

How to Grow Your Business Automatically

(An Introduction to the Secret Sauce)

Are you looking for bigger results in your business?



Do you want the systems and processes that will get you **more sales, with less work and in less time**; that will give you leverage and help you **scale**, without cutting into your margins?

If so, meet **FlightPathAI™** - our step-by-step approach to getting you the best results, reliably and predictably.

This unique process for implementing sales and marketing automation in your business ensures you'll **truly stand apart in your market**.

FlightPathAI™ is a methodology, not a technology. It provides a complete framework for implementing marketing automation in your business in a way that works for you, using technology that works for you too - ensuring you get maximum value from your lead generation, sales process and customer retention programmes.

FlightPathAI™ can address your internal workflows and processes as well, making certain that customer-facing marketing communications are supported by effective delivery from your team.

At its heart, FlightPathAI™ protects the most important aspect of your sales and marketing: your customer's experience. This ensures every customer has the best experience of your business every time, breeding **loyalty, more repeat business and higher-value referrals**.



FlightPathAI™ maps out your journey to getting marketing automation working profitably in your business.

The benefits of automation are huge. However, implementing it in your business can seem daunting. And automation done badly can make matters worse.

We draw on our decades of experience in marketing, business strategy and automation to make sure it's done right. We simplify the process by breaking it down into a series of clear, focused areas. This ensures a thorough, manageable and successful approach.

The FlightPathAI™ Process - Part A. Discovery

We'll look at the commercial targets in your business, including: lead and sale volumes; conversion rates; customer lifetime value; and customer retention rate.

We'll also discuss your broader **business goals and objectives**, and your current customer experience.

And we'll identify **opportunities for quick wins** that we can implement immediately so you start seeing results at the earliest opportunity.

The FlightPathAI™ Process - Part B. Implementation



1. Follow the Journey

We'll define who your customers are; map their journey with your business; and identify the different opportunities for interacting or connecting with your business along the way.



2. Live the Brand

We'll explore your brand identity and tone of voice (how you want to present your business to the world), and your purpose and values (the things that are most important to you).



3. Ignite the Message

We'll develop the content and messaging needed for your customer journeys. In short, we'll work with you to determine what we need to say; where we need to say it; and in what way.



4. Generate the Process

Now we dig into the technology. If needed, we'll recommend an automation platform to suit you. Then we'll map out the processes; design and build the automations; and customise your selected platform as required.



5. Harmonise the Systems

To ensure proper integration into your business, we'll link automations to other systems as needed (e.g. finance or project management systems); provide data, analytics and BI dashboard development (*premium add-on service*); create review and reporting processes.



6. Tailor the Experience

You'll benefit from expert project management and support at every stage. Borrowing tried and tested principles from the tech startup world, our agile and collaborative approach ensures swift progress and open communication at all times.

The Results

Did you know...?

- On average, **73% of leads** that come into a business are never followed up
- Businesses using marketing automation to nurture prospects see a **451% increase in qualified leads**
- **Only 8% of businesses** use marketing automation to nurture existing customers

Imagine the opportunity those numbers represent for you. What could it be worth to you to have them working in your favour?

The direct commercial benefits are clear - **more sales with less work and in less time**. Plus there's the huge competitive edge you'll get by plugging the gaps in your sales process in ways that will leave your competitors standing.

Whatever the exact numbers are for you, these are the kind of results you can expect once we've got marketing automation working properly in your business.

Let's get started today.

Email hello@airbase.agency or call **0161 533 0435**