



Brian Keith's 24 Hour Evergreen Offer With Video

from Campaigns of the Titans



BRIAN KEITH

Brian Keith runs Red Beard Consulting out of Seattle, Washington.

He's known as the COO to 7 figure companies and is one of the top automation experts on Keap and HighLevel.

THE CAMPAIGN

Our client, Russel James is the UK's leading Raw Chef.

After signing up for their Free Recipes, they wanted to show prospects a 24 Hour evergreen offer for their "Weekday Raw" product.

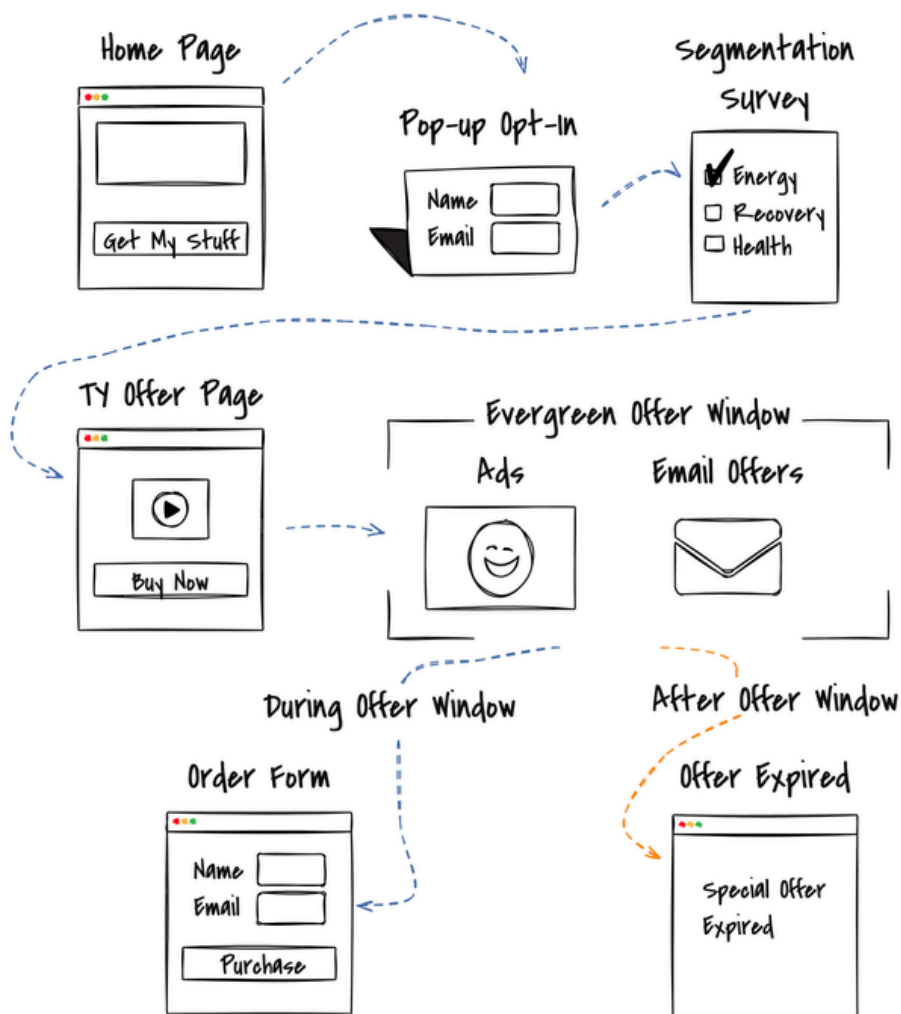
The campaign includes:

- A video offer page where they track how long someone watched the video.
- The landing page with an evergreen date.
- A Facebook ad that runs for the duration of the offer for that individual.
- A Countdown timer that takes people to the order form when they click before the 24 hours are up, or an "offer expired page" appears if they click too late.

This is a slick campaign that converts very well.

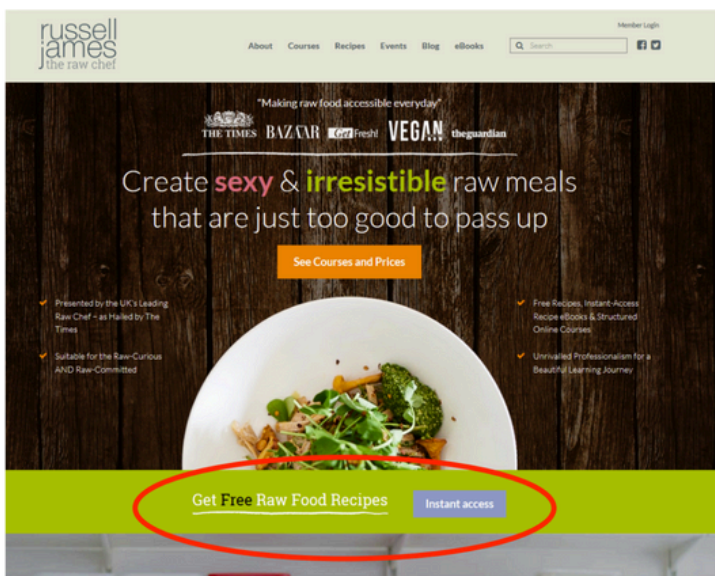
Hope you enjoy.

