

**1**

**Wealthy men over age 45, not familiar with company**

Segment

Feeling stressed and overworked? Get some peaceful alone time in your backyard. A+ SERVICE COMPANY creates the atmosphere to relax with our award winning pools. Download our gallery here:

[Http://fakeurl.com/34r1](http://fakeurl.com/34r1)

Message



Build 4 new pools over the course of this year.

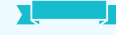
Start 1 new pool construction.

Business Goals



Schedule a free estimate at your house this weekend.

Promotions



- Email
- Facebook

Mediums



Once or twice per month.

Frequency



Customer Feeling + Problem + Result + Give

The 1-2 Year primary goals this message can accomplish.

The 90 day goals (seasonal) this message can accomplish.

Message

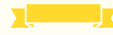


Business Goals



Free, % off, Access

Promotions



The mediums this segment interacts with.

Mediums



How often will this segment accept your message this month.

Frequency



**2**

**Current Customers, all types**

Segment

Customer Feeling + Problem + Result + Give

The 1-2 Year primary goals this message can accomplish.

The 90 day goals (seasonal) this message can accomplish.

Message



Business Goals



Free, % off, Access

Promotions



The mediums this segment interacts with.

Mediums



How often will this segment accept your message this month.

Frequency



**3**

**Leads that've interacted in last month.**

Segment