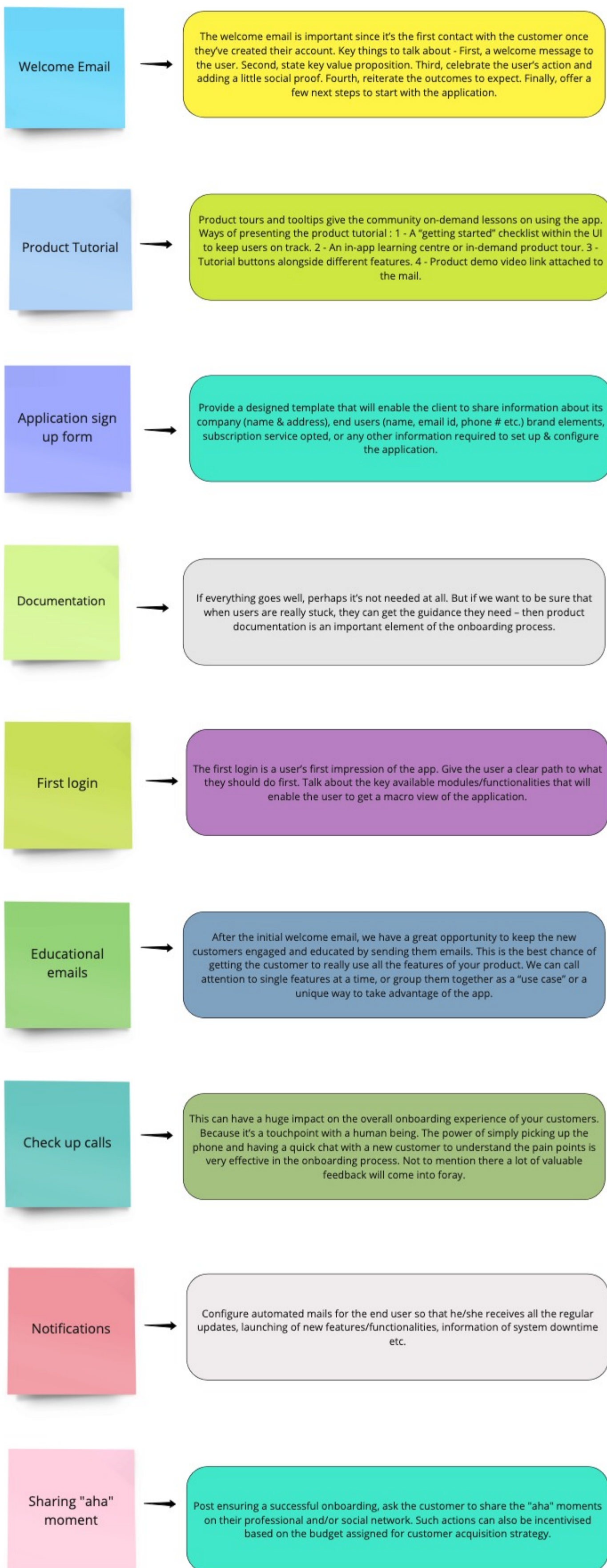
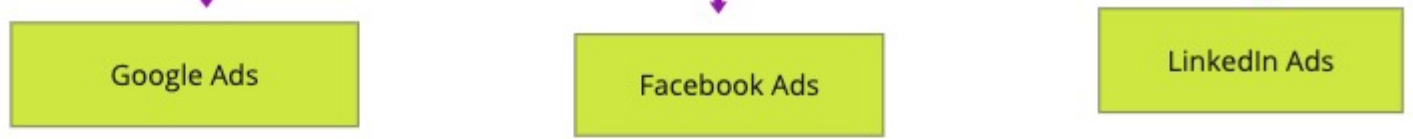


