



DONE FOR YOU [DFY] SERVICES

INDIVIDUAL LEAD GENERATION OR MANAGEMENT PACKAGES

Lead Generation Plan #1 \$97 (flat fee)

- One (1) 30-minute Strategic Planning session (to help you decide on lead magnet content and how to distribute it)
- Design & Create Lead Magnet (downloadable PDF; client provides content)

**** BONUSES ****

- Square Advertisement of Lead Magnet – for various uses including social media posts
- Rectangle Advertisement of Lead Magnet – compatible for use as Facebook cover

Lead Generation Plan #2 \$147 (flat fee) plus \$25/month

- One (1) 30-minute Strategic Planning session (to help client decide on lead magnet content and how to distribute it)
- Design & Create Lead Magnet (downloadable PDF; client provides content)
- Design & host landing page for lead magnet
- Customized shortened link for landing page (for easier marketing)
- Auto-send all new leads an email with the link to download lead magnet
- Auto-send series of up to 10 marketing emails to all new leads (client provides content all at once or over time)
- Receive current analytics report on lead magnet monthly (visitors, subscribers, conversion rate)
- Receive an updated email list monthly

**** BONUSES ****

- Square Advertisement of Lead Magnet – for various uses including social media posts
- Rectangle Advertisement of Lead Magnet – compatible for use as Facebook cover
- [For clients on Website Plan], Hidden “Thank You” page on your site that links to an automatic download of your lead magnet with either a Tripwire Offer or 2nd call-to-action.

Lead Management Plan \$75/month

- One (1) 15-minute Strategic Planning session monthly (newsletter strategy)
- Send branded newsletter to email list monthly (client provides content; I edit and create final email)
- Receive an updated email list monthly
- Receive analytics report on newsletter monthly (opens, clicks, unsubscribers)

For ALL Lead Generation and Lead Management Plans:

You have the option of adding more strategic planning sessions to be used alongside your monthly package. In these sessions, Coach Jennifer Allums will help you plan, develop, and assess your strategy for lead generation, email marketing, your website, and any other area you desire guidance in as it relates to building & growing your business.

- Four (4) 30-minute Strategic Planning sessions **\$127**
- 75 “on call” Strategic Planning minutes (to use as needed) **\$97**
- 30 “on call” Strategic Planning minutes (to use as needed) **\$50**

[CLICK HERE TO SCHEDULE FREE CONSULTATION](#)

THE WHAT, WHY, AND HOW OF OUR “DONE-FOR-YOU” SERVICES!!

WEB DESIGN-----

As a new business owner, you need a personalized location that draws in your potential client/customer, introduces your product/service as their solution, and provides them with resources supporting the need for them to connect with you and what your business has to offer. If you don't have a website, your business doesn't exist. How your website is designed is important because its function needs to be in alignment with your business goals & strategy. Royal Queendom Enterprises will build an amazing online identity for your business and collaborate with you to create the right strategy to go along with it. This will help you build the foundation for a profitable business that you are passionate about.

LEAD GENERATION-----

The goal here is to pull in as many potential clients/customers (“leads”) as possible by coming up with a free offer (“lead magnet”) you can give them in exchange for their email address. Your lead magnet, could be an informational download like a checklist, some do-it-yourself tips related to your industry, or even a coupon. You create your lead magnet and advertise it. Royal Queendom Enterprises will handle the design and hosting aspects for your landing page and immediately delivering the free offer to every new lead that requests it.

LEAD MANAGEMENT-----

Once you have captured the attention of potential clients/customers (“leads”) and made them aware of your business' existence, you want to continue to communicate with them on a consistent basis. Lead management is all about providing value, nurturing the relationship, and promoting your products/services. Royal Queendom Enterprises will guide you through this process with ease; making sure your new leads are getting to know, like, and trust you; while leaving you with more time to focus on what you do best--- YOUR BUSINESS.