THE JOURNEY



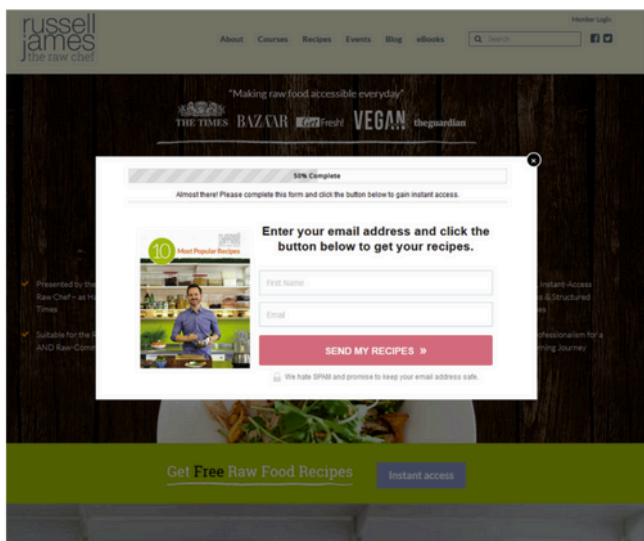
THE JOURNEY

When someone visits therawchef.com, their goal is for them to sign up for their “Free Raw Food Recipes”.



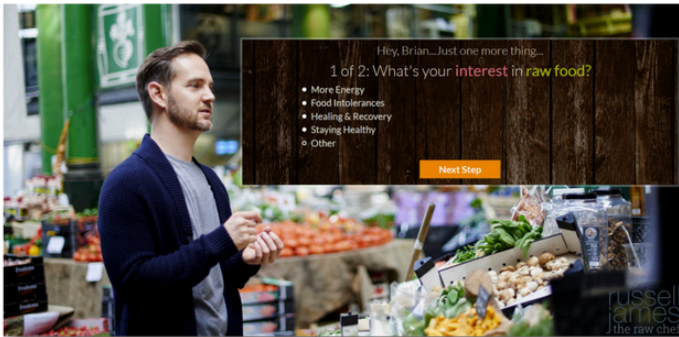
THE JOURNEY

Clicking the button brings up a Leadbox from Leadpages. This collects first name and email.



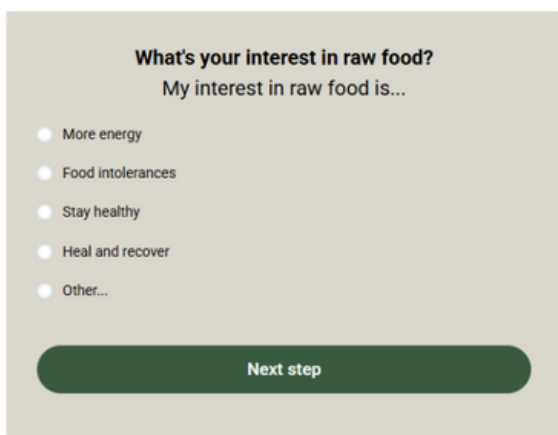
THE JOURNEY

Next is a form asking their first segmentation question.



THE JOURNEY

Here is what that form looks like inside HighLevel.



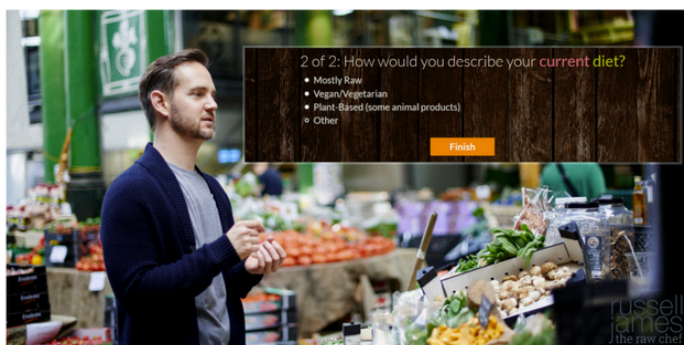
What's your interest in raw food?
My interest in raw food is...

- ☐ More energy
- ☐ Food intolerances
- ☐ Stay healthy
- ☐ Heal and recover
- ☐ Other...

Next step

THE JOURNEY

The contact then sees the second segmentation question. We pass the contact info through the form.



THE JOURNEY

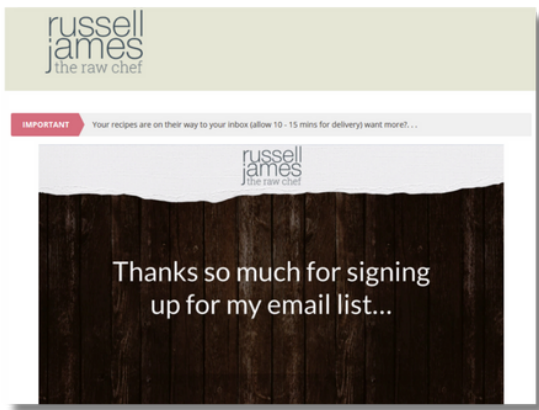
When they finish the survey, they see a video offer page.

When the video gets to the part where they make our offer for the “Weekday Raw” product, a button appears for them to purchase.

We also track how long they are watching the video.

Because we host our videos on Wistia, we already have good analytics on how long people are watching the video.

We use [PlusThis Video Tracking](#), so we can track viewing behavior directly to buying behavior.



THE JOURNEY

If they click the button to purchase, they are taken to an order form with a timer.

This countdown timer is unique to every contact and adds urgency to take advantage of the offer.

