



YOUR 21-DAY CLIENT SUCCESS ROADMAP

FROM STRATEGY TO SCALING · BUILT TO GENERATE LEADS

WELCOME ABOARD

Congratulations on partnering with **Energize Your Brand**. Over the next 21 days we'll build a complete lead generation system designed to consistently bring qualified leads into your business. This isn't just about running Facebook ads — it's a marketing engine that combines strategy, creative, technology, AI and data so you can grow with confidence. **Our mission:** generate more qualified leads, increase conversions, establish authority in your market, and build a system that keeps improving month after month.

WHAT WE'LL BUILD FOR YOUR BUSINESS

MARKET & COMPETITOR RESEARCH

- Local competitor research
- What's working in your industry
- Market gaps & opportunities
- Ideal Customer Profile (ICP)
- Positioning that stands out

OFFER & MESSAGING STRATEGY

- Offer development & positioning
- Trust-based messaging strategy
- Customer pain point research
- Multiple angles for testing

10 LEAD-DRIVEN AD SCRIPTS

PROFESSIONAL CONTENT PRODUCTION

- On-location filming at your business
- Professional editing & motion graphics
- Captions & multiple aspect ratios
- Facebook & Instagram optimized

10 VIDEOS + 20 STATIC ADS

FACEBOOK & INSTAGRAM ADVERTISING

- Ads Manager setup
- Meta Pixel & Conversions API
- Conversion tracking & audience research
- Trust-Based Campaign Strategy
- Ongoing optimization

SCALE ONCE 50+ LEADS ARE PROVEN

AI-POWERED WEBSITE

- Fully optimized, mobile-first build
- AI-integrated lead capture
- Conversion-focused landing pages
- Lead tracking & SEO optimization
- High-converting calls-to-action

GOOGLE BUSINESS & LOCAL SEO

- Google Business Profile optimization
- Improved local SEO
- Greater local search visibility
- Trust & credibility online

YOUR CLIENT JOURNEY

Phase 01

DISCOVER

Research your business, market, competitors and customers.

Phase 02

CREATE

Develop your offer, scripts, videos, image ads and website.

Phase 03

BUILD

Configure campaigns, tracking, AI integrations and lead capture.

Phase 04

LAUNCH

Go live with your campaigns and begin generating qualified leads.

Phase 05

OPTIMIZE

Improve conversions, reduce cost per lead and increase efficiency.

Phase 06

SCALE

Increase budgets strategically, expand audiences and keep growing.

YOUR 21-DAY LAUNCH TIMELINE

WEEK 1 — STRATEGY & CONTENT

DAYS 1-7

DONE WITH YOU

Focus: Building the foundation for success.

- Client onboarding
- Competitor research
- Market research
- Offer development
- Ideal Customer Profile
- Creative strategy
- Script all 10 ads
- Film your content

MILESTONE: Strategy approved and content captured.

WEEK 2 — BUILD & TESTING

DAYS 8-14

DONE FOR YOU

Focus: Building your complete marketing infrastructure.

- Ads Manager setup
- Tracking implementation
- Conversion events
- Campaign creation
- Audience targeting
- Website development
- Video editing
- Creative testing

MILESTONE: Your marketing system is fully built and ready for launch.

WEEK 3 — LAUNCH & OPTIMIZE

DAYS 15-21

DONE WITH YOU

Focus: Launching your campaigns and preparing for scale.

- Website finalized
- Website optimization
- Final creative approval
- Campaign launch
- Performance monitoring
- Initial optimization

MILESTONE: Your lead generation system is live.

PLEASE NOTE

Your ad launch and website build are dependent on receiving the required information from you as quickly as possible. This includes account access, business details, approvals, and scheduling for your filming day. Any delay in providing what we need will delay your delivery and push back your launch date.

21-DAY LAUNCH PROCESS

FROM STRATEGY TO SCALING – BUILT TO GENERATE LEADS

■ DONE-FOR-YOU ■ DONE-WITH-YOU

WEEK 1

STRATEGY & CONTENT CREATION

(DAYS 1-7)

WEEK 2

SETUP & TESTING

(DAYS 8-14)

WEEK 3

LAUNCH & OPTIMIZATION

(DAYS 15-21)

DAY 1



ONBOARDING CALL

Kickoff call, get to know your business, access & onboarding completed.

DAY 2-3



OFFER & ICP DEFINITION

Define your offer, ideal customer profile (ICP) & key messaging.

