

'23
↑
'22

Directive,

Annual Business Review

July 2023

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Growth Roadmap & Next Steps

NSM = North Star Metric

PPC = Pay Per Click

CRO = Conversion Rate Optimization

SEO = Search Engine Optimization

CPA = Cost Per Acquisition

DSA = Dynamic Search Ads

SIS = Search Impression Share

RDA = Responsive Display Ads

OCT = Offline Conversion Tracking

GCLID = Google Click ID

Quarterly Executive Summary

Executive

11

Deals Closed in Q2
+450% QoQ

66

Opportunities in Q2
+50% QoQ

- Q2 saw a **huge improvement** QoQ in opportunities by **2X our NSM** and **50% increase QoQ** due to our efficient bidding and expanding our commercial keywords in Google Ads.
- With improving our pipeline efficiency, we closed 11 deals this quarter in comparison to 2 closed wins in Q1

Directive,

Quarterly Executive Summary

Executive

\$31.5K

Marketing Sourced Quarterly
Pipeline Generated in Q2

\$4.2K

Avg. Cost/Opp in vs.
5.6K in Q1 (-25% QoQ)

\$1.53

Eff. M V in Q2 vs.
73 in Q1

- With just a 21% decrease in spend QoQ, we continued to maximize strong pipeline growth and efficiency QoQ as we optimized budgets toward top revenue drivers and continued iterating on our most successful campaigns.

Directive,



Previous Quarter Breakdown

ing Directive
Performance

Directive,

NSM Review

While campaign member volume were over the established goal, increases in lead quality led to a **20% higher CM > opportunity ratio**. We also generated 17 more Opportunities QoQ, that proves to be of high quality, leading to whopping **2320% increase in LTV pipeline**

	Goal	Actual	% Difference	Did we hit our Goal?
Campaign Members	92	136	48%	YES
Opportunities	33	61	85%	YES
LTV Pipeline	\$63,200	\$1,531,346	2320%	YES

Performance Breakdown

All Products	Q1	Q2	% Change
Cost	\$230,079	215,200	-6.5%
Clicks	67,884	45,227	-33.38%
Conversions	291	187	-35.74%
Campaign Members	125	144	15.20%
Opps	44	66	50.00%
Pipeline	\$85,894.00	\$32,180	-62.54%
Cost per CM	\$1,841	1,496	-18.74%
Click > CM	0.18%	0.31%	72.22%
Click > Opp	0.065%	0.15%	130.77%
Pipeline per CM	\$687	\$224	-67.39%

Progress in Q2 on ROAS, Lead>Opp & MRR

- **Avg Lead>Opp improved by 23% QoQ** from an avg. of 35% Q1 to 42% in Q2 as opportunities continue to be on a positive trajectory for **4 successive quarters** now
- Despite avg. Opp size decreasing by 76%, our **Est. LTV has skyrocketed by \$1.45M** due to more closed wins with **higher MRR (+1988%)**
- Despite less media spend than Q1, we continued to improve much of campaign performance achieving higher SQLs at a lower cpSQL after conversion tracking issue was resolved in end of February.
- We achieved **6.8X ROAS** in LTV pipeline by honing down on the quality, not quantity of clicks.

Month	Opportunities	Lead to Oppty Rt	Cost/Oppty	Pipeline	Avg Opp Size	Closed Won
Jan-2023	15	34.88%	\$3,949	\$53,246	\$3,550	0
Feb-2023	10	25.64%	\$8,547	\$12,529	\$1,253	1
Mar-2023	19	44.19%	\$4,493	\$20,119	\$1,059	1
Apr-2023	10	23.81%	\$6,363	\$2,891	\$289	3
May-2023	34	64.15%	\$2,288	\$19,106	\$562	3
Jun-2023	20	40.82%	\$3,688	\$10,183	\$509	5

Month	Avg Opp Size	Closed Won	MRR Won	NRR Won	Est. LTV	ROI
Jan-2023	\$3,550	0	\$0		\$0	\$0.00
Feb-2023	\$1,253	1	\$520		\$53,040	\$0.62
Mar-2023	\$1,059	1	\$199		\$20,298	\$0.24
Apr-2023	\$289	3	\$1,348		\$137,496	\$2.16
May-2023	\$562	3	\$9,341		\$952,802	\$12.25
Jun-2023	\$509	5	\$4,324		\$441,048	\$5.98