Website Landing Page:

russell james
the raw chef

0 7 0 41
days hours minutes seconds

SIGN UP: WEEKDAY RAW

- ✓ I developed Weekday Raw in partnership with thousands of people just like you who wanted every meal that could help them eat raw without becoming an out and out obsessive.
- ✓ I asked all about their lives and daily routines, and ended up reading over the patterns that emerged. I put together a course that solved the most common problems that people myself, I think I did a rather good job.

Please note: Because we are a US business, orders from within the UK & EU will incur an extra 20% VAT, which shows up in the bill out the address.

Products

Weekday Raw New Subscriber Special
120 Seasonal Recipes | Normally \$297

Facebook Ad:

The Raw Chef
Sponsored · 🌐

Have you download your 10 free raw food recipes yet?

Over the years, these 10 recipes have been my most popular, and I've made them into an eBook for FREE when you join my email list.

[http://therawchef.com/access-free-recipes/...](http://therawchef.com/access-free-recipes/) See More

10 Most Popular Raw Food Recipes

"These are dead simple, don't require any special equipment – and are sure to impress your guests!"

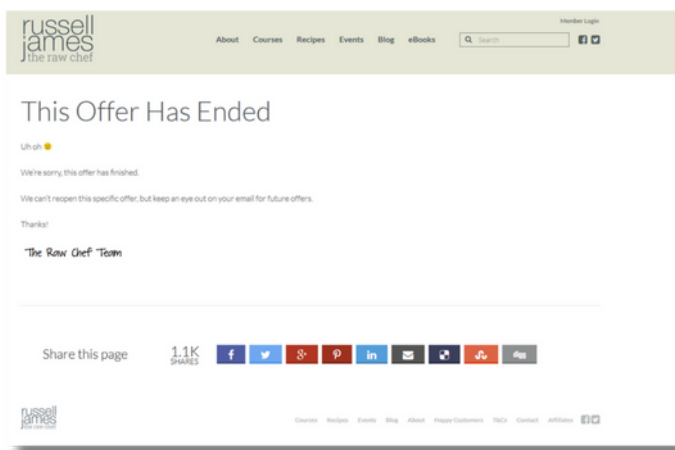
THERAWCHEF.COM

Like Comment Share

We also run a Facebook ad to this person for the duration of the offer.

THE JOURNEY

If they procrastinate and click on the link to take advantage of the offer after the time is up, they are taken to the offer expired page.



**HOW THEY
BUILT THE
AUTOMATION**

THE BUILD

PlusThis Features Required

1. Date Calculator
2. Countdown Timer
3. Video Triggers

THE BUILD

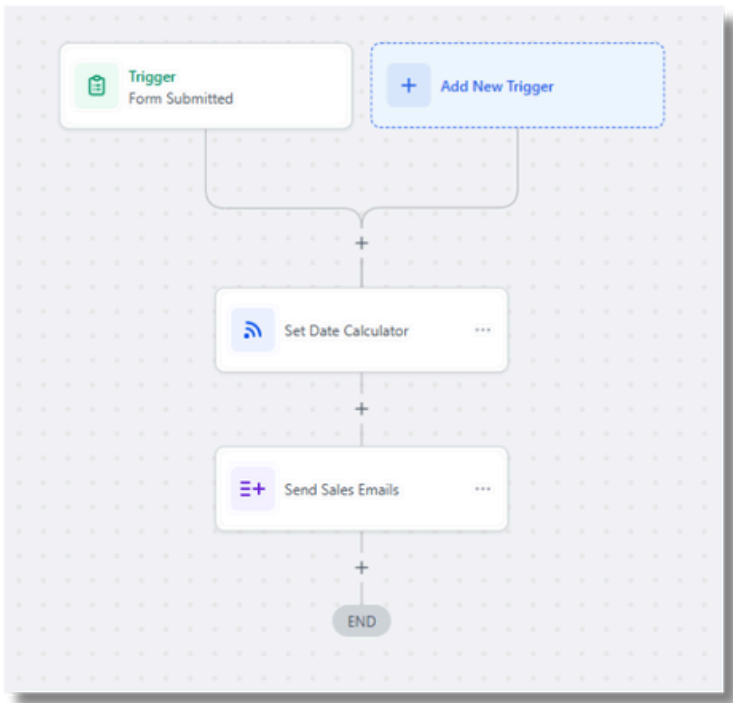
This is what the campaign looks like inside of HighLevel. We will have four workflows.

The screenshot displays the 'Workflow List' interface in HighLevel. At the top, there are buttons for 'Create Folder' and '+ Create Workflow'. Below these are tabs for 'All Workflows', 'Needs Review (0)', 'Deleted', and '+ Smart List'. A 'Customize List' link is also present. A search bar and filter icons are located on the right. The main content area shows a list of four workflows, all in 'Draft' status, with zero total and active enrollments. The workflows are: 'Brian Keith: 24 Hour Evergreen Funnel With Video - Purchase', 'Brian Keith: 24 Hour Evergreen Funnel With Video PT 1', 'Brian Keith: 24 Hour Evergreen Funnel With Video PT 2', and 'Copy - Brian Keith: 24 Hour Evergreen Funnel With Video PT 3'. At the bottom, there are navigation buttons for 'Previous', 'Next', and a page indicator '10 / page'.

