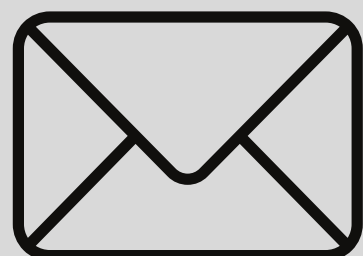
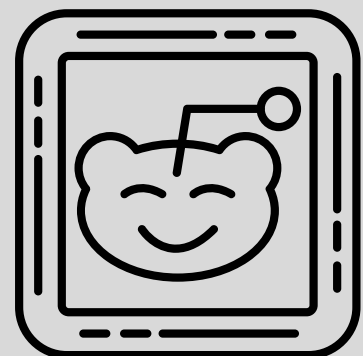
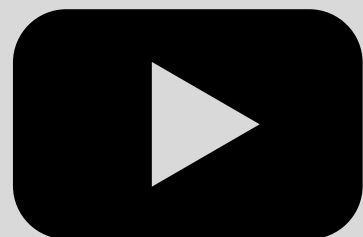


1

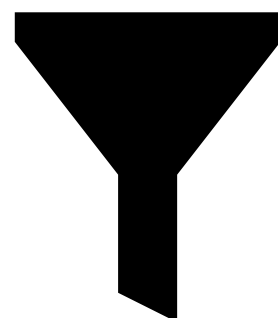
All entry points



2

All Sales Meetings CTA's:

Book a Call  
Learn More  
Strategy Session  
etc.



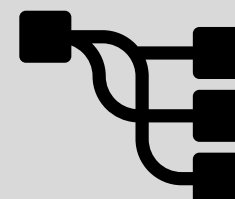
Coniditonal Booking  
Link



Backend routing to  
desired Calendly routing  
form or booking link.  
easily updated as needed

3

Routing form allows  
qualified leads to book  
and re-routes non-  
qualified leads to  
alternate solutions



Qualified meetings  
book w/ Sales



Google Workspace  
automation updates  
CRM when booked

4

Non-qualified leads  
visiting the booking  
experience routed to  
alternate solutions



Examples:

Nurture Kickoff >  
Social &  
Newsletter Signup

Paid Digital Only  
Course Library

Strategic  
Engagement CTA's

Webinar & Event  
Invites

Informational

5

Post-MQL Strategies

1. SQL = Sales Pipeline  
Strategy

2. Non-SQL = Various  
Nurture Strategies



Newsletters  
Event Invites  
Email Cadences  
New Services  
Certificates  
Strategy Sessions  
etc.



Test > Evaluate > Update  
Rise & Repeat