Lifecycle Signal Field Kit

The workbook we use to translate SFMC, Braze, and Iterable alerts into monetized lead magnets and managed service briefs.

> **Persona:** Marketing Automation & RevOps Leads
>
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What's inside

- **Signal Intake Matrix** – Airtable base with pre-built automations for RSS, LinkedIn, and system alerts. Tags every Salesforce/Braze/Iterable update with persona, monetization path, and compliance owner.
- **Automation Readiness Checklist** – prompts and gating questions we run before green-lighting a journey change or AI copilot rollout, plus remediation playbooks for common blockers.
- **Passive Revenue Tracker** – template for pairing each workflow enhancement with a sponsor-ready asset, newsletter CTA, or storefront SKU. Includes revenue projections and attribution macros.
- **Sponsor Brief Canvas** – Google Doc outline (with Loom prompt) that we send to partners who want to underwrite a kit before it ships, with SLAs and deliverable checklists.

How to use it

1. Duplicate the Airtable base and plug in your current platforms, health metrics, and monetization goals. Use the included automations to ingest RSS + webhook data with zero scripting.
2. Feed the guardrail prompts into your AI tooling or use ours to run nightly QA across SFMC, Braze, and Iterable. Each checklist item links back to remediation

steps and owners.

3. Publish at least one sponsored drop per month using the included brief so your automation program funds itself. The tracker automatically updates your forecast sheet and Slack alerts.
4. Review the quarterly analytics tab to see which signals converted into blog posts, lead magnets, or paid engagements—perfect for reporting to leadership or sponsors.

Need help implementing it? Our Automation Flight Deck team can operate the entire kit for you so your internal crew focuses on strategy.

Generated by Engage Evolution's agentic content workflow.

Need implementation help? Visit https://www.engageevolution.com/#contact to book a working session.