Name	Status	Total Enrolled	Active Enrolled	Last Updated	Created On	Stats
Brian Keith: 24 Hour Evergreen Funnel With Video - Purchase	Draft	0	0	Feb 27 2025, 1:18 PM	Feb 27 2025, 1:08 PM	> ⋮
Brian Keith: 24 Hour Evergreen Funnel With Video PT 1	Draft	0	0	Feb 27 2025, 12:17 PM	Feb 27 2025, 9:00 AM	> ⋮
Brian Keith: 24 Hour Evergreen Funnel With Video PT 2	Draft	0	0	Feb 27 2025, 1:22 PM	Feb 27 2025, 12:15 PM	> ⋮
Copy - Brian Keith: 24 Hour Evergreen Funnel With Video PT 3	Draft	0	0	Feb 27 2025, 1:38 PM	Feb 27 2025, 1:22 PM	> ⋮

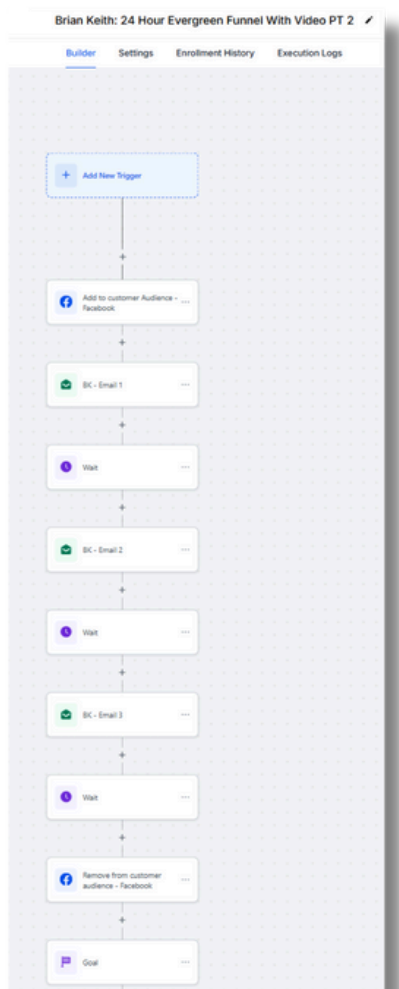
THE BUILD

The first workflow will cover the multi-step form we'll use.



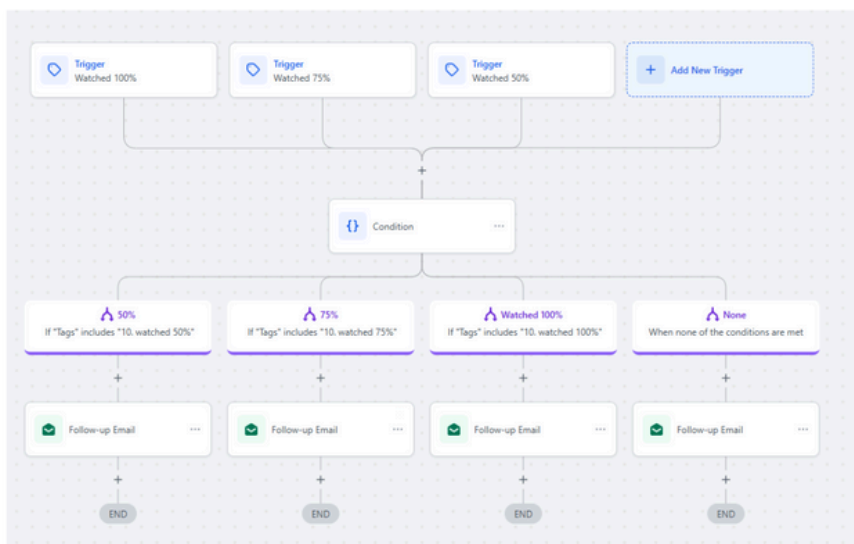
THE BUILD

The second workflow will send the follow-up emails.



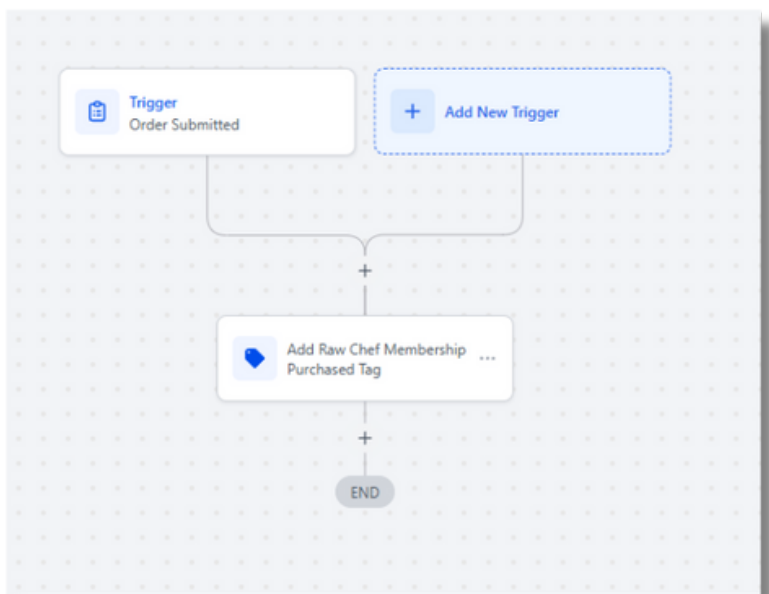
THE BUILD

And the third will sort the viewers by how long they watched the TY page video.



