

Marketing Automation

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TouchFuse, LLC

TouchFuse, LLC was founded in 2014 with the goal of combining the three key components of successful marketing: Audience Recognition, Audience Engagement, and Campaign Orchestration. Today, TouchFuse serves as a parent company for three client-facing business units:

acquire

LEADJIG

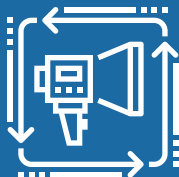
 **prospectix**





Generate Leads

Upload your current prospect list as well as leverage our marketing efforts to drive qualified prospects into your LeadJig Automation.



Enroll in Drip

Each lead goes through 12 weeks of subject specific automated emails. Educating the prospect and offering value.



Convert

After each prospect is educated, each drip offers appointment requests and check-up opportunities.

Dashboard



Quick Start

Campaigns

Sequences

Emails

Landing Pages

Organizations



Prospects



Follow-Ups



Appointments



Campaigns



Events



Automation Center



Content Center



Users



Preferences



NEWS 2

Logout

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Add Prospects to a General Retirement Drip

13 Touch Point Drip Campaign

Drip Overview:

- Educational Newsletters
- Appointment Requests
- White-paper Downloads

Start Your Drip Campaign

Add Prospects to an Estate Planning Drip

13 Touch Point Drip Campaign

Drip Overview:

- White-paper Downloads
- Educational Newsletters
- Appointment Requests

Start Your Drip Campaign

Add Prospects to a Tax Drip

11 Touch Point Drip Campaign

Drip Overview:

- White-paper Downloads
- Educational Newsletters
- Appointment Requests

Start Your Drip Campaign

Add Prospects to an IRA & 401k Drip

10 Touch Point Drip Campaign

Drip Overview:

- White-paper Downloads
- Educational Newsletters
- Appointment Requests

Start Your Drip Campaign

Add Prospects to a Social Security Drip

-1 Touch Point Drip Campaign

Drip Overview:

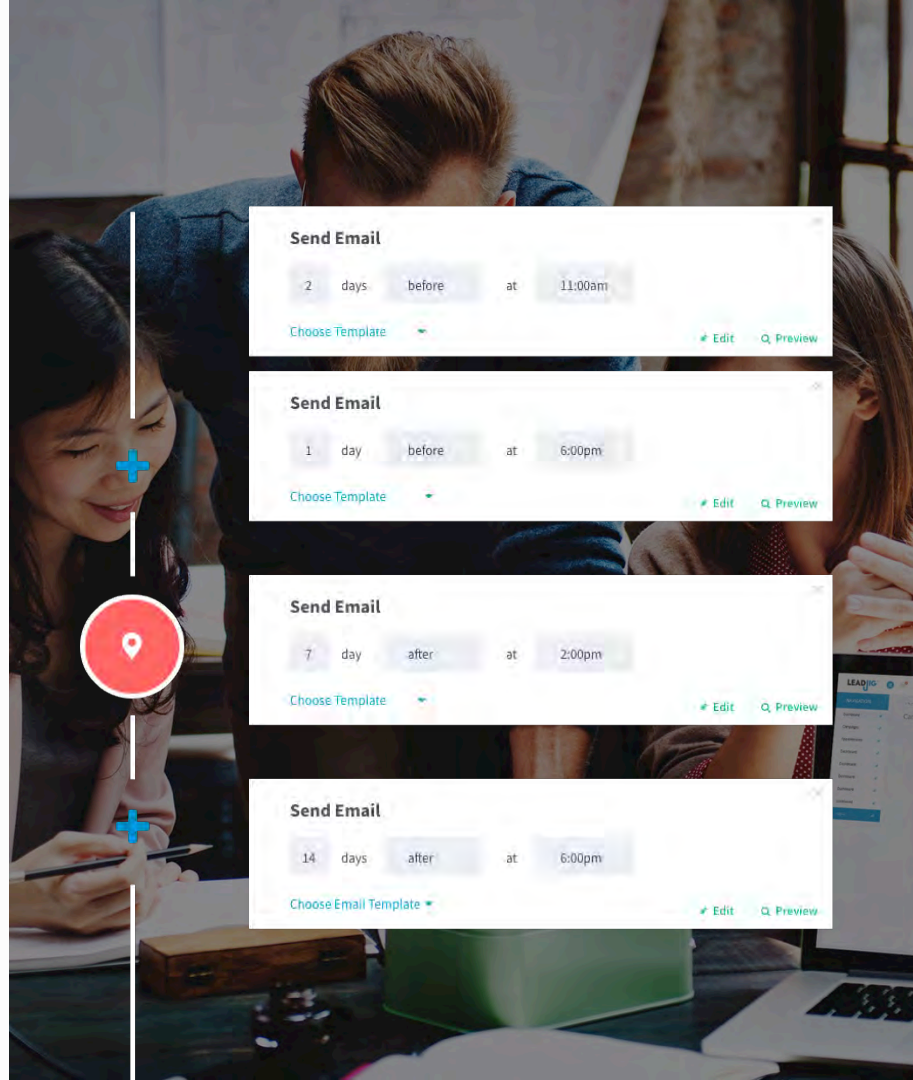
- Educational Newsletters
- White-paper Downloads
- Appointment Requests
- Educational Calculators

