# MEET YOUR NEW GROWTH PARTNER

Invisible Technologies is a strategic growth partner to fast-growing businesses like yours.

Map a Process for Free
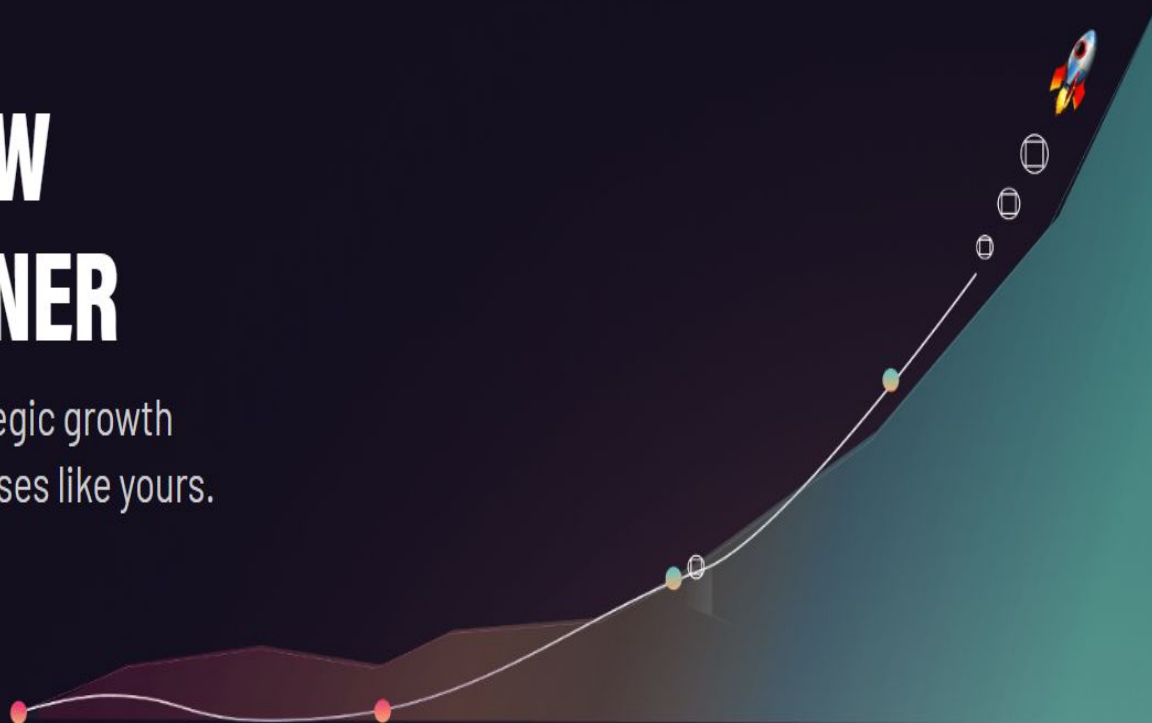
# My Approach:

The Invisible team are business process & technology experts that help clients optimise their time by taking on tedious, repetitive and ongoing business tasks  that company owners don't have the time to do.

They already had a comprehensive digital marketing plan and audience avatars.

My role was to help them map the customer journey and execute the content marketing plan.

I also produced an SEO audit, a series of blogs and sales emails.