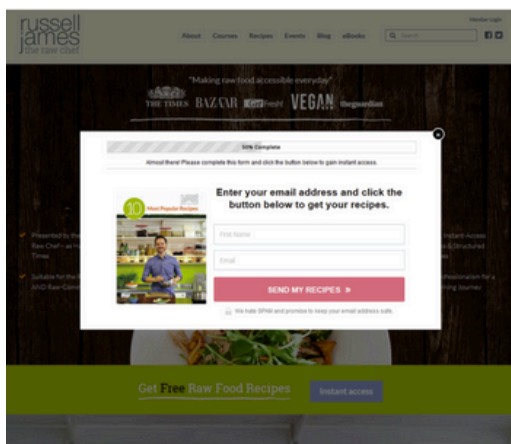
THE BUILD

Lastly we'll have a quick workflow to trigger a tag when someone buys, we'll go through each workflow step-by-step next.



THE BUILD

For the form, we used Leadforms from Leadpages for some styling options, but it's a simple multistep form with HighLevel.



Enter your email address and click the button below to get your recipes.

First Name

Email

Send My Recipes

THE BUILD

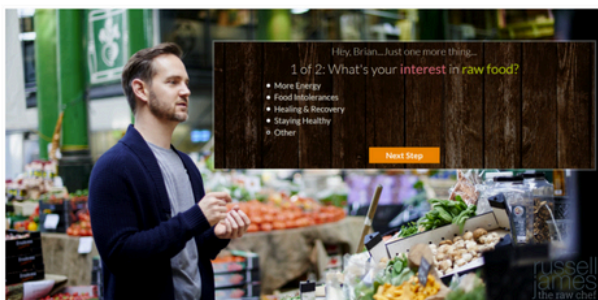
For a multi-step form, on submit, we tell HighLevel to pass the contact to our next form. We add this line to the link to pass the details.

```
https://app.gohighlevel.com/v2/location/Q8ltCt3Tda
szt75s1WeO/form-builder-
v2/7CLGLyxu1i2mZzWC2Hni?contact_id=
{{contact.id}}&contact_phone={{contact.phone}}
```

The screenshot displays a form builder interface. On the left is a preview of a form with a light beige background. The form contains the instruction "Enter your email address and click the button below to get your recipes." followed by two input fields labeled "First Name" and "Email". Below these is a dark green button labeled "Send My Recipes". On the right is a configuration panel with tabs for "Styles", "Themes", and "Options". The "Options" tab is selected, showing a section for "ON SUBMIT" with an "Open URL" dropdown set to "https://app.gohighlevel.com/v2/location". A blue tooltip provides examples of valid URLs: "example.com", "https://example.com", "example.com/path", and "https://www.example.com/path". At the bottom of the panel are expandable sections for "FACEBOOK PIXEL ID", "FACEBOOK PIXEL EVENTS", and "FORM SETTINGS".

THE BUILD

Here's the second step form and what it looks like in HighLevel.



Hey {{contact.first_name}}...just one more thing,...

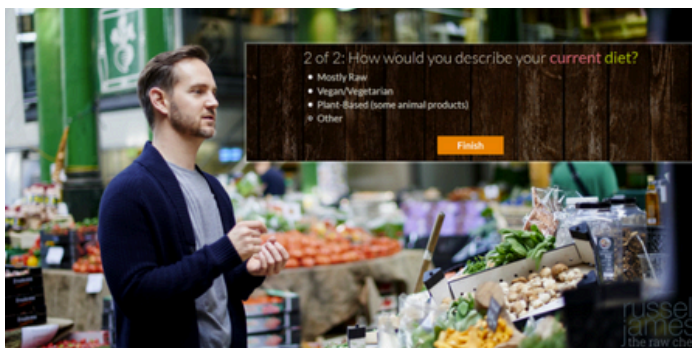
1 of 2: What's your interest in raw food?

- ☐ More energy
- ☐ Food intolerances
- ☐ Stay healthy
- ☐ Heal and recover
- ☐ Other...

Next step

THE BUILD

Same thing as before- just another form on another landing page.



2 of 2: How would you describe your current diet?

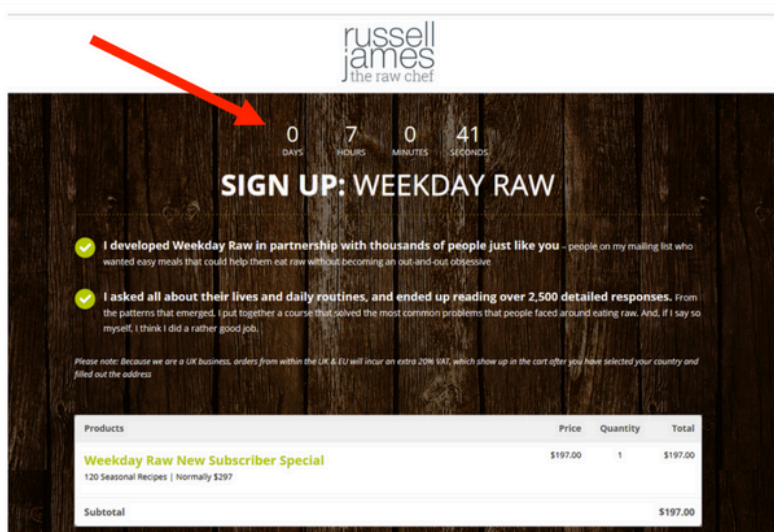
- ☐ Mostly Raw
- ☐ Vegan/Vegetarian
- ☐ Plant-Based (some animal product)
- ☐ Other...