Product-Level Performance

Q2	Spend	Conversions	Clicks	Impressions	CTR	CVR
Branded	\$15,826.52	0	3,260	81,883	4.4%	0.00
BC/DR Generic	\$26,154.74	20	10,424	305,504	6.7%	1.56
General	32,263.66	20	13,684	387,387	5.59%	0.77%
(Campaign)	\$54,683.75	169	21,337	691,941	3.1	0.75
(Campaign)	\$9,652.62	10	554	8,310	6.7	1.77
Recovery	64,336.37	179	21,891	700,251	4.90%	1.26%
(Campaign) & Competitors	\$34,814.06	46	9,694	480,682	4.3	1.25
(Product)	\$31,003.89	3	3,867	90,593	2.02	0.03
(Product)	\$16,205.47	2	6,365	142,366	5.1	0.02
Software	87,807.68	51	19,926	713,641	3.79%	0.43%
TOTAL	170,223.68	250	55,501	531,915	2.85%	0.76%

Annual Executive Summary

We Finished the Year off With a Bang

19

Deals Closed
+6.5% YoY

\$2.1M

Est. LTV
+15.3% YoY

190

Opportunities vs.
114 (+67% YoY)

33.3%

Lead>Opp vs. 27.2%
YoY (+22% YoY)

- Year 2 saw a **big boost** in opportunities and generating more profitable deals with higher targeting efficiency.
- So Far in 2023, we have driven **13 closed wins in 6 months** vs 12 during the entire 2022.



#SchittsCreek

**I FEEL LIKE THAT NEEDS
TO BE CELEBRATED**

Previous Annual Breakdown

ing Directive
Performance

Directive,

Cost-Per-Opp Continues to Decrease as Opportunity Quantity Increases



Opps

190

+67%

190 vs 114

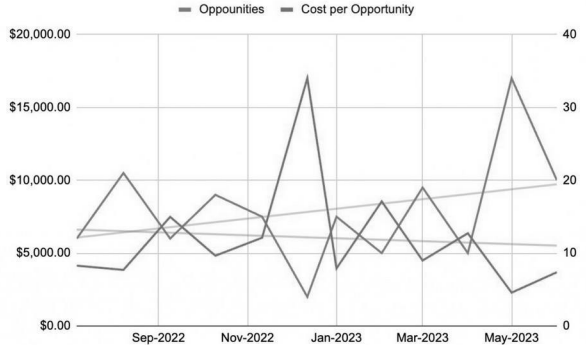


Cost Per Opp

\$6,058

-10%

\$6,058 vs \$6,696



Comparing Data from July 1 2022 - June 30 2023 vs. July 1 2021 - June 30 2022

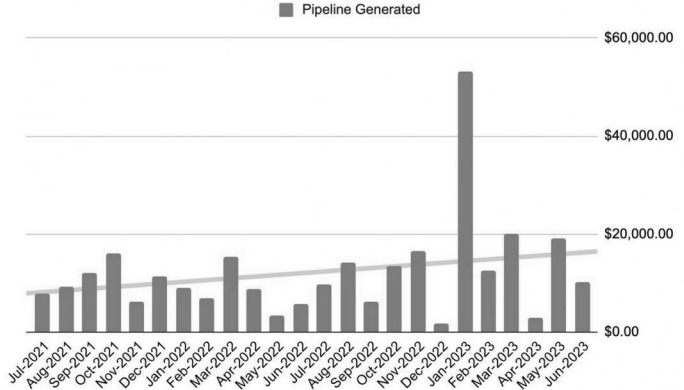
LTV and Pipeline Continues to Increase



\$1.89M vs \$1.83M



\$180,135 vs
\$112,420



Comparing Data from July 1 2022 - June 30 2023 vs. July 1 2021 - June 30 2022

ng Directive
Performance

Strategic Opportunities



Directive,

MARKET INSIGHT & OPPORTUNITY

Focus On Most Lucrative Industries

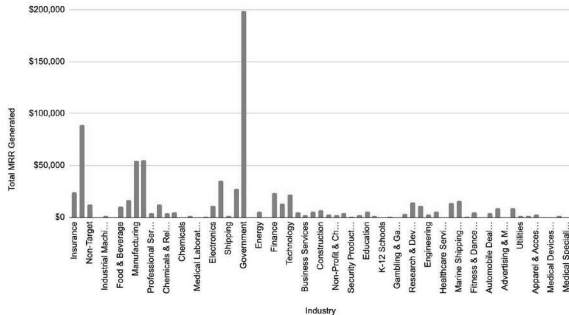
Key Highlights:

Based on the past 24 months, **government, banking, manufacturing, and healthcare** are the most lucrative industries in generating the highest cumulative MRR.