# The Challenge

# Invisible's Aims:

- Improve SEO

- Generate revenue from the sales emails and social media

- Influence customers to move onto the next stage of the buyer journey
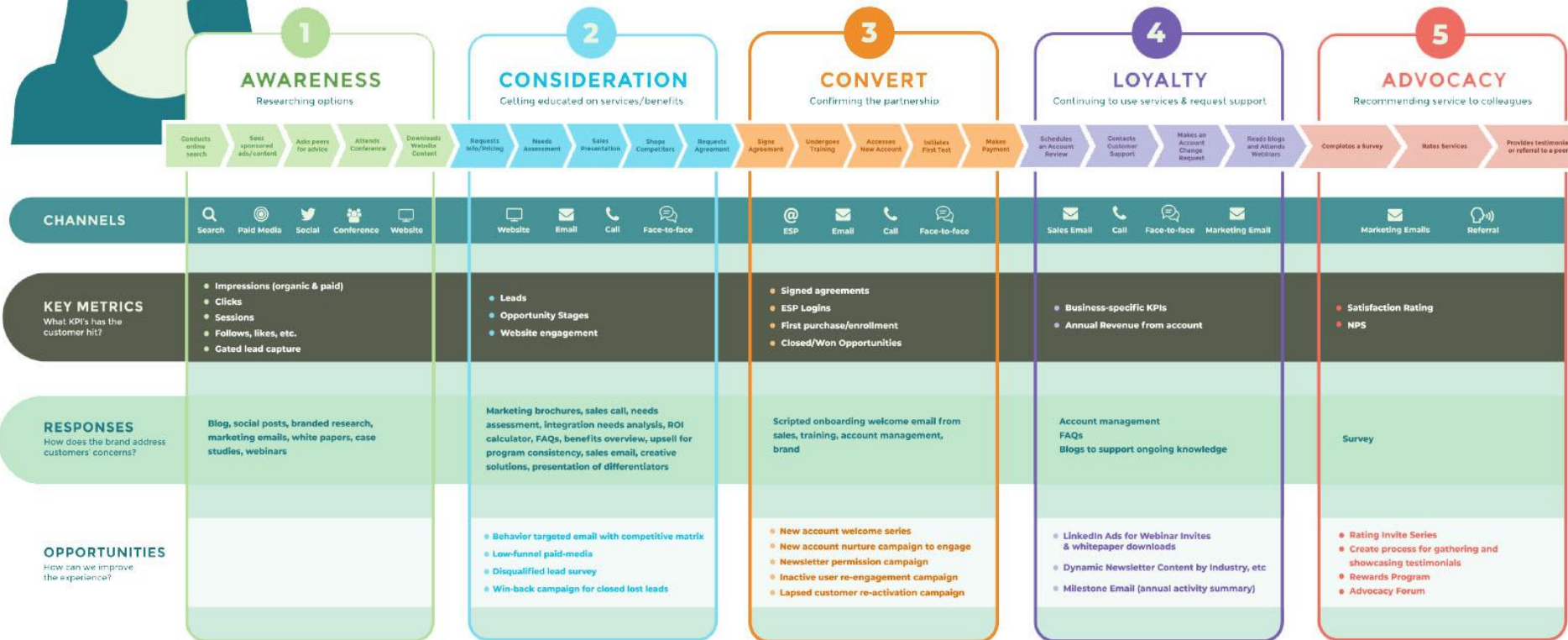
# My Process

# Buyer Journey Map

- **I started by mapping out the different stages of the customer journey**

- **I then researched and executed marketing activities for each stage of the customer journey**

- **This was then implemented within the content marketing strategy**

# The Customer Journey

**Joan White**
**Age: 56**
**Occupation:**
**Regional Manager**

## 1 AWARENESS
Researching options

## 2 CONSIDERATION
Getting educated on services/benefits

## 3 CONVERT
Confirming the partnership

## 4 LOYALTY
Continuing to use services & request support

## 5 ADVOCACY
Recommending service to colleagues

**Journey steps:**

- **Awareness:** Conducts online search · Sees sponsored ads/content · Asks peers for advice · Attends Conference · Downloads Website Content
- **Consideration:** Requests Info/Pricing · Needs Assessment · Sales Presentation · Shops Competitors · Requests Agreement
- **Convert:** Signs Agreement · Undergoes Training · Accesses New Account · Initiates First Test · Makes Payment
- **Loyalty:** Schedules an Account Review · Contacts Customer Support · Makes an Account Change Request · Reads blogs and Attends Webinars
- **Advocacy:** Completes a Survey · Rates Services · Provides testimonial or referral to a peer

### CHANNELS

- **Awareness:** Search · Paid Media · Social · Conference · Website
- **Consideration:** Website · Email · Call · Face-to-face
- **Convert:** ESP · Email · Call · Face-to-face
- **Loyalty:** Sales Email · Call · Face-to-face · Marketing Email
- **Advocacy:** Marketing Emails · Referral