Next step

THE BUILD

In order to get the countdown timer on this page to be evergreen and unique to every person who signs up for the recipes, we're going to need to setup two features from PlusThis: "Date Calculator" and "Countdown Timers".

Why not use GHL countdown timers? They don't countdown to a custom field, and that's SUPER Important here.



russell james
the raw chef

0 DAYS 7 HOURS 0 MINUTES 41 SECONDS

SIGN UP: WEEKDAY RAW

- ✓ I developed Weekday Raw in partnership with thousands of people just like you - people on my mailing list who wanted easy meals that could help them eat raw without becoming an out-and-out obsessive
- ✓ I asked all about their lives and daily routines, and ended up reading over 2,500 detailed responses. From the patterns that emerged, I put together a course that solved the most common problems that people faced around eating raw. And, if I say so myself, I think I did a rather good job.

Please note: Because we are a UK business, orders from within the UK & EU will incur an extra 20% VAT, which show up in the cart after you have selected your country and filled out the address

Products	Price	Quantity	Total
Weekday Raw New Subscriber Special 120 Seasonal Recipes Normally \$297	\$197.00	1	\$197.00
Subtotal			\$197.00

THE BUILD

Inside of PlusThis, we use the following set up for “Date Calculator.”

We basically are saying we want to set an evergreen date for “1 day” after this feature is run in HighLevel.

Note that “1 day” actually means 24 hours if you are using a Date/Time field.

The screenshot shows the PlusThis web application interface. At the top, there is a navigation bar with the PlusThis logo and links for 'My Features', 'Feature Library', 'Updater', 'My Account', 'Help', and 'Log out'. The main content area is titled 'What's the date?'. It contains a form with the following elements: a dropdown menu for 'Start with this date:' with the selected option 'The date when feature is used'; a 'Then' section with a dropdown set to 'add', input fields for '0' months and '1' days, and an 'and' separator; a section 'And store the new date in this field:' with a dropdown set to 'WDR OTO' and a checkbox labeled 'If there is already a date in this field, then keep the existing date'; a link for 'Date Format Options'; a text input field for 'Give your Feature a name:' with the value 'WDR OTO Set Date'; and three buttons at the bottom: 'Submit Modifications' (green), 'Cancel' (yellow), and 'Delete' (red). To the right of the form is a box titled 'How this feature works' with explanatory text. At the bottom of the page, there is a footer with copyright information: '© 2016 PlusThis' and links for 'EULA | Billing Policy | Privacy Policy'.

PlusThis My Features Feature Library Updater My Account Help Log out

What's the date?

Start with this date:
The date when feature is used

Then add
0 months and 1 days

And store the new date in this field:
WDR OTO
☐ If there is already a date in this field, then keep the existing date
[Date Format Options](#)

Give your Feature a name:
WDR OTO Set Date

[Submit Modifications](#) [Cancel](#) [Delete](#)

How this feature works

Let's say you have somebody who signs up for a 30 day free trial. Easily add 30 days to the sign-up date, store it, and the special access you've provided during a free trial is automatically turned off. Now you've automated the process and made the experience more personal.

© 2016 PlusThis
[EULA](#) | [Billing Policy](#) | [Privacy Policy](#)

THE BUILD

The "Countdown Timer" feature is set to the date we set up in the previous step.

This will make it so the Countdown Timer will always appear as 24 hours after someone completes the Upsurvey.

In addition, this countdown timer is now unique to every contact that sees it.

The screenshot shows the PlusThis web interface for configuring a 'Countdown Timer'. The top navigation bar includes the PlusThis logo and links for 'My Features', 'Feature Library', 'Updater', 'My Account', 'Help', and 'Log out'. The main content area is titled 'Countdown Timer' and contains the following fields and options:

- Count down to:** A dropdown menu with 'WDR OTO' selected.
- Redirect when the countdown expires: (optional)** A text input field containing 'http://therawchef.com/offer-ended/'.
- Other Options**
 - A checked checkbox labeled 'I have an international Infusionsoft app (dates are formatted DD/MM/YYYY)'.
 - Give your Feature a name**: A text input field containing 'WDR OTO Countdown'.
- Buttons**: A green 'Submit Modifications' button, a yellow 'Cancel' button, and a red 'Delete' button.

On the right side, a box titled 'How this feature works' explains: 'Create urgency by placing a countdown timer on your order forms and sales pages.'

At the bottom of the page, the footer text reads: '© 2016 PlusThis EULA | Billing Policy | Privacy Policy'.

THE BUILD

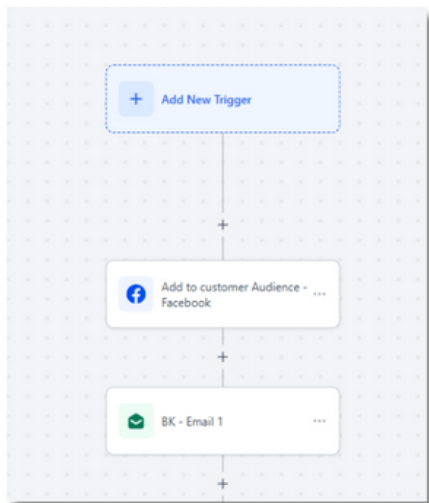
Next, we want a Facebook ad to show once they've signed up for the recipes.

We created a custom audience for "Weekday Raw OTO Active."

When someone signs up for the recipes, they are added to the Facebook Custom Audience for that campaign.

They're removed from this campaign after 24 hours or if they buy, in a later step.

