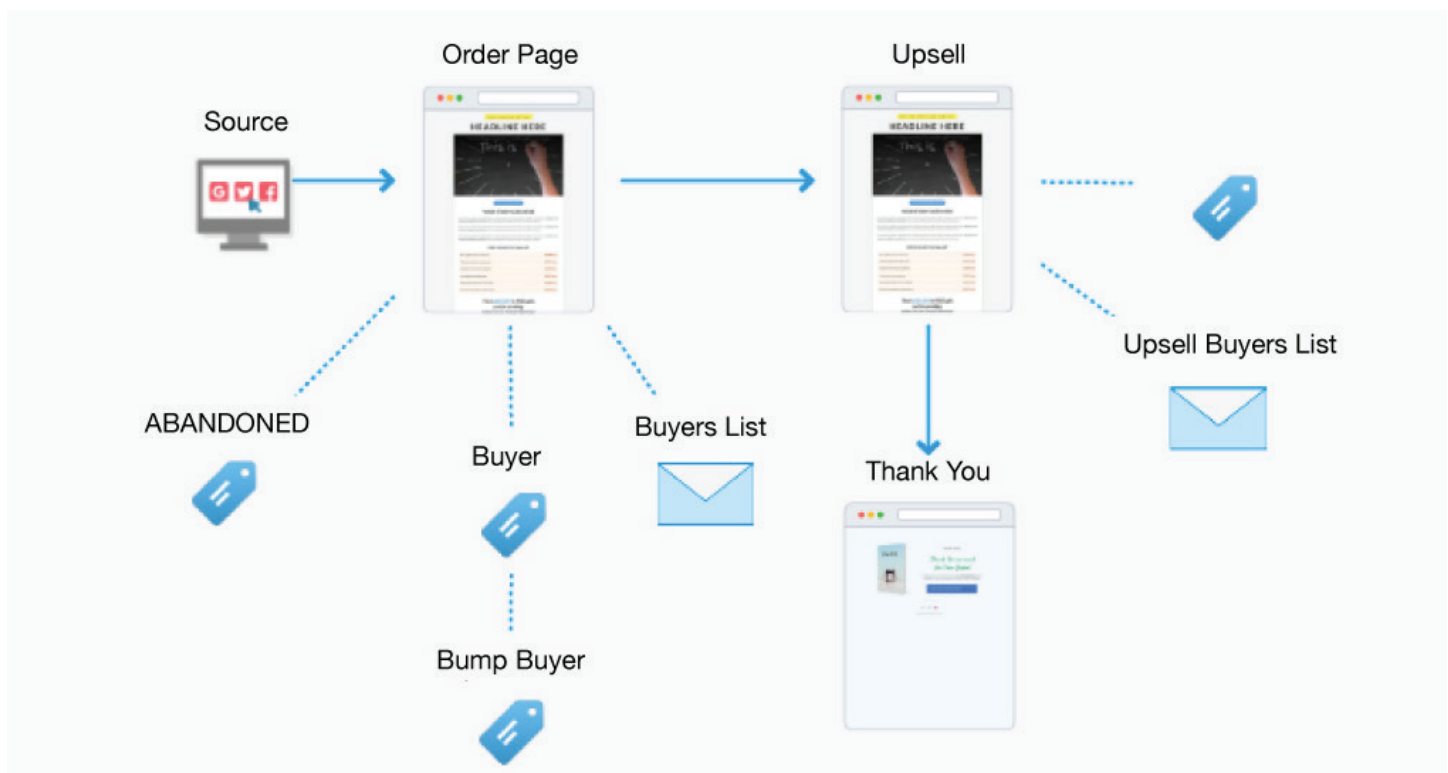
Benefit:

This campaign is designed to help you get more purchases at once, so you can earn more from every customer.

Who's it for:

The One Page Sales campaign is ideal for businesses that have multiple products and want to make sales from cold traffic.

How does it work:



The one-page campaign works by driving cold traffic from a source, such as Youtube, or Facebook, directly to your sales page, where you should have a built-in checkout.

From there, you want to make sure that you tag anyone that leaves the page, so you can target them later.

