ADAPTED PORTFOLIO SAMPLE - source attribution has not been independently verified.

Preserved sample content below. Redacted-client wording does not establish a verified engagement.

LIFECYCLE · CRM JOURNEY · ORIGINAL PROJECT 2018

Mobile App Email Funnel

A pre-launch nurture sequence designed to preserve intent, drive referrals and convert waitlist leads into downloads.

PORTFOLIO EDITION

Refreshed presentation · 2026

Strategic content retained. Visual hierarchy, terminology and presentation updated.

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01 · THE WORK

What the assignment needed to solve.

CHALLENGE

Pre-launch leads could cool off before the app was ready. The funnel needed to maintain interest over time and create momentum before and during launch.

APPROACH

- Waitlist nurture
- Value education
- Referral prompts
- Launch countdown / release messaging
- Download and activation handoff

SELECTED SOURCE-PROOF POINTS

7 pages
Original funnel document

3
Core objectives: retain interest, gain referrals, drive downloads

1
Pre-launch audience converted into a lifecycle journey

2018
Original project — before modern omnichannel orchestration became standard

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02 · INSIGHT

The thinking worth preserving.

01

The funnel treated launch as a sequence, not a single announcement.

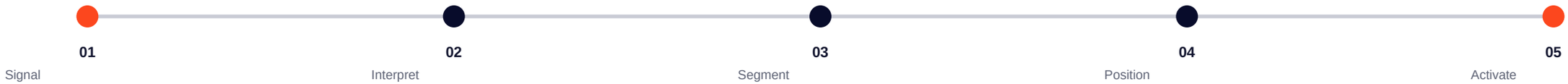
02

Referral behavior was built into the nurture logic rather than bolted on afterward.

03

The modern extension is straightforward: CRM + email + SMS + in-app behavior with suppression logic.

MODERNIZED FRAME



The original work is presented as evidence of the method: collect signal, interpret it, segment the audience, create a sharper position, then activate the strategy through channels and journeys.

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03 · WHY IT STILL MATTERS

Old project. Current capability.

The purpose of the refresh is not to pretend the project was completed in 2026. It is to make the strategic capability easy to recognize today.

- **Waitlist activation**
- **Lifecycle email**
- **Referral loops**
- **CRM / SMS automation**

SOURCE CONTEXT

The original creative is preserved as historical proof; the refreshed version reframes the underlying lifecycle logic in current terminology.

Original project: 2018 · Portfolio edition refreshed: 2026

FINAL STEP MARKETING