

**5**

**REASONS**

**YOU NEED  
MARKETING AUTOMATION  
FOR WORDPRESS TODAY**

1

# ONE DIRECTIONAL MARKETING **IS DEAD**

Customize Your Sales Funnel



2

**YOUR CRM IS THE BRAIN**  
**WORDPRESS IS THE BODY**  
With An Intelligent Feedback Loop



3

# YOUR BUSINESS SHOULD BE MODULAR

Not Locked Into A Closed Platform



4

## TAGS & CUSTOM FIELDS

Glue All The Components Together

● Purchased Membership

E-Commerce

Paid \$97 Via Stripe

Payment Gateway

Joined On January 1st

Subscription

● Started This Lesson

LMS

● Viewed Member Content

Membership

5

# IGNORING MARKETING AUTOMATION

Will Not Make It Go Away





# ARE YOU USING

Marketing Automation For WordPress





# SPENCER FORMAN

**Marketing Automation & WordPress Expert**

*I've helped more than 20,000 people build profitable online **membership** & **training** businesses with WordPress since 2008*

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**WPLAUNCHIFY**  
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