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The chart below illustrates a hypothetical 200-point vertical market lead-generation program. Many of the campaigns we run fall in the 50-100 point range and feature one premium content offer. However, we wanted to demonstrate what's possible in a comprehensive campaign.

Campaigns are fueled by content marketing and include a mix of paid, owned, and earned media promotion. Potential campaign elements include: funnel marketing & design, website conversion optimization, lead magnets, social proof, webinars, freebies, blog posts, landing pages, email nurturing, social engagement, advertising and media relations. Lead generation campaigns typically run three months in order to achieve measurable quarterly goals. (For example: Generate 50 qualified leads in Q1.) Month 1 is for planning and production, and months 2-3 are for promotion, experimentation and performance monitoring.

Our **Concierge Campaign** points model ensures clients get the full value of every dollar spent, regardless of how much time it takes to deliver. Points provide total transparency into pricing, progress, performance and resource allocation. Each project within a campaign is assigned a fixed-point total (e.g. Facebook post = 1 points) based on value creation rather than hourly estimates. The point totals are standard across all clients.

	POINTS	DESCRIPTION
Social Media	**25**	
Facebook Sponsored Posts	8	Set-up and manage Facebook sponsored posts to promote content. Note: Would require additional paid advertising spend.
Social Monitoring & Engagement	4	Management of social media platforms & engagement with followers.
Facebook Posts (standard)	1	Scheduled post to Facebook with relevant content.
Facebook Post with Custom Graphic	3	Scheduled post to Facebook including custom graphic creation.
Facebook Post with Video & Captions	3	Scheduled post to Facebook with custom video and captions.
Facebook Cover Graphic	2	Custom graphic creation for Facebook cover photo.
Social Media Toolkit	3	Content/brand strategy tailored to your individual needs Optimize Facebook profile, brand page, cover image, instagram profile, twitter profile.
Instagram Posts	1	Scheduled post to Instagram with relevant content.
Paid Advertising & Remarketing	**30**	
Facebook Pixel Creation & Implementation	4	Create & implement Facebook Pixel for use in Facebook ads.
Custom Audience Creation	4	Create custom audience for use in optimizing Facebook ads.
Facebook Lookalike Audience Creation	2	Create lookalike audience for use in optimizing Facebook ads.
Ad Creation Including Copy, Graphics & Targeting	4	Complete Facebook ad creation to include: Copy, graphics, & targeting.
Facebook Ads (conversion & traffic)	2	Targeted Facebook ads to increase traffic and conversions.
Facebook Ads (lead gen)	4	Targeted Facebook ads to generate leads.
Linkedin Sponsored Post	2	Scheduled sponsored post on Linkedin with relevant content.
Video Ads - In-Stream & ThruPlay	2	Optimized video ads that appear before, during, or after video content.
Google AdWords Campaign Setup	6	Create custom Google Adwords campaign.

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	POINTS	DESCRIPTION
Video Production	**25**	
Video Campaign Series	12	Creation of custom video campaign series to be used in organic and paid advertising.
Video Script Writing (per 1 min video)	6	Script creation for video campaign.
Coordination with Videographer	2	Coordinate logistics and creative assets with Videographer.
Script to teleprompter	1	Teleprompter set-up on location with script.
Video Intro / Outro Graphics	2	Custom graphic creation for use in video intro/outro.
Instagram Video Scheduling & Optimization	2	Instagram video posting and optimization.
Inbound Marketing & Funnels	**100**	
Funnel Campaign Design	24	Create, research and develop the funnel foundation including defining: Audience, Message, Offer
New Funnel Campaign	24	Develop 3 Step Funnel. Including an Opt-in page(lead magnet), social proof, and conversion event page
Webinar Deck	24	Will develop up to 40 webinar slides for your deck
Funnel Page / Step	8	Add a funnel step such as up/downsell pages, webinar pages
Ebook Download Lead Nurturing	8	Create a 3-part email workflow for existing leads featuring the ebook and related content.
Event Registration Landing Page	4	Draft and publish landing page for event registration.
Thank You Email to Attendees	2	Upload to SlideShare to make content discoverable and embed in follow-up blog post.
Thank You Email to Non-Attendees	2	Write and send a follow-up email to attendees with webinar recording and related resources.
Follow-up post + offer upload	4	Write and send a follow-up email to non-attendees, encouraging them to watch the webinar
Website Development	**20**	
Single Page Listing Site	8	Design & develop an impressive webpage.
Website Management	4	Ongoing management of website.
Single Page Site (offer)	8	Design and develop a page to promote your offer optimized for leads
Total Points	**200**	

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