

Rocket Methodology™

Little variation in process means little variation in outcome.
 The Rocket Methodology is a proven framework developed through years of experience across a range of highly successful client campaigns.

Empower

- Reporting
- Face to Face
- Training
- Seminars
- Webinars
- Blogs
- News



Feedback Loop

Discovery

- Workshop
- Persona Development
- Analytics Review
- Goal & Conversion Review
- Brief Development
- Benchmarking



Measure




- Goal Development
- Custom Analytics
- Phone Tracking
- UTM Tagging
- Attribution Modelling
- Micro-Conversions
- Feedback Loop



Roadmap

- KPI's
- 6 Month Roadmap
- Annual Roadmap
- KPI Review



<p>Convert Visitors</p> <ul style="list-style-type: none"> UX User-Testing Form Optimisation 24/7 Phone Squeeze pages Behavioural Economics Auto-Responders Web Design Web Development Responsive LiveChat Click2Call CTA Density Video 	<p>Recycle Visitors</p> <ul style="list-style-type: none"> Marketing Automation Email Marketing Social Media Remarketing Cross-Platform Cross-Device 	<p>Drive Visitors</p> <ul style="list-style-type: none"> SEO AdWords Display Social Referral sites Online Reputation Programmatic 
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Results

- Emails
- Form Submissions
- LiveChat
- Phone Calls
- Sign-Ups



- Notes:
- Project journey, not visitor journey.
 - Not all tactics used on every campaign.
 - Lowest hanging fruit approach.

