

## 90 Day Sales Survival Solution

### Let's Get Through This!

#### Increase Sales Networking While Social Distancing

Trade shows are canceled or postponed until further notice. Travel is on hold. Budgets are being cut. But you are still on the hook and need to find a way to make sales. Pivot your sales approach to digital selling by reallocating your travel budget and virtually filling your sales pipeline.

We've developed a sales-focused digital marketing plan that will help you pivot your sales approach and get you in front of prospects so you can drive new leads.

Make the most of online tools, technology and touch points to stay connected and relevant. These digital selling tactics will carry you through the next 90 days and beyond. Let's get started today!

### Fill Your Sales Pipeline with a 90 Day Solution

- Communicate & Stay Relevant
- Bring Value
- Seize the Opportunity
- Choose the Right Digital Tactics
- Be Unique
- Plan Ahead
- Learn Digital Selling
- Use Digital Alternatives

### 90 Day Sales Survival Includes:

- ✓ Email marketing tactics and templates
- ✓ Digital advertising set-up and creation
- ✓ LinkedIn Sales training
- ✓ Landing page design and development
- ✓ Video production - introduce yourself to your prospects!

**Schedule a Meeting Today!**



315.525.4139



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**Jump  
Start Your  
Sales Today!**

**\$5,000**

**Reallocate that travel  
budget and get leads now!**

# 90 Day Survival Guide Timeline

## 0-30 DAYS

### Landing Page/CRO

Kick-off meeting, project organization, timeline built  
Identification of goals  
Gathering of media and content  
Page build  
Form set-up and goal tracking

### Paid Ads

Identification of ad platform  
Research on selling points  
Creation or access to paid ad platform  
Creative/design, ad copy writing

### Video Marketing

Post-production  
Final video uploaded to site/sent

### Email Marketing

Identification of key selling points  
Identification of email platform  
Mapping of email marketing campaigns, topics, timing  
Subject line writing

### LinkedIn Training

LinkedIn training video provided  
Messaging template provided

## 30-60 DAYS

### Landing Page/CRO

Launch

### Paid Ads

Launch

Ongoing advertising and monitoring

### Video Marketing

Post-production

Final video uploaded to site/sent

### Email Marketing

Gathering of content/email writing  
Scheduling of emails  
Drip campaign running/emails being distributed

### LinkedIn Sales Training

LinkedIn content creation and outreach

## 90 DAYS

### Landing Page/CRO

Summary and report



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