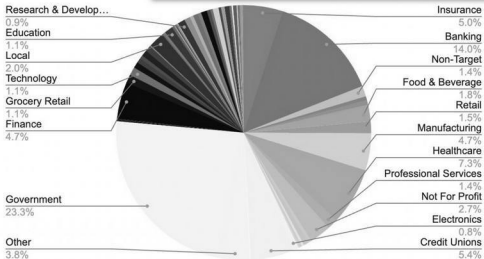
With (Client's) current book of business, government, banking, healthcare, insurance and manufacturing are corresponding to the highest percentage of their business portfolio.

We will ensure to shift our focus to tailor our messaging and tighten our targeting on these industry verticals in Q3'23.

Total MRR Generated Per Industry



Count of Industry



Software competitors are not always a perfect match

Key Highlights:

Based on the past 12 months, (Competitor 1) and (Competitor 2) are the main competitors that are outspending (Product) on paid media but they rely heavily on organic traffic.

Take into consideration that these competitors don't perfectly align with (Product) target market and we were using (Product) for PM landing pages

We are prioritizing a competitive paid keywords analysis for these competitors in the relevant fields of (Product) business that we are our priority this quarter to win over some of this demand to (Product).



Recovery competitors are relying more on organic reach

Key Highlights:

Based on the past 12 months, electric generators direct and generac are the main competitors that are outspending (Client) on paid media but they rely heavily on organic traffic too.

Take into consideration that these 2 competitors are not only advertising for power services but also for generators retail supply for home and commercial use cases.

We will ensure to continue scrapping first organic then paid keywords that are relevant to (Campaign) this quarter and redirect some of the existing demand to (Client).



Paid

Strategy Overview

Focus efforts on most lucrative business offerings

To date, we have spread our efforts across all offerings on both sides of the business.

Our budget constraints and competition build-up have presented us with challenges to dominate and attract more demand, especially to the offerings that generate the highest revenue pipeline.

This upcoming quarter, we are focusing our resources on increasing pipeline revenue by doubling down on the most lucrative offerings and reducing payback period. We believe an increased focus on middle and bottom-of-funnel offers and tactics will result in an increase in pipeline and bottom line growth for (Product) and (Client).

Where We Want To Go

Revised Channel Mix

We have only dipped our toe into the potential of LinkedIn Ads with our document ads. We recommend leveraging high-intent, revenue-driving campaign types using lead gen forms, such as conversation ads and document ads tailoring our offerings to our most profitable service.

Maximize Pipeline Potential

Partner with the sales team to align social channels with pipeline. Push buyers with highest closing rates down the funnel to improve pipeline conversion rates through improved messaging and nurturing.

Tailored Offers

Currently we are attracting >65% of our traffic through landing pages. While these have a place in a full funnel strategy, we recommend aligning our offers to match the user intent. A user searching for 'commercial generator needs to be directed toward a high-value conversion optimized landing page, rather than content.

Dominate the SERP

We have the ability to position (Campaign), (Campaign), (Campaign) at every discoverable location in the SERP. We will pivot our ad budget to focus primarily on these services while pairing it with 3rd-party review sites to dominate relevant categories and search terms to increase share of SERP and bolster social proof.

Paid Media

Strategy & Tactics

Paid

Strategic Focuses for Q3 FY23

Pillar 1

Strategic
Expansion

Pillar 2

Maximize
Efficiency

Pillar 3

Enhance Audience
Segmentation

Replicate Recovery's Successful Tactics for Software

Capturing competitors' demand from high-intent keywords

People that are searching for keywords with commercial intent are considered “in-market” and we should go after and capture that demand. There is room to expand our exposure with a decent volume and low-medium competition on (“**keyword 1**”) and (“**keyword 2**”) tailed terms.