SAMPLETRAK Onboarding Process



OMNI-CHANNEL STRATEGY

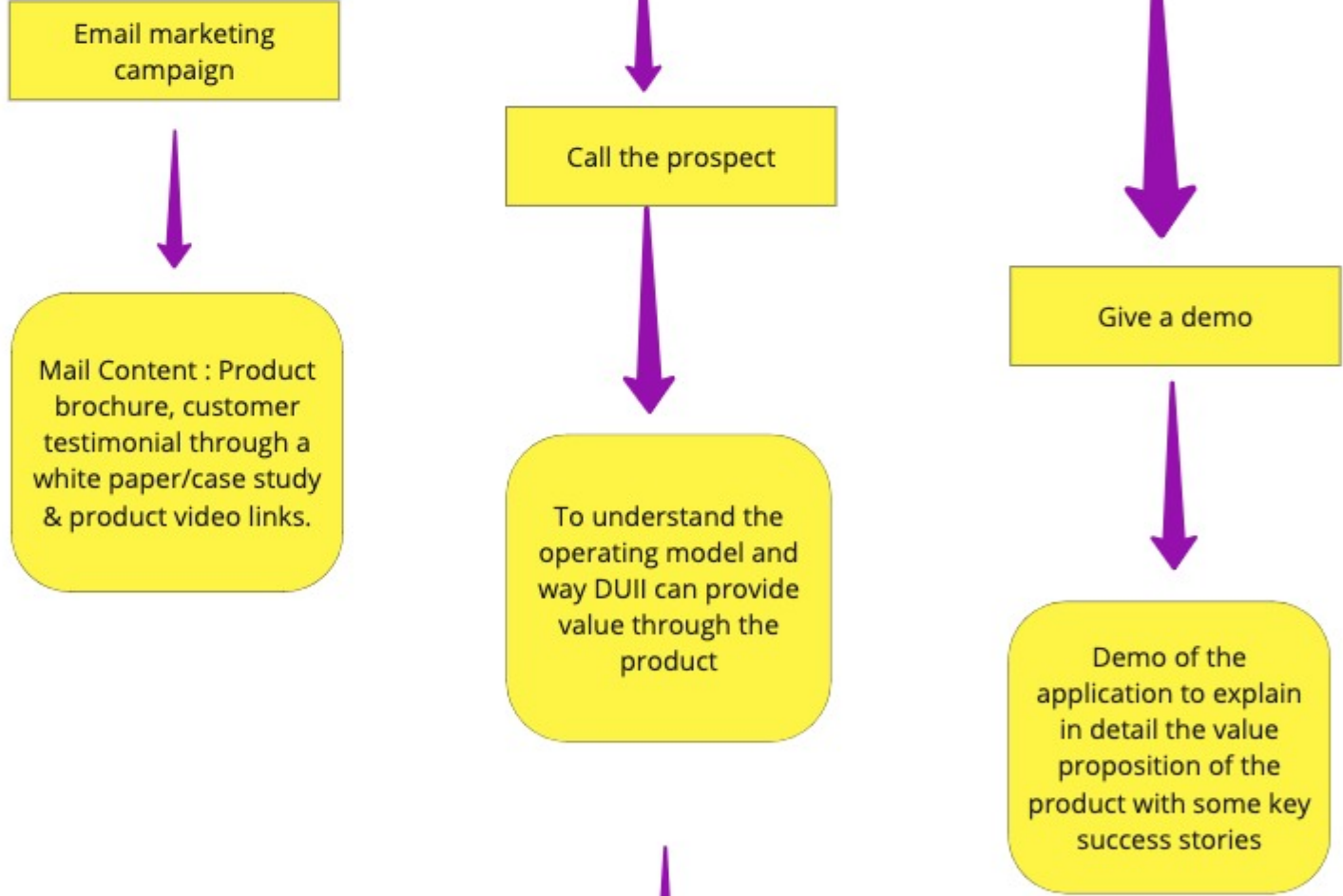
Paid Marketing Campaigns - These Ads are focussed on creating awareness among the customers through the desired channels viz. - Google Ads, Facebook Ads & LinkedIn Ads



Ad Content : Each of these Ads will talk about key product benefits in quick consumable content. These will be linked to the Product page which will talk about key features & values the product offers. The LPs will contain lead forms that will enable the customers to raise request to more information.

