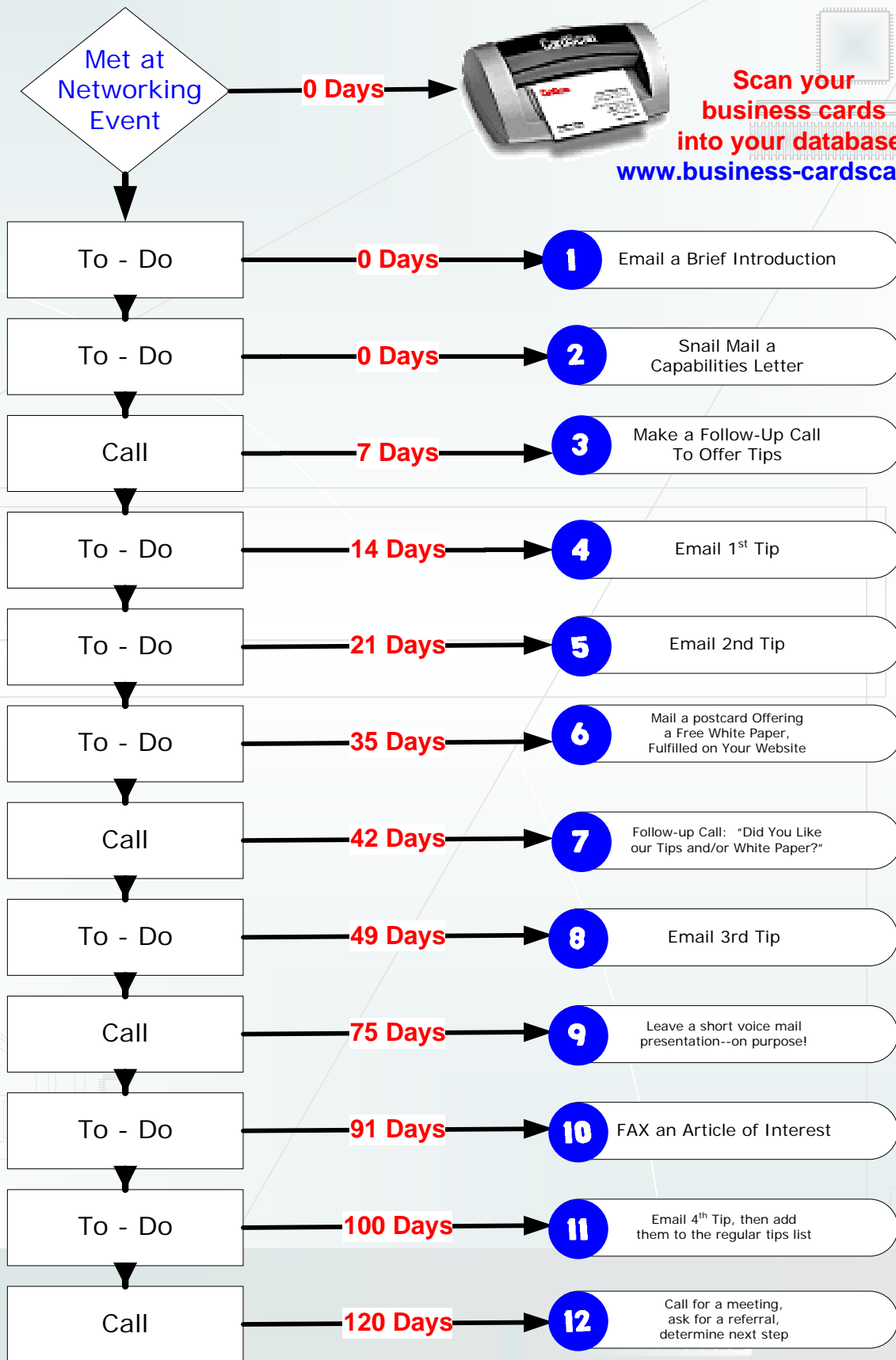


12-TOUCH DRIP-MARKETING BLUEPRINT

Networking-Event Relationship Builder

For More Information on how Aviva Can Help You Design an Automated Follow-Up Marketing System,, Call 314/432-9500



NET EFFECT: 12 "touches," 4 months in the pipeline; and 4 calls totalling 40 minutes of human labor if you design and AUTOMATED follow-up marketing system to build your customer relationships.

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12-TOUCH DRIP-MARKETING BLUEPRINT

Idea-Starters for Additional Follow-Ups

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Instructions: Use the Trigger Event as the “anchor date” (Day 0), determine the number of days after the Trigger Date that the next activity should take place. Ex.: 1 day after a First Meeting, a thank you letter will be mailed, followed 7 days later by a cross-sell letter.