For everyone that stays and purchases, give them a bump offer during the checkout process. If you're not familiar with bump offers, think of them as the candy by the cashier at the grocery store. They are an additional add-on — generally related to what the customer is buying — that is presented at the last minute as something to bundle into an offer.

For example, if you sell a membership course, it may be an additional 1:1 coaching session with you. Or if you sell a physical product, maybe it's an extended warranty.

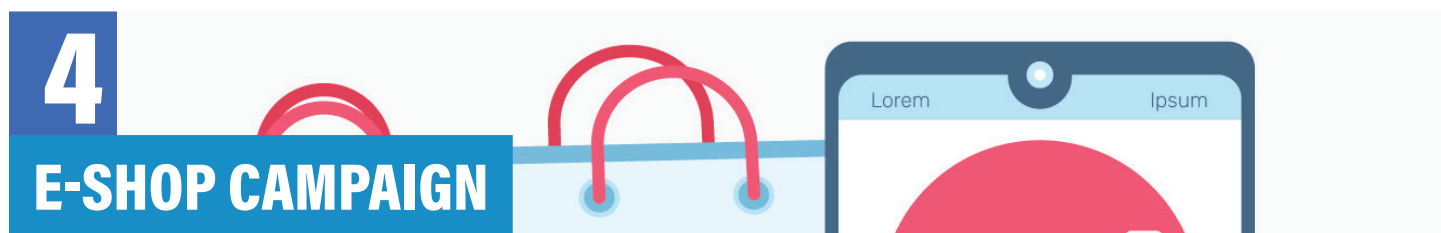
The cool thing about this campaign is the sale doesn't end once they've clicked your bump offer and checked out.

Instead of going directly to a thank-you page, you will want them to view a page with an upsell offer. The upsell should be another offer you have that they may be interested in or a more expensive version of your offer.

For example, a fitness trainer who just sold someone on their total body blaster program, and order-bumped with a 1:1 call with the coach, may then upsell a customer on a 10-minute ab builder membership.

Make sure your upsell page has the option to accept or deny your offer. If your prospect purchases the Upsell, redirect them to your Thank-You page.

If they decline the Upsell and click on the not interested link, redirect them to your Thank-You page as well.



If you have at least three products you want to sell, the e-shop campaign will be one of your go-to's.

We're not going to lie, this is a slightly more robust campaign than some of the others — but the payoff is definitely worth it.