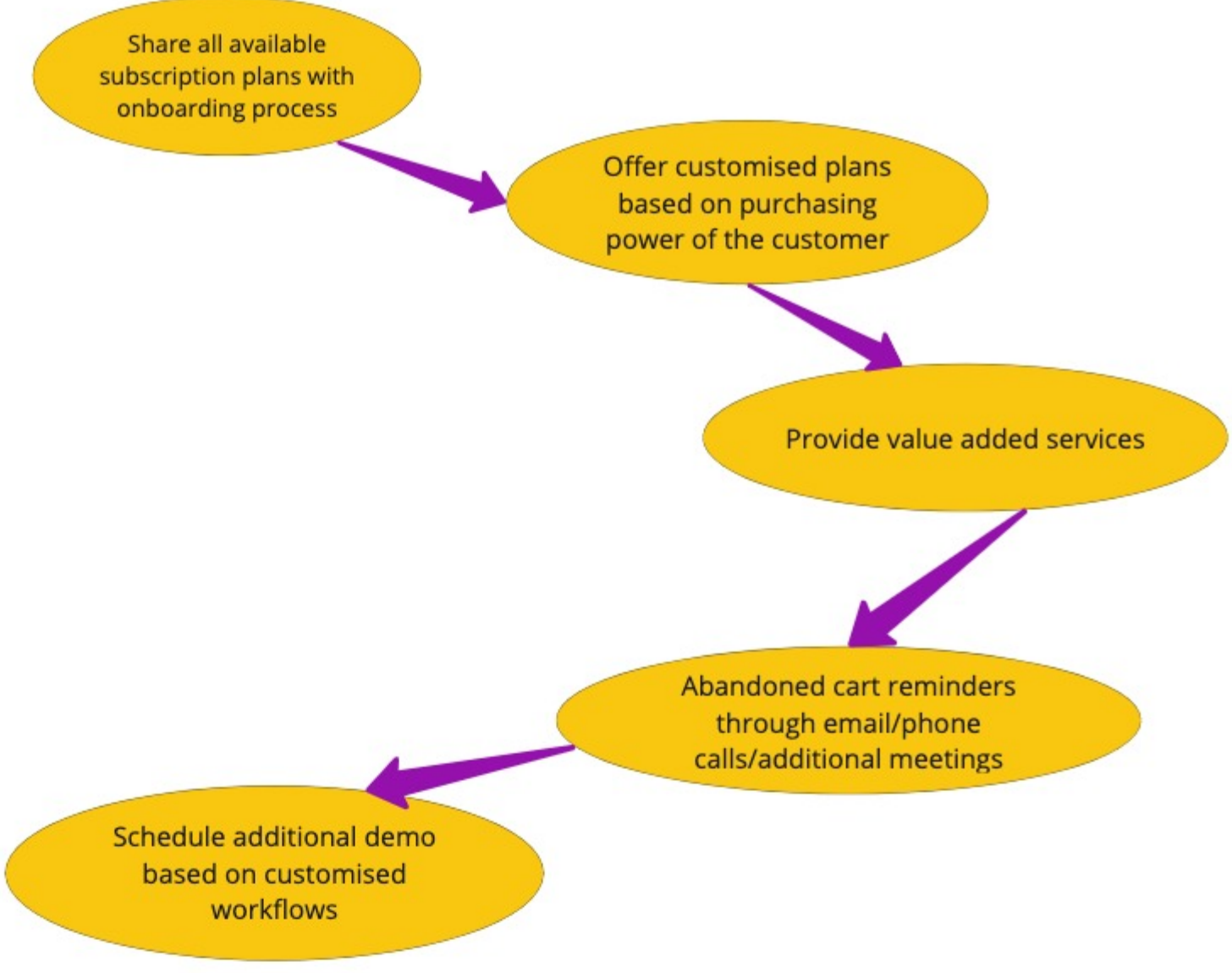
The data associated with the leads becomes an inherent part of the CRM.

This phase involves nurturing the leads to an extent that will result in a purchase.

