

From SEO to Leads—for Home Care Agencies



Sales Funnel Process

1. Bring visitors to website via Search Engine Optimization (SEO)
2. Offer free item: whitepaper, infographic or survey
3. Capture contact info
4. Autosend free item
5. Marketing person also gets notified via email

Whitepaper

Get Our Free Whitepaper: *50 Ways to Make Your Senior Safe*

* indicates required

Email *

First Name *

Automated Newsletters With Mailchimp or Other Service

- Welcome newsletter
- Series of newsletters
- Marketing person checks who opens the newsletters the most



Marketing Person