### KEY METRICS
What KPI's has the customer hit?

- **Awareness:**
  - Impressions (organic & paid)
  - Clicks
  - Sessions
  - Follows, likes, etc.
  - Gated lead capture
- **Consideration:**
  - Leads
  - Opportunity Stages
  - Website engagement
- **Convert:**
  - Signed agreements
  - ESP Logins
  - First purchase/enrollment
  - Closed/Won Opportunities
- **Loyalty:**
  - Business-specific KPIs
  - Annual Revenue from account
- **Advocacy:**
  - Satisfaction Rating
  - NPS

### RESPONSES
How does the brand address customers' concerns?

- **Awareness:** Blog, social posts, branded research, marketing emails, white papers, case studies, webinars
- **Consideration:** Marketing brochures, sales call, needs assessment, integration needs analysis, ROI calculator, FAQs, benefits overview, upsell for program consistency, sales email, creative solutions, presentation of differentiators
- **Convert:** Scripted onboarding welcome email from sales, training, account management, brand
- **Loyalty:** Account management · FAQs · Blogs to support ongoing knowledge
- **Advocacy:** Survey

### OPPORTUNITIES
How can we improve the experience?

- **Consideration:**
  - Behavior targeted email with competitive matrix
  - Low-funnel paid-media
  - Disqualified lead survey
  - Win-back campaign for closed lost leads
- **Convert:**
  - New account welcome series
  - New account nurture campaign to engage
  - Newsletter permission campaign
  - Inactive user re-engagement campaign
  - Lapsed customer re-activation campaign
- **Loyalty:**
  - LinkedIn Ads for Webinar Invites & whitepaper downloads
  - Dynamic Newsletter Content by Industry, etc
  - Milestone Email (annual activity summary)
- **Advocacy:**
  - Rating Invite Series
  - Create process for gathering and showcasing testimonials
  - Rewards Program
  - Advocacy Forum

# Content Plan

# Content Marketing Plan

- **I updated the existing digital marketing plan to add the content plan**

- **My content plan included website analysis, liaising with different teams and updated keyword research**

- **The plan included blogs, product pages, social media and sales pages**

# Blogs

- **The blogs were designed to influence readers to take the next step**

- **To do this, I conducted meticulous keyword research and factored in buyer intent and keyword profitability**

- **The blog topics also answered key customer questions and objections**

- **I also highlighted the USPs and strengths of Invisible's offering**

# HOW THE MAN IN THE MACHINE IS SCALING YOUR DECISIONS

**Janine Griffiths**

# Sales Emails

- **I would target warm leads that were previously connected to the CEO**

- **These emails highlighted the benefits of Invisible's services**

- **The emails generated more than $19,000 in revenue**

# Social Media

- **I helped to set up the Facebook pages and managed their Linkedin pages**

- **Originally, both networks only had a handful of followers**

- **I helped grow their Facebook page from 10 to 640**

- **I grew their Linkedin page from 3000 to 5,681**

## Similar pages

**Numerai**
NUMERAI
Financial Services
San Francisco, California

**Invisible AI**
Automation Machinery Manufacturing
Austin, Texas

**Sama**
IT Services and IT Consulting
San Francisco, CA

**Quantopian Inc.**
Q
Financial Services
Boston, MA

Show more similar pages ⌄

...
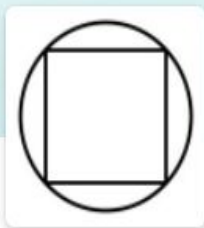
## Invisible Technologies Inc.

Business Consulting and Services

The most efficient way to run business processes, whether they're boring time wasters or they need tech solutions.

View all 503 employees

See jobs

Follow

## Browse jobs

**Analyst jobs**

767,224 open jobs

Overview

Jobs

Life

## About us

Odds are you spend a large amount of your day doing one of the following:

@invisible.tech · Internet company

Send Message

Hi! Please let us know how we can help.

**Home**    Reviews    Videos    Photos    More ▼

...