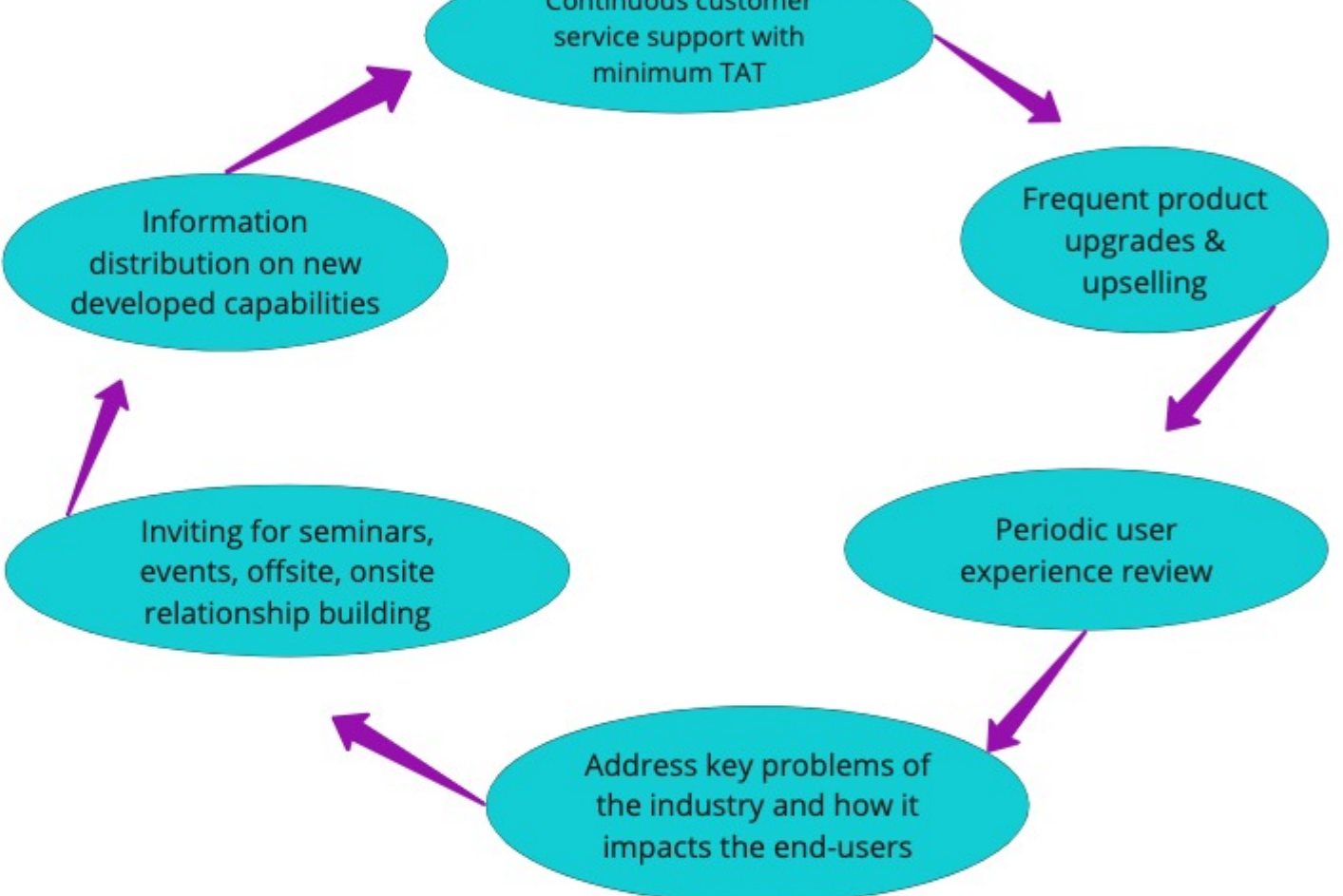


Offer demo credentials to the user to play with the product and note the feedback shared by the prospect. Create a product roadmap of the said features and share a time estimation on the same.