Start Your Drip Campaign

12 Week Drip

Leveraging LeadJig Automation, each prospect is enrolled into automated, subject specific email drip sequences.

Each sequence lasts 12-weeks and each email includes a different objective.



12-Week Drips

Examples

Touch Points Include:

8 Educational

2 White Paper Downloads

3 Appointment Requests

1 Subject-based Calculator



SOCIAL SECURITY ROADMAP



SOCIAL SECURITY ROADMAP

Monthly Social Security Benefits



Monthly Social Security Benefits

How much does the average American actually receive each month?

Your monthly Social Security payment might not cover as much as you think! Although an important component of retirement income, Social Security benefits will likely remain only a piece of your retirement puzzle. Here are the average monthly payments in 2020:

Average estimated 2020 monthly Social Security benefits

- All retired workers: \$1,503
- Retired worker with an aged spouse: \$2,531
- All disabled workers: \$1,258
- Disabled worker with a young spouse and one or more children: \$2,176
- All aged widows and widowers: \$1,422
- Young widow or widower with two children: \$2,904

It's important to avoid running to your spouse



SOCIAL SECURITY ROADMAP

Calculate Your Social Security Payment

Calculate Your Social Security Payment

Estimate your benefits using your actual Social Security earnings.



[Click Here to Access Calculator](#)

Are you prepared for retirement? Using this calculator from the Social Security Administration, you'll get the most accurate estimate of your monthly benefits using your actual Social Security earnings record.

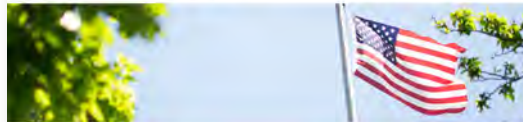
Still have questions about Social Security and how it fits into your retirement plan? Contact us today for a free financial consultation.

[Speak To An Expert](#)



SOCIAL SECURITY ROADMAP

Free Download - 5 Secrets & 5 Gotchas to Social Security's New Rules



Download the Complimentary Whitepaper:

"5 Secrets & 5 Gotchas to Social Security's New Rules"



Decisions regarding Social Security can be complex. Recent changes may alter the decisions you make and **mistakes could cost you thousands over a lifetime!** Please take advantage of our complimentary, no-obligation report "5 Secrets & 5 Gotchas to Help You Navigate Social Security's New Rules" and learn how you can avoid leaving money on the table. You paid thousands into the system - download this concise guide to maximize what you can get back out!

[Download Report](#)




SOCIAL SECURITY ROADMAP

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ESTATE PLANNING BLUEPRINT

ESTATE PLANNING BLUEPRINT Complimentary White-paper "10 Essential Estate Planning Tips"



Download the Complimentary White-paper:
"10 Essential Estate Planning Tips"



During these challenging times, an estate plan is vital for any individual, couple, or family that owns a home and has assets... or anyone that has an elderly family member who may need your help.

This timely report is a must-read for anyone that wants to avoid probate and avoid critical estate planning mistakes. You'll also learn more about wills, trusts, caring for family members, legally avoiding taxes and all the "ins and outs" of estate planning.

Simply click the button below to get your complimentary report.

[Download Report](#)

ESTATE PLANNING BLUEPRINT [USER_FULL_NAME]
[COMPANY_NAME]
[USER_EMAIL_ADDRESS]
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ESTATE PLANNING BLUEPRINT The Dangers of DIY Estate Planning



The Dangers of DIY Estate Planning

Planning your own estate could cost you and your loved ones immensely. The truth is, **there's no one-size-fits-all approach** to the process and your **mistakes may be irreversible**. Here are some reasons to consider working with an expert that has a detailed understanding of the laws involved with planning an estate:

1. Understand how a trust can safeguard your assets for beneficiaries
2. Discover how to protect your loved ones from probate and costly court and attorney fees
3. Gain a better understanding of the contingencies in play
4. Understand the tax advantages that may be available

Contact our experienced Estate Planners today to learn about the many intricacies of the process.