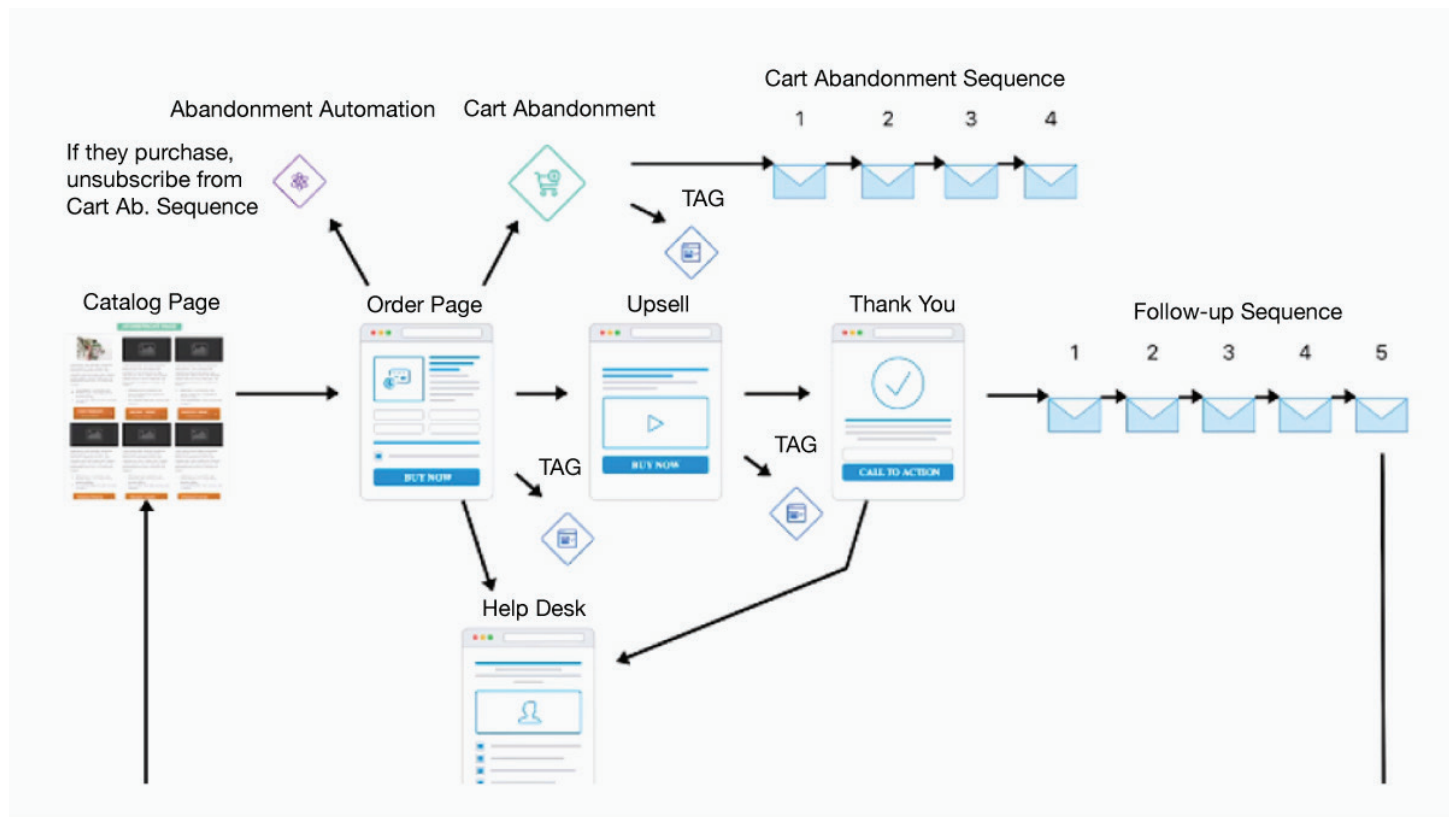
Benefit:

The e-Shop campaign not only helps you sell, but will nurture your new customers and prime them to purchase more from your shop.

Who's it for:

This campaign is ideal for businesses with three or more products for sale.

How does it work:



Don't let the flowchart scare you; while this campaign is fairly robust, it is also incredibly powerful.

Visitors will begin on a catalog page that lists out your products, with a buy button attached to each one.

When a visitor clicks purchase on one of your products, they will be linked to an order page for that product. If you can, you may want to include a helpdesk on your order page for anyone that is confused or has questions.

Now, one of two things can happen once a lead is on your order page.

1. They can purchase — which we'll get to in a moment.
2. They abandon the product page, in which place you want to tag them, and add them to a cart abandonment sequence.

Now, you should know abandoning your cart is more commonplace than not. Most retailers experience a cart abandonment rate of anywhere from 60-80%. That's a LOT of people. This is why it's *critical* to continue selling once they've left; this will result in many more sales than you would have gotten otherwise.

For the cart abandonment sequence, it should be approximately 3-4 emails, each increasing in urgency to go back to their cart. If someone purchases from one of these emails, make sure your autoresponder unsubscribes them from the remainder of the cart abandonment sequence.

If your lead makes a purchase, you will want to do a couple of things.

First, you will want to tag them as a buyer.

Then, if you have an upsell, you will want to redirect them to your upsell page, followed by your thank-you page.

But it doesn't end there.

You will want to subscribe them to a sequence of 5 emails to both nurture them, as well as bring them back to your catalog to purchase an additional product.



The membership site industry is projected to be worth \$325 *Billion* by 2025.

And for a good reason.

Membership sites are a recurring stream of revenue. This requires fewer customers over the long term to be profitable than a one-off product would.

And the Membership System Campaign will help you gain new repeat customers. This campaign takes pieces of the list builder and the VSL campaign and combines them together, along with a few new twists.

