

## MUSE Trial Pipeline

Stage	Who are they?	How did they get here?	What is MUSE doing?	What am I doing?
Day00	Brand new leads! ❤️	filled out a lead form on Scenthound website, Facebook, TikTok, etc.	immediately sending SMS and email	outbound call to welcome ... and book Trial Appointment
Hot Lead	Hot leads that are responding to our messages	responded to one of our SMS or email messages	removing from automated messaging for 7 days	manual SMS, manual email, outbound call or however the lead wants to book their Trial Appointment
Day1 Legacy	old, unconverted leads (from weeks or even months ago)	daily drip of 10-15 leads/day	10am SMS & email	outbound call, remembering it has been a while since they first reached out to us
Day1 Event	leads imported from a community event	signed up at a local community event	welcome SMS, followed by moving to Hot Lead	outbound call to welcome ... and book Trial Appointment
Days 01-17	prior day's leads	If the lead didn't respond to our messages, the next morning MUSE will advance them to the next day	SMS and email on alternating days spaced throughout the morning	outbound call every 3 days
Appt Booked	leads that have booked their Trial Appointment	booked their Trial Appointment	removing from automated messaging	nothing
Trial Appt Next BizDay	leads whose Trial Appointment is on the next business day	booked their Trial Appointment	nothing	outbound call to prepare them for their Trial Appointment
Missed Trial Appt	leads that missed yesterday's Trial Appointment	missed their Trial Appointment	10am SMS	outbound call to rebook their Trial Appointment
Cold	leads with whom we periodically check-in to see if they're interested	didn't respond to 17 days of automated messages ... or you decided they could be a good fit but just not right now and assigned the "stage --> cold" tag	email every 90 days	outbound call every 90 days
Lost	leads that we are not going to contact again	responded STOP (unsubscribe) ... or you decided they weren't going to be a good fit for Scenthound and assigned the "stage --> lost" tag	nothing	nothing