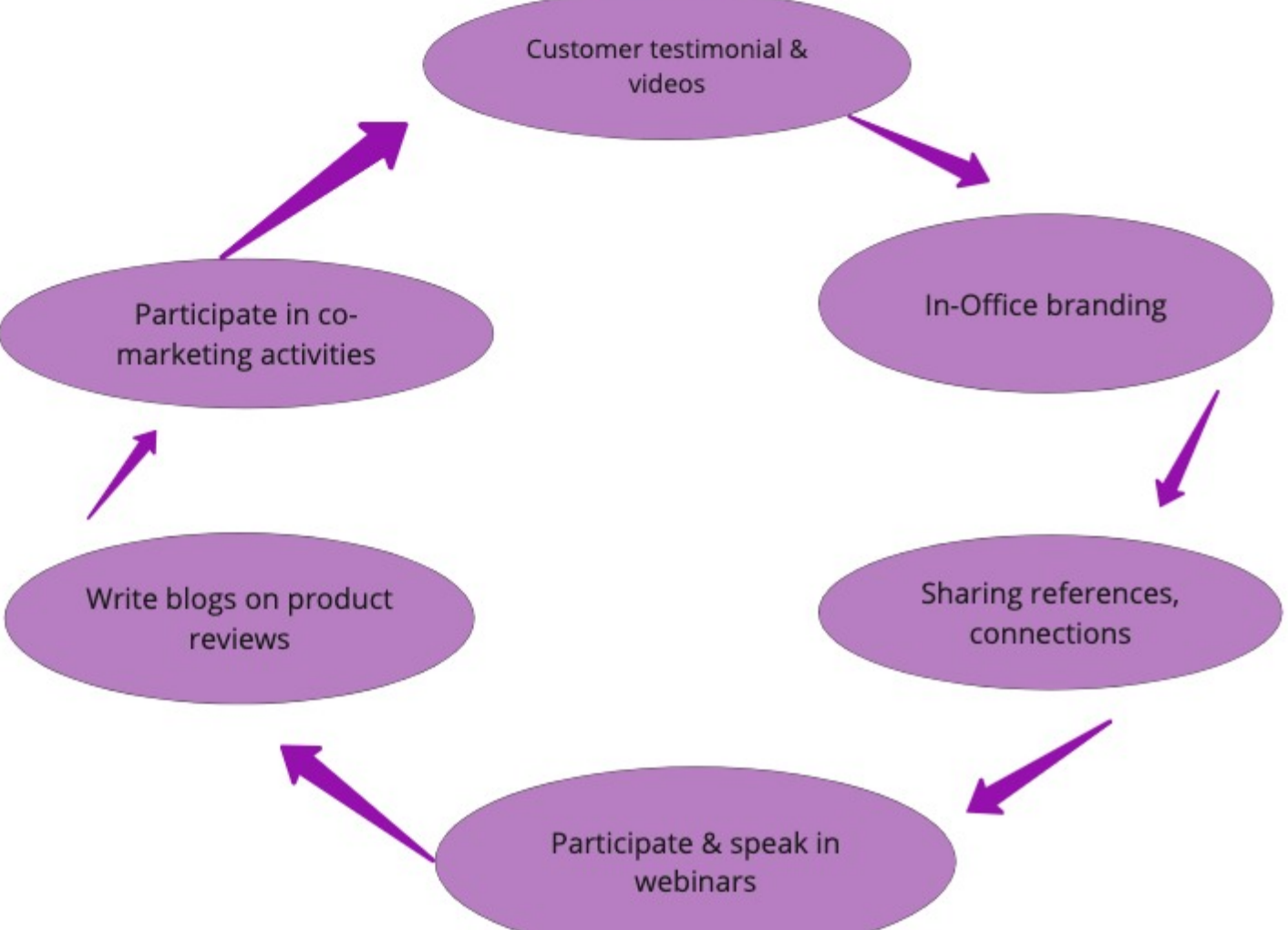
This phase aims at converting the leads into a successful purchase



This phase aims at consistently engaging the customer across its lifecycle



This phase aims at making the customer brand evangelist



Awareness

Express Interest

Purchase

Retention

Championing the experience