DAY 4-5



SCRIPT & CONTENT PLANNING

We script 10 winning ads and plan the best ad formats & angles.

DAY 6-7



FILMING CONTENT

On-location filming at your business (or we provide location).

DAY 8-9



AD ACCOUNT & TRACKING SETUP

Setup Facebook Ads Manager, Pixel, Conversions API & event tracking.

DAY 10-11



CAMPAIGN BUILD & AUDIENCE SETUP

Build campaigns, setup audiences & structure for testing success.

DAY 12-14



TESTING & OPTIMIZATION

Test creatives, audiences & offers to find the winning combination.

DAY 15-16



WEBSITE BUILD & OPTIMIZATION

Your AI-integrated website is completed & optimized for conversions.

DAY 17-18



FINAL CREATIVE APPROVAL & LAUNCH

Final edits approved & ad campaigns go live.

DAY 19-21



MONITOR & OPTIMIZE

Monitor performance, optimize daily & start generating qualified leads.

FOUNDATION BUILT

SYSTEM BUILT & TESTING

LIVE & GENERATING LEADS



STRATEGY

We research your market, competitors & define a winning offer.



CONTENT

10 video ads filmed & edited + 20 static image ads created.



CAMPAIGNS

High-converting ad campaigns built with trust-based model.



WEBSITE

AI-integrated, optimized website built for lead conversions.



LAUNCH

Campaigns go live & we start generating qualified leads.



SCALE

Once 50+ leads are delivered, we scale for massive growth.



GOAL: LAUNCH PROFITABLE CAMPAIGNS IN 21 DAYS & BUILD A SYSTEM THAT SCALES.

✓ WEEKLY REPORTS

✓ WEEKLY MEETINGS

✓ ONGOING SUPPORT

✓ NEW CONTENT EVERY 3 MONTHS

HOW WE WORK TOGETHER

■ DONE FOR YOU

WE EXECUTE

We manage the execution so you can stay focused on running your business.

STRATEGY

- Competitor research
- Market research

CREATIVE

- Script 10 video ads
- Film all content

ADVERTISING

- Facebook Ads setup
- Conversion tracking
- Audience research

WEBSITE

- AI-integrated website
- Lead tracking

GROWTH

- Google Business optimization
- Ongoing optimization

- Offer development
- ICP research

- Professional editing
- 20 branded image ads

- Campaign creation
- Campaign management
- Launch & optimization

- SEO optimization
- Conversion optimization

- Strategic scaling once proven

■ DONE WITH YOU

YOU DECIDE

You'll stay involved in the decisions that matter while we handle the execution.

TOGETHER WE'LL

- Complete onboarding
- Finalize your offer
- Approve messaging
- Review creative

WHAT THIS LOOKS LIKE

- A collaborative kickoff call to align on goals, access and expectations
- Fast, clear approvals so nothing stalls your launch timeline
- Straight-talking reporting — you'll always know what your numbers mean

WHAT WE NEED FROM YOU

- Timely feedback on scripts, creative and website drafts
- Access to ad accounts, business profiles and domains
- Availability for the on-location filming day

- Learn how Meta advertising works
- Understand campaign performance
- Review weekly analytics
- Plan future growth strategies

YOUR ONBOARDING & ONGOING SUPPORT

GOOGLE DRIVE

- Videos
- Image creatives
- Ad scripts
- Marketing assets
- Training resources
- Documents

WHATSAPP SUPPORT

- Questions
- Campaign updates
- Strategy discussions
- Fast support

WEEKLY REPORTS

- Leads generated
- Cost per lead
- Campaign performance
- Conversion tracking
- Optimization recommendations

WEEKLY STRATEGY MEETINGS

- Campaign results
- Lead quality
- Business feedback
- Creative performance
- Scaling opportunities
- Next steps

QUARTERLY CREATIVE REFRESH

- New on-location filming
- New video ads
- New image creatives
- Updated messaging
- Fresh campaign concepts
- Ongoing testing

OUR COMMITMENT

Our partnership doesn't end when your campaigns go live. We're committed to continually testing, improving and optimizing every part of your marketing system — through strategic creative, AI-powered technology, data-driven advertising and continuous optimization — so your business generates **predictable, measurable and scalable growth** for years to come.

GOAL LAUNCH PROFITABLE CAMPAIGNS IN 21 DAYS & BUILD A SYSTEM THAT SCALES.