Recommendation:

- Expand into new keyword buckets on paid search to leverage wider exposure to commercially driven users for (Services)
- Build out campaigns for these new buckets to further expand exposure to enterprise-level organizations
- Tailor powerful, custom messages to enterprises that will engage our audience to drive high-intent conversations

Keyword	Search Volume	Keyword Difficulty	CPC	Keyword Intents
[REDACTED]	140	40	41.07	commercial
	140	41	8.07	commercial, info
	40	40	20.53	commercial
	20	47	1.91	commercial

Keyword	Search Volume	Keyword Difficulty	CPC	Keyword Intents
[REDACTED]	1300	74	2.83	commercial
	260	52	2.78	commercial
	140	45	4.59	commercial
	140	65	2.83	commercial
	70	66	8.7	commercial
	70	26	8.74	commercial

Working Toward Review Site Success

Dominating the SERP one step at the time

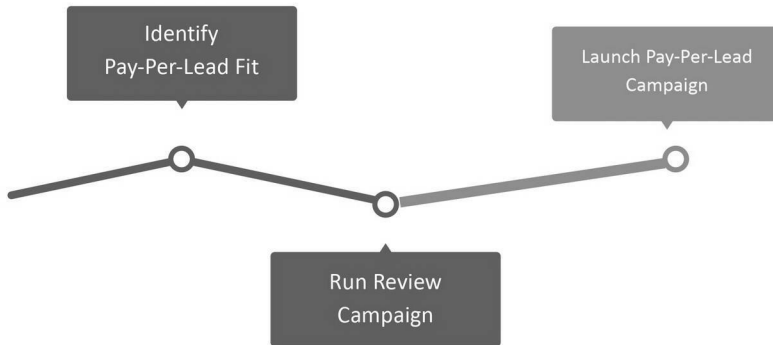
Software Advice generates over 800K monthly organic users. We are not utilizing this platform's capabilities to generate more qualified leads.

With running a CPL campaigns, we will be able to expand our pool of vetted high-intent, highly-qualified users to follow up with and drive them to conversion.

This platform's free lead generation only charge when leads have been generated not per click like Capterra and G2.



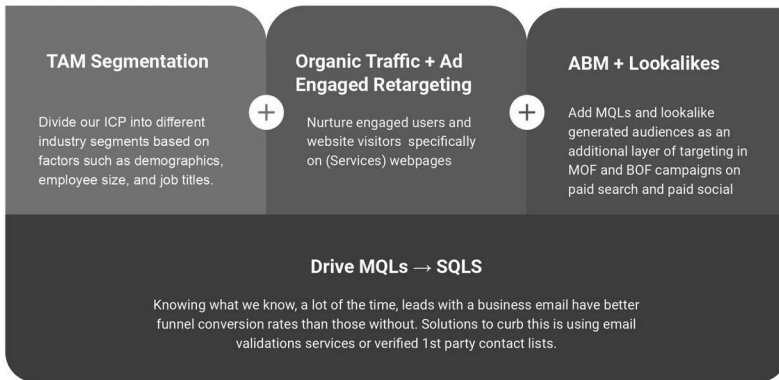
Working Toward Review Site Success



Next Steps: Work with Scott on review campaign and complete profile fit

Audience Targeting Optimization

In order to continue nurturing healthy Lead → Opp conversion rates, we need to double down on the market segments that are vetted for commercial intent and decision making authority



Comprehensive Discoverability

Building and adding **lucrative industry companies** will ensure we continue our effort in expanding our pipeline when purchase intent are most active in any stage of customer journey.

Capturing interest early on in the process also allows a better opportunity to nurture them throughout ICP's journey by serving assets that resonate with them the most according to their search intent.



Industry-Level Targeting

02

In cooperation with comprehensive discoverability, each campaign in paid search will have robust bidding adjustments efforts to optimize towards the most rewarding industries.

When a high-intent, highly-qualified user interacts with but does not convert for a relevant product, we will follow up with educational content and incentivized offers in order to drive them to conversion.

Campaign: DC - Search - Non-Branded - Recovery - ReadyPower

Select audience segments to add to a campaign or ad group. You can create new segments in [Audience Manager](#).