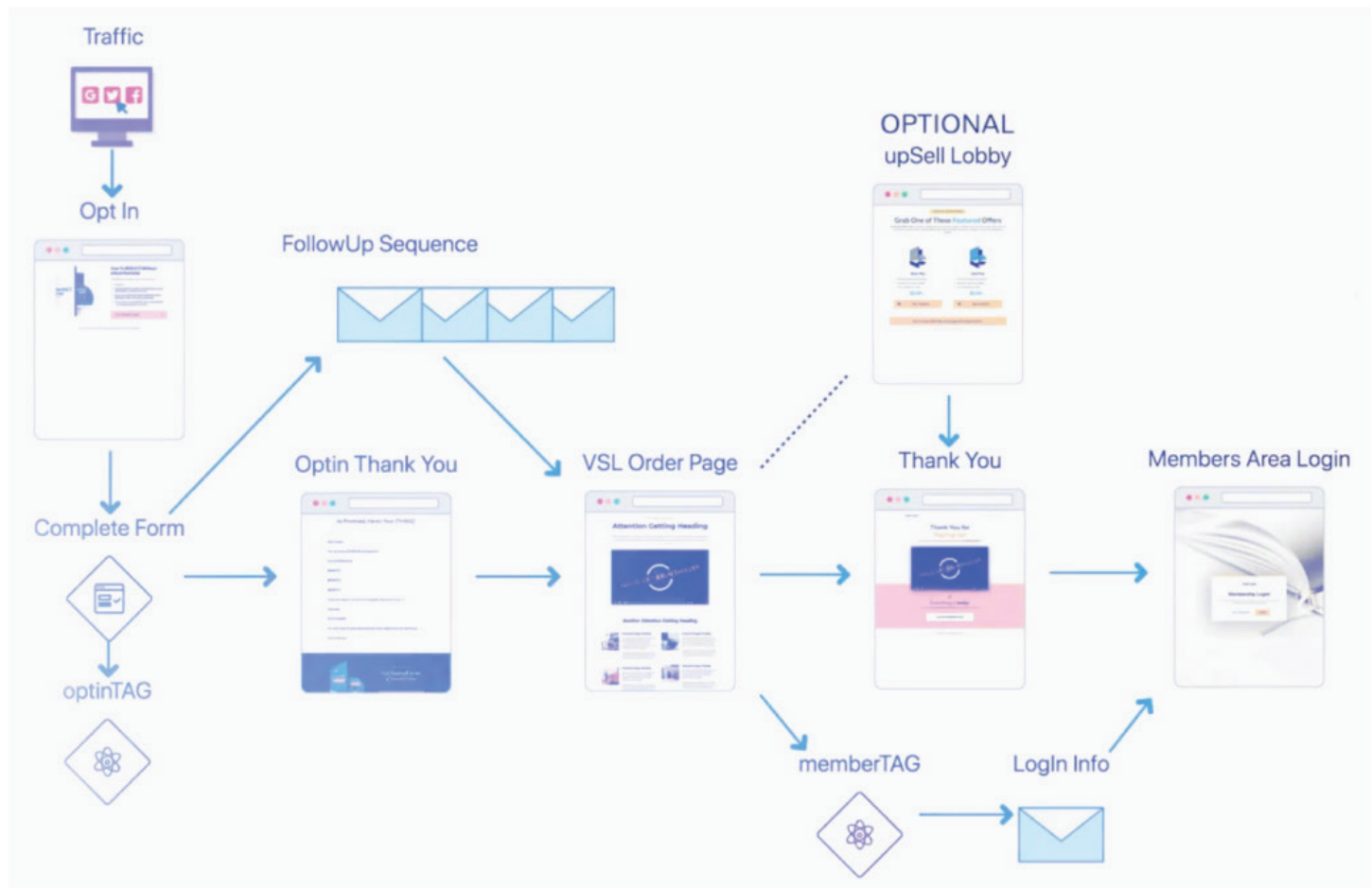
Benefit:

The Membership System Campaign will help you build your membership base, even if your traffic is completely cold.

Who's it for:

This campaign is ideal for knowledge-based businesses that want to follow a recurring-revenue model.

How does it work:



The first step to setting up this funnel is to create ads or a source of traffic that will direct to your opt-in page with your lead magnet. You can use the same lead magnet as you used for the List Builder Campaign. However, if you can create a new one that is directly related to your membership site, that will be even better.