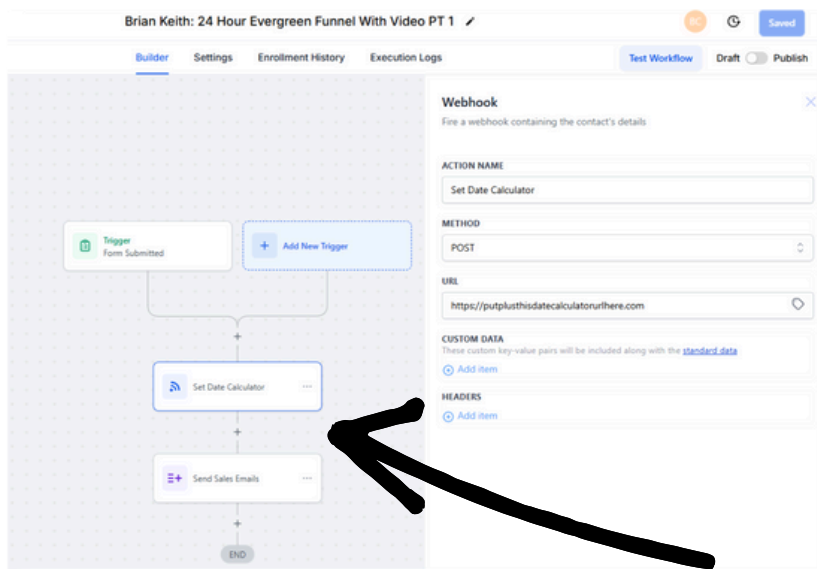
We'll use the "Add to Customer Audience Trigger" for this inside of HighLevel in our PT 2 Workflow.



THE BUILD

When you finish setting up most features in PlusThis, you are given a URL to place in a webhook.

The workflow below is where they put the webhook to run the PlusThis features.



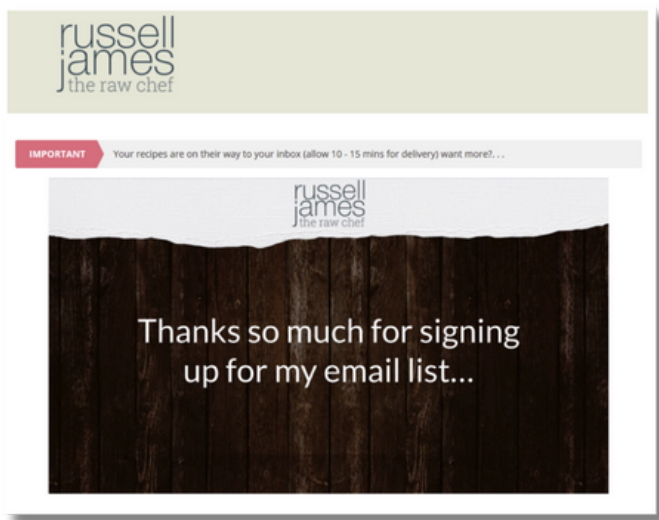
THE BUILD

Next, for the video page, we're playing a video where we track how long someone is watching it.

To do this, we set up a "video trigger."

Why not use the Video Tracking in HighLevel?

PlusThis allows us to embed my videos on any pages I need, not just videos inside of HighLevel. PlusThis also gives me more options and is consistent.



THE BUILD

A Video Trigger allows you to set a time on a video for when you want to apply a tag.

PlusThis will give you an embed code you can use for your video.

Now you can see which contacts are watching your videos and for how long, and track sales based on buying behavior.

The screenshot shows the PlusThis web application interface. At the top, there is a navigation bar with the PlusThis logo and links for "My Features", "Feature Library", "Updater", and "My". The main content area is titled "Video Triggers" and includes a blue informational box stating "This feature supports Wistia, YouTube and Vimeo videos." Below this, a green box indicates "Wistia video found." The interface prompts the user to "Next, specify when you would like to apply tags." and provides a list of four video triggers. Each trigger consists of a time interval (85, 170, 255, and 340 seconds), a tag name (Upsurvey - WDR OTO - Watched 25%, 50%, 75%, and 100% respectively), and a delete button. A "Criteria" section is also visible, with a text input field for "Give your Feature a name" containing the text "Upsurvey - Weekday Raw One Time Offer". At the bottom, there is a green button labeled "+ Add Feature".

PlusThis My Features Feature Library Updater My

Video Triggers

This feature supports Wistia, YouTube and Vimeo videos.

Simply get your video embed code from Wistia, YouTube or Vimeo and paste it here. After pasting your code, you will be able to configure intervals to apply tags to visitors.

Wistia video found.

Next, specify when you would like to apply tags.

At	85	seconds apply this tag:	Upsurvey - WDR OTO - Watched 25%	
At	170	seconds apply this tag:	Upsurvey - WDR OTO - Watched 50%	✕ Delete
At	255	seconds apply this tag:	Upsurvey - WDR OTO - Watched 75%	✕ Delete
At	340	seconds apply this tag:	Upsurvey - WDR OTO - Watched 100%	✕ Delete