## About

See all

Invisible is the only outsourcing and automation alternative that provides custom operations support to scaling SMBs at a revolutionary price point.

https://inv.tech

650 people like this

686 people follow this

http://inv.tech/

PINNED POST

**Invisible Technologies**
8 October 2021 · 🌐

We're big fans of ARK Invest and their focus on disruptive innovation, so we were honored when Francis Pedraza was invited to their FYI podcast to share thoughts on disruptive technologies. Tune in for more on the possibilities and limits of automation, the power of contrarian thinking, and why cap table allocation (not just growth) is critical to business performance.

#podcast #innovation #ARK #outsourcingsolutions #automationsolutions #automation

# LinkedIn Posts

**Invisible Technologies Inc.**
6,352 followers
5d

Good morning and happy National Intern Day!💼🎓 Today is for the working professionals who are learning the ropes and making a path in their industries. We wish you the best on all your future endeavors!
#intern

HAPPY
National
Intern
DAY!

INVISIBLE

❤️😍 27

👍 Like   💬 Comment   ↗ Share

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**Invisible Technologies Inc.**
6,352 followers
1w

Here are some of the powerful responses we heard when we asked respondents to give an open-ended answer to the one thing they wish they could offer their team:
"More money"
"More time off"
"Better support"
"More flexible hours"
"Peace of mind"
"Stability"
Whether they're forced to due to market conditions or do so by choice, businesses are increasingly operating lean. Unfortunately, this can raise the pressure on employees.
For more insight and solutions on navigating the complexities of current business landscape . 👇
https://lnkd.in/dYzt-TnZ
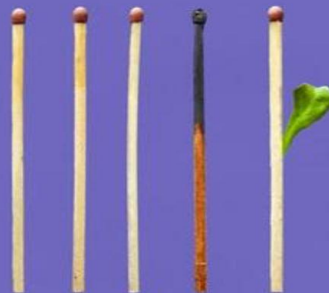
**Leaders Need to Reduce Burn AND Burnout | Invisible Blog**
invisible.co

👍 5 · 1 Comment

👍 Like   💬 Comment   ↗ Share

Twitter

# Product Pages

# Product Pages

- Below, I have given an example of some of the product pages I created

- The process of creating them involved the following steps:

- Gathering data and documents from the sales and customer success teams within the company

# Product Page Process

- **Interviewed Invisible's customers and staff members that had worked with them**

- **Linked my product page content with the customer journey and content plan**

- **Keyword research**

- **Content Creation and approval**

# Product Page Example

Get Started

# THE PROCESS STORE

Clients use Invisible for everything from cleaning data to launching new markets to managing their online marketplaces. Explore ways you can use Invisible below.

**Add Your Own**       **Custom Solutions**

## Use Case

Clean Your Data

Get Market Share

Give Assistants Assistance

## Clean Your Data

We clean data for analytics teams, machine learning teams, and ops teams.

Find Rare        Scale a        Quality        Proprietary

# Product Page Example 2

## How Can We Help?

See how clients like you use Invisible

Challenges ⌄

Industries & Functions ⌄

↻ Refresh

## CX Management

Growth, partnership, and procurement leaders use Invisible to find, onboard, and manage customer & partner relationships.

### Scale Customer Support

Example Use Case:

Event Attendees

### Enrich Sales Pipeline Data

Example Use Case:

Qualified Shipping Services

### Find & Onboard Partners

Example Use Case:

Restaurants in Latin America

### Scale Lead Generation

Example Use Case:

Real Estate Properties

# Product Page Process

- I used Google Analytics and HubSpot to track the traffic on the product pages

- Traffic to the pages had increased by 30%

- The metrics also showed that people had stayed on the website for longer

- Google Analytics showed that an increasing number of users had also travelled from the product pages to the 'Get Started' form

# Results

# Outcomes & Observations

- **Invisible began to rank for the majority of their keywords**

- **$19,000 in sales directly from the emails**

- **Linkedin ads generated $3000 for Invisible**

- **Significantly increased social media followers**

- **Increased traffic to product and sales pages**