Once your new traffic complete's your opt-in form, you will want to subscribe them into a four-email follow-up sequence.

Like the sequence in the list-builder campaign, email 1 should remind your leads to download the freemium, and link back to the thank-you page if that's where you housed your download.

Emails 2-4, should start promoting your product. And you should include a link to your video sales letter order page.

When your lead opts in, you will also want to direct them to an opt-in Thank-You page, where you house the free download as well. This page, like the email sequence, should also direct out to the sales page.

By pushing your leads to your sales page via both the thank-you page and the sequence, you give them multiple separate opportunities to reach your order page.

Your VSL order page should sell prospects on a membership product that you have set up.

Once they purchase, send them to a Thank-You page. Additionally, you should set up an automation to send them an email with their login information. The Thank-You page and the Email should both link to the login page.

If you have tiered membership sites, such as Gold, Silver, and Bronze, you can create an UpSell Lobby Page that you link your buyer to after they purchase.



The single most profitable aspect of your online business boils down to one thing...

Being able to make compelling offers to your audience that gets them to buy.

The 4-day Cash Machine is essentially a time-sensitive sale. It has been tested across dozens of industries and proven to generate revenue fast. REGARDLESS of what business you are in.

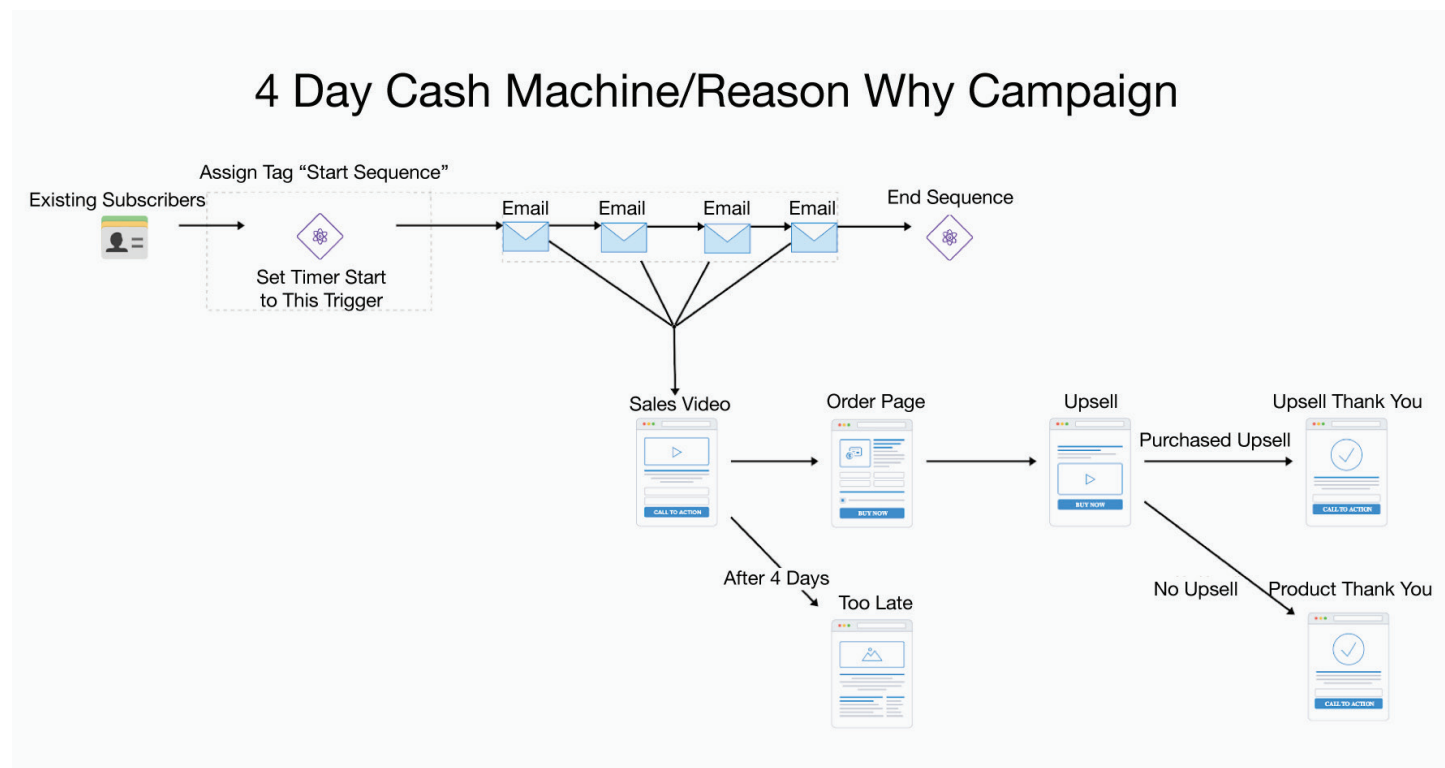
Benefit:

The main benefit of the 4-day cash machine is pretty obvious from the title. It will earn you a lot of cash, in just four days.

Who's it for:

This particular campaign is best suited for businesses that already have an extensive list. However, if you've implemented the above campaigns first, you should be rapidly on your way to having a meaty list of your own.

How does it work:



As we mentioned above, this campaign is designed to go to people already on your list. So there's no need for traffic sources.

Basically, pick a reason to create a time-sensitive sale — it can be anything from “it’s the New Year,” to “It’s Hannukah.” You can even go to Google and type in “weird holidays” and use one of those as your reason.

And then, over four days, you’re going to send two emails per day, totaling eight emails.

The messaging should essentially say that you’re giving them a special offer because of X reason. You should hype the benefits of your offer, and make sure to include how limited this offer is (it should end four days from when you first launch it).

Including a timer in the email will help enhance the scarcity messaging.

All the emails should link to your sales page. You want to make sure that if someone tries to access your page *after* the sale has ended, that they are redirected to an expired page.

Like the previous campaigns, once they click purchase, they go to an order page. If they purchase, you can show them an upsell to try to earn more on the sale, and then finally, they will land on your Thank-You page.

How much does it cost to implement these campaigns?

If you've made it this far, there's no doubt that you're thinking about how much work this all is to set up. And how much it costs to have every tool you need to implement these campaigns.

Because let's face it.

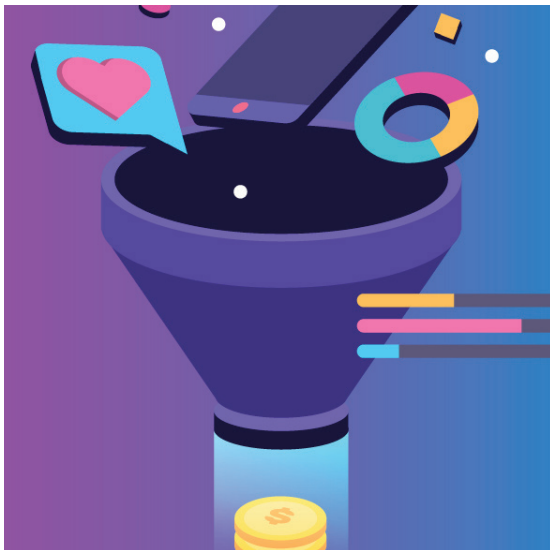
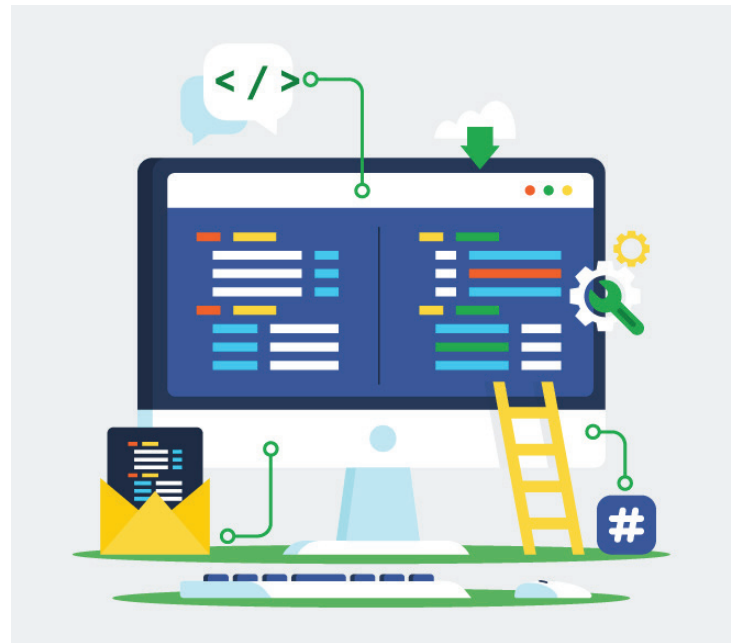
At a minimum, you will need a website builder to host your landing pages, your order pages, and your thank-you pages. You will then need a checkout system to process your orders. And you need a video hosting tool to host your VSL videos on.

