

QUICK START SERVICES

QUICK START: CREATIVE \$500

Be ready to make an impact - have Professional Services create templates that match your company brand with placeholders for text and images that you update. Start your automated marketing with:

- » One mobile responsive landing page template
- » One mobile responsive email template
- » One mobile responsive lead capture form

Branded to match the look and feel of your website; template will be created using pre-designed email and landing page layouts.

QUICK START: ADVANCED ACCOUNT SETUP \$1,500

Hit the ground running with rapid Act-On account setup performed by Professional Services (up to 10 hours) including:

- » Everything under Quick Start Creative plus:
- » Funnel marketing best practices discussion
- » Content review and recommendations for funnel marketing
- » Upload lists and assist with proper list segmentation
- » Lead scoring system set up
- » Set up alerts (MQL, Website Tracking)
- » Connect forms from website
- » Upload media files and images

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QUICK START: ONBOARDING \$ 3,500

Start out on the right foot – and get the jump on the competition – with a quick start implementation strategy that’s done for you. Our Professional Services experts will assist with launching your first automated program. The best part? After it’s in place, you’ll be able to use it as a template for your future programs. Here’s what’s included (up to 20 hours):

- » Everything listed under Quick Start: Creative & Advanced Account Setup plus:
- » Content creation for web to lead automated program (copywriting and asset assembly for up to 5 assets; includes one hour of supplemental research). This campaign is intended to respond to inbound web leads to engage them immediately and increase the chance of them entering your sales process.
- » Set up automated program workflow for web to lead campaign; includes testing
- » Website Content Review: Review downloadable content available on your website and make recommendations for what should be gated content, progressive profiling, etc

CONTENT MIGRATION	Tier I	10 hours on retainer	\$ 750
	Tier II	25 hours on retainer	\$ 1,875
	Tier III	40 hours on retainer	\$ 3,000

Act-On Professional Services will perform an account audit and help you build a phased plan to accelerate the set up of your Act-On account so you can hit the ground running.

We understand how critical the migration of your content is to the success of your future campaigns with Act-On, so we want to make sure that your content and data are moved over to Act-On swiftly and accurately.

Our services cover migration of the following:

- » Campaign Assets: Existing emails, landing pages and forms
- » Media Files: Including images, logos, pdfs, video, etc.
- » Marketing Lists: Master list, list segments, opt-outs, hard-bounce list, etc.

We have developed three standard packages of service hours that meet most customer needs based on the number and type of assets to be migrated. Have a larger or smaller project for us? No problem. We will talk through the details with you and develop a custom proposal to meet your needs.