[Speak To An Expert](#)

ESTATE PLANNING BLUEPRINT Estate Planning Check-Up

Complimentary Estate Planning Check-Up

Learn how to pass your estate to your loved ones fast and without the hassle of the court's invasion. Wills alone DO NOT avoid probate.

Please take advantage of our complimentary check-up to learn how other residents are maximizing their Estate planning benefits for their loved ones!

[Click to Schedule Complimentary Check-Up](#)

ESTATE PLANNING BLUEPRINT [USER_FULL_NAME]
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Surviving Retirement

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 **Surviving Retirement** Free Download - 7 Fatal Mistakes Most Seniors Make



Free Download - 7 Fatal Mistakes Most Seniors Make

Please take advantage of our complimentary, no obligation download of General Retirement Quick Facts to learn more about Retirement and how you can avoid leaving money on the table.

[Click Here to Download](#)




50%

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 **Surviving Retirement**

 **Surviving Retirement** What Does the Typical Retirement Cost?





What Does the Typical Retirement Cost?

According to the Bureau of Labor Statistics, the average senior spends just over \$49,000 per year. Assuming a 20-year retirement, the total cost would come to nearly \$1,000,000. So can you actually retire on \$500,000? Here are some key questions that could help you get the answer:

- Is what you're spending now similar to what you'll spend in retirement?
- Are there any expenses you have now that may increase or decrease when you retire? Any that could disappear altogether?
- Are there expense categories you don't have now that you might add to your budget when you retire?


These are just a few of the important questions to consider when planning for retirement. Contact [COMPANY_NAME] today to create a saving and investment strategy that's right for

 **Surviving Retirement** How Much Will You Need to Retire?




How Much Will You Need to Retire?

This calculator can help you estimate how much to save each year to accumulate enough money for your projected retirement. Are you are on track to achieve your retirement goals?



[Click Here to Access Calculator](#)

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 **Surviving Retirement**



AVOIDING TAX MISTAKES

AVOIDING TAX MISTAKES Free Download - 6 Essential Tax Tips for IRAs

Free Download
6 Essential Tax Tips for IRAs

Hi [PROSPECT_FIRST_NAME],

Please take advantage of our complimentary, no-cost Essential Tax Tips to learn and how you can avoid tax mistakes!

[Click to Download](#)

[USER_FULL_NAME]
[COMPANY_NAME]
[USER_EMAIL_ADDRESS]

AVOIDING TAX MISTAKES Tax Loopholes for Ordinary People

TAXES

Tax Loopholes for Ordinary People

Tax loopholes aren't just for the ultra wealthy. There are tax-saving strategies for middle and working class Americans *if you know where to look*. Some factors that could open up doors to these loopholes include:

- How your income is paid
- Contributing to certain 401(k) and IRA accounts
- If you're buying or selling a home
- Receiving credit for having a savings
- If you're furnishing your education

These are just a few circumstances that provide opportunity to decrease your tax burden. Don't overpay! Contact us today to discover little-known tax-savvy strategies that could save you thousands.

[Speak To An Expert](#)

AVOIDING TAX MISTAKES [USER_FULL_NAME]
[COMPANY_NAME]
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AVOIDING TAX MISTAKES You could be paying unnecessary taxes!

Are your investments tax-efficient?

The way taxes are applied to your investments can make an incredible difference. Use this calculator to compare a normal taxable investment with two common tax advantaged situations. Let us know if you have any questions - we're here to help!

[Click Here to Access Calculator](#)

AVOIDING TAX MISTAKES [USER_FULL_NAME]
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Investment contributions and withdrawals	Normal	401(k)	IRA
Annual rate of return	7.0%	7.0%	7.0%
Years to contribute	20	20	20
Years of withdrawal	20	20	20
Ending balance	\$1,000,000	\$1,000,000	\$1,000,000
Withdrawal rate	4.0%	4.0%	4.0%
Withdrawal period	20	20	20
Investment taxes			
The buying contribution	\$0	\$0	\$0
The buying withdrawal	\$0	\$0	\$0
The withdrawal	Normal (no special treatment by tax deduction taking)		



FEDERAL + GOVERNMENT EMPLOYEE BENEFITS

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 **FEDERAL + GOVERNMENT
EMPLOYEE BENEFITS** The Federal Employees Retirement System



The Federal Employees Retirement System (FERS)


How does it work?