Plus, you need a robust email automation tool that can both tag your leads as well as send them intricate sequences.

If you plan on using the Membership System Campaign, you will need a membership site builder. The e-shop campaign needs a helpdesk system. And, of course, you will need a lead management system to organize all those precious new prospects you're collecting.

That's up to seven tools you will need to pay for. Seven tools that you need to integrate and configure and ensure sure they communicate correct information to each other. And that's *before* you get started designing all your pages, writing dozens of emails, creating tags, etc.

And it's *expensive* if you choose to buy your tools separately (but there's a much more affordable way that we'll discuss soon).



A world-class, landing-page-funnel-builder platform that both creates your pages and your campaigns will run you about \$99 a month.

And, a professional email marketing platform with true automation (that manages your leads as well) will cost you about \$120 a month.

And then to add a shopping cart platform so you can take orders — that will run you another \$99 on the low end.

How about membership sites or e-learning platforms? That's another \$99 a month.

And then there's the professional video hosting and a marketing and analytics platform. If you go and get an account for Wistia, it's another \$99 a month.

Now the leading help desk platforms will cost you \$99 per month per agent, and that's actually reasonable.

So until now, to run your online business, you're looking at spending around \$614 a month on the lighter end of things.

Does anyone else hear their wallet softly sobbing in the background?

Or, you could go for a much simpler and more affordable option.

What if we told you there's an option that would save you *DOZENS* of hours and hundreds of dollars each month?

This option not only includes all seven tools, but it **includes all six campaigns already done for you.**

That means all the landing pages, order pages, and thank-you pages are already designed. All the automations and tagging are already preconfigured.

All the emails are already written; they just need to be customized with your brand's personal details.

Every single step we walked you through is already *done for you*. You just need to go in and tweak it to match what you're selling.

This option is called Kartra, and it is the most robust business platform you could ever gift your business.

It contains all seven tools we discussed, among others, like a calendar tool and affiliate management.

Because Kartra is all-in-one, it means no messy integrations, no multiple bills each month, and no headaches. Every piece of Kartra knows *exactly* what every other bit is up to, so you get the full picture all the time.

And Kartra includes dozens of done-for-you campaigns, including all six campaigns that we discussed in this PDF. That means you just need to import the campaign into your account, and ALL the assets will pre-populate for you. The only work you need to do is edit the text/videos/images to match your product and branding.

You can also browse through dozens more funnels and campaigns created by other Kartra users. And if this PDF helped inspire you to create your OWN campaign, well...you can even sell it to others in the Kartra community to earn some extra income.

And you can **get all of this for LESS than \$100/month.**

But you don't have to take our word that Kartra is a business-building, money-saving machine. Check out what some of our customers have said:



What Have You Got To Lose?

Kartra comes with a 30-day complete money-back guarantee. And when you [sign up right now](#), you'll get TWO weekly live question-and-answer calls with our Kartra experts. These guys know their stuff and will help you with any technical questions you might have, and they may even throw in some golden nuggets of need-to-know general business info.

Plus, you're also going to get access to a robust membership site known as Kartranaught training. This site includes everything you could ever need to know about running an entire full-spectrum business on Kartra.

If you're ready to quickly implement all six campaigns *without* doing any of the legwork, [sign up for Kartra today](#).

We'll see you on the inside.

To Your Success,

The Kartra Team