✕ Criteria

Give your Feature a name

Upsurvey - Weekday Raw One Time Offer

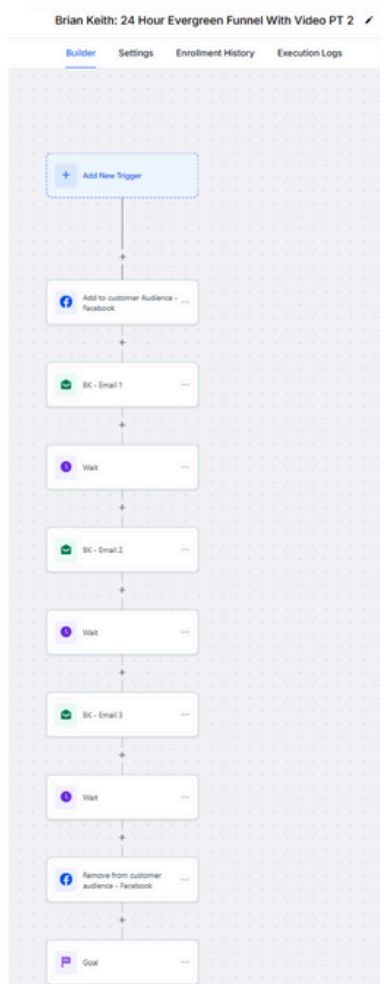
+ Add Feature

THE BUILD

For the next day, we send 3 emails.

This may be aggressive for your audience, so adjust for whatever works with your prospects.

At the end of this workflow, we remove the contact from the Facebook Custom Audience through the HighLevel “Remove From Facebook Custom Audience” action.



THE BUILD

In the sales emails, we have a Countdown Timer link from PlusThis.

This link will send them to one of two places based on the date and time in a custom field.

Hey, it's Russell. . .

I can't say this enough, but **THANK YOU**.

I've been doing this for over a decade, but the novelty of you joining my email list never wears off.

We got some great stuff for you and I *promise*, it'll be worth your time and attention.

OK, so first off, because **this has a time limit** . . .

When you signed up, in case you didn't see it, I'm doing a very special new subscriber offer on my Weekday Raw course.

It lasts for 24 hours after you signed up, so I wanted to follow up with the link, in case you got interrupted or were on the bus when you first saw it.

[It's right here](#)

There's a simple reason I'm doing this.

If you've come to us for a specific health result the only way you're going to

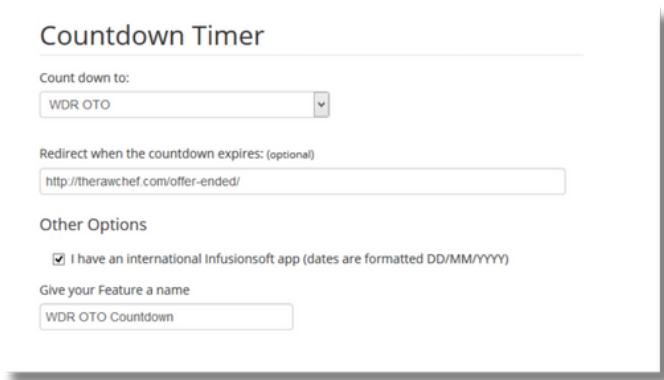
THE BUILD

Here, we set up the Countdown Timer link used in the sales emails.

This feature generates a link where we can send people from an email or from a webform.

If the contact clicks the link before the time in their custom field runs out, they go to the order form.

If they click after the date/time in the custom field, they go to the expiration URL you see below.



Countdown Timer

Count down to:

WDR OTO

Redirect when the countdown expires: (optional)

<http://therawchef.com/offer-ended/>

Other Options

☒ I have an international Infusionsoft app (dates are formatted DD/MM/YYYY)

Give your Feature a name

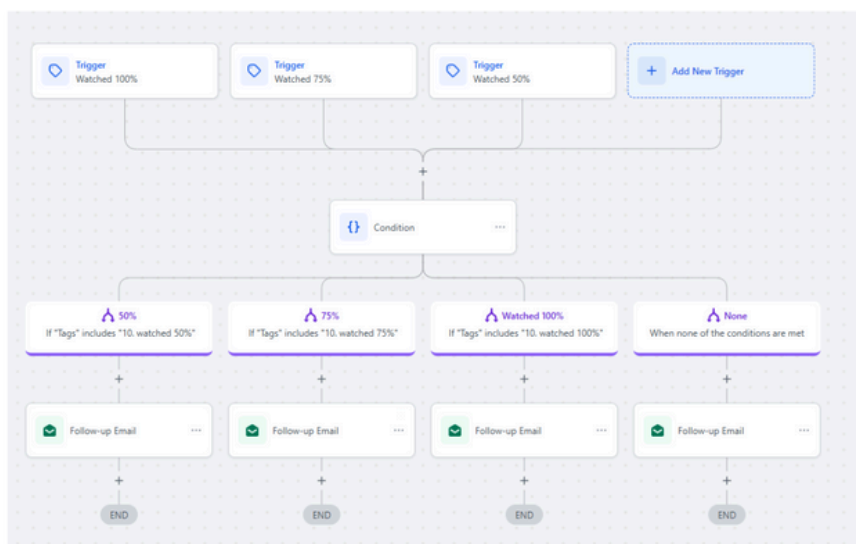
WDR OTO Countdown

THE BUILD

Lastly, we sort purchasers by how long they watched the offer video.

This makes it easy to see who bought what.

We can also tag buyers so follow up is customized depending on how much they engaged with the video.



CONCLUSION

While this is how we built the initial campaign, we will use more PlusThis Features as we optimize the campaign in the future.

Here are some of their ideas:

- If a contact declines the one time offer, invite them to a Zoom Webinar and make the pitch in a different way.
- Send people different emails depending on their answers to the segmentation questions.
- Test different order form pages to increase conversion.