OMIRANK MECHANISM

Prep

Pre-launch Activities

Lead Generation

Launch

Post Launch

Campaign Page
- Set up your pixels (let us your add-ons
- Set up Google Analytics for the campaign
- Set up Google Ads for the campaign (if the most sought-after keywords)
- Research competitor keywords (Semrush, Pubi)
- Do research to understand your competitor campaigns (Facebook Ads Library, Pubi)

Research
- Write the landing page
- Develop more Pulse Elements
- Do Action Item Preparation Page
- Subscription Items

Double check!
- Double check all links are live
- Double check all pixels are firing correctly
- Double check all add-ons are working correctly

Launch Tool to guarantee success

Visuals
- Research for your photo and video shoots
- Set up a Google Drive folder for your campaign assets
- Write a brief for your video editor (Fiverr, Pubi)
- Write a brief for your photographer or studio, as well as a 30-minute shoot to get all the photos you need

Position
- Decide main USP
- Define the target audience
- Decide the brand persona
- Create a brand book
- Define the product
- Create a marketing plan

Setup
- Set up your Facebook Ad account
- Define the buyer audience
- Create the campaign structure
- Create a brand book
- Define the product
- Create a marketing plan

In IGG case make sure ads are all set up and in the pipeline

Check all the links and make sure they redirect to the right page
- Product: the most performing landing page, or the one with the highest conversion rate
- Calendar invitations
- Live task

In IGG you can create secret perks and make the link accessible to your audience
- Create a Facebook or Instagram Live
- Promote secret to your work below 1% (Facebook Ads Manager)
- 100% funded in a head
- Live Q&A, Live Demo, FB coverage, etc.
- Update to your Backer Community
- Ask your "perks" messages during the Live
- Communicate optimal shades
- Ask to visit the campaign page live

Things to Update
- Comments
- Facebook or Instagram like
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Tracking

Production

Campaign update

Indiegogo prep

Website prep

Amazon Prep

Etsy

Walmart

Retail outreach

EMAIL MARKETING

Welcome Email
- Welcome to the campaign! Here's what to expect from us and how to make the most out of this campaign.
- Make sure to add us to your contacts to ensure you don't miss any updates.

Story Email
- Share the story behind your campaign. Why did you start it? What problem are you trying to solve? What makes your product special?
- Include a personal touch to connect with your audience.

24 Hours Left Email
- Remind your audience that the campaign is ending soon.
- Highlight the benefits of your product and any limited-time offers or bonuses.
- Create a sense of urgency to encourage last-minute backers.

Survey Email
- Ask your audience for their opinions or feedback on your campaign or product.
- Use their responses to improve your campaign or make them feel more involved.

4 Upsell Email
- Reward your campaign backers with exclusive offers or discounts.
- Highlight the benefits of upgrading to a higher tier reward.

Countdown Email(s)
- Create a sense of urgency and excitement as the campaign nears its end.
- Remind your audience of the deadline and encourage them to take action.

Move on to Post Campaign Marketing

Welcome Email for Reserves
- Thank you for reserving your spot! We're excited to have you on board.
- Stay tuned for updates and exclusive offers.

Benefits Email
- Highlight the benefits your audience will receive by backing your campaign.
- Explain how your product can solve their problems or improve their lives.
- Use persuasive language and visuals to showcase the value of your product.

Launch Email
- It's time! Your campaign is live, and we're excited to share it with you.
- Encourage your audience to back your campaign and share it with their networks.

Objection Email(s)
- Address common objections or concerns your audience may have about your campaign or product.
- Provide clear and convincing responses to help overcome these objections.

Refund Email
- Inform your audience about your refund policy.
- Provide clear instructions on how to request a refund if necessary.

Campaign ends in 24 hours Email
- This is the last chance to back the campaign!
- Remind your audience of the benefits and encourage them to act now.

Thank You Email
- Express your gratitude to your backers for their support.
- Provide updates on the progress of your campaign and any upcoming milestones.

ADVERTISING

Look for competitor ads across all platforms:
- Facebook Ads
- Google Ads
- Tiktok Ads
- Twitter Ads
- Reddit Ads
- Pinterest Ads
- Snapchat Ads

Prepare your Facebook Ads Account
- Create a Facebook Ad account or dedicate the existing one to start advertising on Facebook! Your Facebook ad account is where you manage your Facebook ads and boosts, analyze your campaigns, and analytics.
- Add the Pixel to your Shopify store (or Indiegogo page or Kickstarter page)
- Build all the relevant pixel events with Facebook Pixel Helper
- Install Pixel Helper Chrome extension to make sure all the pixel events are firing correctly
- Install Pixel Helper and check Pixels' functionality

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Create a Creative Strategy Map
- Create a table with all different creatives and ad copies
- Create a table with all different creatives and ad copies
- Add copy variations for your ads
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Create your Facebook ads
- Create your Facebook ad account from the manager
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