The Federal Employees Retirement System (FERS) covers federal employees. It covers employees in the FERS package: the Basic Benefit Plan, the Thrift Savings Plan (TSP), and the Federal Employees Health Benefits Program. Additionally, you may be automatically enrolled in the Federal Employees Retirement System (FERS) programs.

Whether you're ready to retire or not, you can sort out your various sources of retirement income today to see if you're on pace for retirement.

 **FEDERAL + GOVERNMENT
EMPLOYEE BENEFITS** The Federal Employees Retirement System



 **FEDERAL + GOVERNMENT
EMPLOYEE BENEFITS** FEDERAL BALLPARK ESTIMATE® CALCULATOR




FEDERAL BALLPARK ESTIMATE® CALCULATOR

Are you on track for retirement?

This calculator can help you estimate how much to save each month to reach your retirement goals. Are you on track for retirement goals?

[Click Here to Access Calculator](#)

 **FEDERAL + GOVERNMENT
EMPLOYEE BENEFITS** [USER_FULL_NAME]
[COMPANY_NAME]
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Free Download:
10 Biggest Mistakes Federal Employees Make When Planning for Retirement

Please take advantage of our complimentary, no obligation download *10 Biggest Mistakes Federal Employees Make When Planning for Retirement* to learn more about Retirement and how you can avoid leaving money on the table.

[Click Here to Download](#)



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EMPLOYEE BENEFITS** [USER_FULL_NAME]
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Automation Pricing

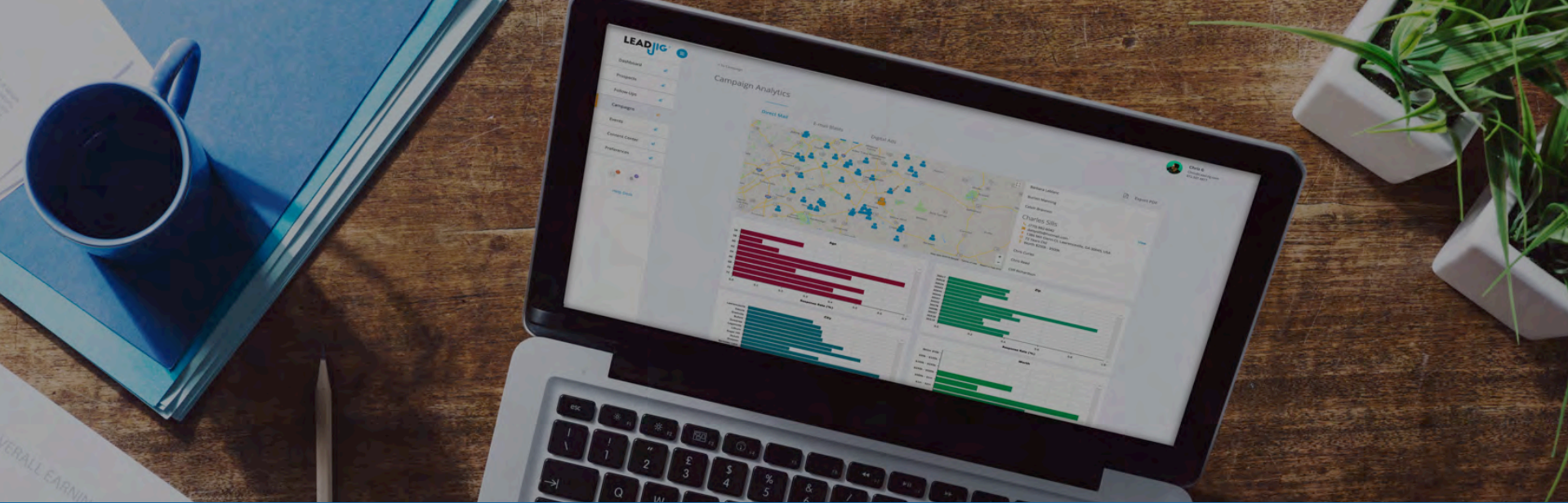
What is Include:

Drip Sequence Library
Email Editor
Landing Page Builder
Custom Drip Builder

\$199

MONTHLY

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Let's get started

Contact your marketing consultant today.

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Tampa, FL 33626

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