



Job Description Template - Driving Traffic to Landing Page

Pre – post

Create an Unbounce account
Send us your account details
Have your pitch mvp (hypothesis) ready
Have your content ready
Create a mailchimp account
Get a list together of friends, family, etc

Title:

Create and drive traffic to landing page – Lean Startup Machine

Description:

I have a startup concept:

LiveWorkAnywhere concierge service
<http://liveworkanywhere.com/concierge>

Our value proposition is:

We help entrepreneurs who feel stuck in their job to find resources and inspiration to leave the corporate world and launch a venture of their own, while also running their business remotely. The concierge service offers a platform where members can book their live/work space prior to traveling.

1) I need a landing page designed on Unbounce that reflects my value proposition and my tested hypothesis.

My login credentials to unbounce are:
Email address and password
(or you can give this later once you select a freelancer)

My value proposition (my pitch mvp) is:

Live and Work from Anywhere! Members get access to live/work spaces worldwide. Become a member now. \$500 gets you a desk anywhere on our network.

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My hypothesis is:

I want people to sign up on liveworkanywhere.com membership and get access to coworking desk spaces all over the globe.

I think people will pay \$500 for this service.

2) I need to drive traffic to the landing page on Unbounce. Please create a Google adwords campaign using the value proposition from above.

Budget: My daily ad budget will be \$20 / day

Timeline: Run ad for 1 day

Target: New York City

Ad Type: Text ad for google search

Keywords: coworking, work remotely, work anywhere, etc (please come up with 10 keywords total)

Demographic Information:

Entry-mid level employees in corporate world, post college

Age: 22-30

People looking for post work opportunities in startups and entrepreneurship opportunities and ideas

Ad Content (pitch mvp):

Work Remotely, Live Anywhere!

Get access to work spaces

Strong wifi, power, worldwide

<http://liveworkanywhere.com> (goes to <http://liveworkanywhere.com/concierge>)

Post-Landing Page

Send an email to your friends, family, colleagues, coworkers, friends from Facebook, Twitter, Pinterest – all over your social networks and personal circle.

Log into mailchimp and send out newsletter. Or send from your personal email. Mailchimp will allow you to also A/B test headlines prior to arriving at landing page.

If you would like to invite a freelancer to your job, one is available to you:
Elance.com/s/khabab

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