☐ Targeting

Narrow the reach of your campaign to the selected segments, with the option to adjust the bids

☒ Observation (recommended)

Don't narrow the reach of your campaign, with the option to adjust the bids on the selected segments

The screenshot displays the Audience Manager interface for a campaign named "DC - Search - Non-Branded - Recovery - ReadyPower". It shows two tabs: "Search" and "Browse". Under the "Search" tab, a search bar contains the text "transportation". Below the search bar, a list of audience segments is shown, including "Who they are (10)", "Detailed demographics Healthcare Industry", "Detailed demographics Construction Industry", "Detailed demographics Manufacturing Industry", "Detailed demographics Hospitality Industry", and "Detailed demographics". The "Healthcare Industry" and "Manufacturing Industry" segments are checked. A modal window is open, showing a list of industries under the heading "Detailed demographics". The industries listed are "Employment > Industry Education Sector", "Employment > Industry Financial Industry", "Employment > Industry Healthcare Industry", and "Employment > Industry Manufacturing Industry". Each industry has a close button (X) next to it. The modal window also shows "33 selected" at the top.










Budget Pivot

We are losing impression and click share due to budget constraints and growing competition (higher CPC). When IS is low it means that ads are not being displayed as frequently as they could due to budget constraints.

We will pivot budget to focus on our primary campaigns (name 1, name 2, name 3) to Improve Search Impression Share and Click Share and expand our leverage on profitable services

Impact:

- Wider Reach
- Higher Impressions
- Leveraging our Competitive Advantage

●	Campaign	/	Search lost IS (budget)	Search lost IS (rank)	Avg. CPC	Avg. CPV	Search impr. share	Click share
			< >	< >	< >	< >	< >	< >
●	 DC - Search - Non-Branded - Software - Alerts	4)	36.44% (+58.53%)	58.96% (-8.61%)	\$8.67 (+307.72%)	—	< 10% (-20.07%)	< 10% (-24.56%)
●	 DC - Search - Non-Branded - Recovery - ReadyPower	8)	25.92% (+62.53%)	65.06% (-13.38%)	\$12.18 (+338.53%)	—	< 10% (0.00%)	< 10% (0.00%)
●	 DC - Search - Non-Branded - Software - Planning	8)	30.21% (-19.08%)	59.25% (+21.00%)	\$10.43 (+121.16%)	—	10.54% (-23.08%)	< 10% (-10.80%)
●	 DC - Search - Non-Branded - General - BC/DR	3)	35.51% (+24.30%)	55.76% (-7.22%)	\$4.40 (+32.14%)	—	< 10% (-11.86%)	10.01% (-15.90%)
●	 DC - Search - Non-Branded - Prepara	0)	21.23% (-10.41%)	74.10% (+18.41%)	\$7.09 (+207.75%)	—	< 10% (-27.22%)	< 10% (-46.11%)
●	 DC: [Search] - Branded	0)	> 90% (+3.89%)	3.96% (-23.79%)	\$6.72 (+19.73%)	—	< 10% (0.00%)	< 10% (0.00%)
●	 DC - Search - Non-Branded - Software - BOLDplanning	0)	31.58% (-22.14%)	60.64% (+23.26%)	\$4.27 (+114.91%)	—	< 10% (-2.40%)	< 10% (0.00%)
●	 DC - Search - Competitor - Software	1)	22.19% (-48.05%)	74.89% (+43.32%)	\$7.26 (+5.94%)	—	< 10% (0.00%)	< 10% (0.00%)
●	 DC - Search - Competitor - Recovery	0)	0.79% (-86.42%)	69.84% (+196.31%)	\$52.59 (-17.35%)	—	29.37% (-58.40%)	45.34% (-48.04%)
Total: All enabled campaign... ?		6)	33.16% (+36.98%)	60.90% (-6.18%)	\$7.46 (+175.16%)	—	< 10% (-8.16%)	< 10% (-11.30%)

Comprehensive Retargeting

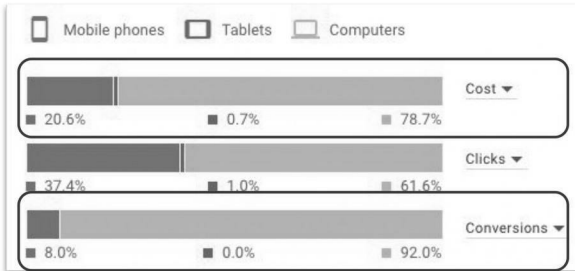
Building and adding **qualified leads** that aren't yet **closed wins** will ensure we continue our effort in nurturing our pipeline when purchase intent are most active in any stage of customers' journey that are brand aware.

Created Date	Stage	Account Name
5/2/2023	Develop	Velocity Risk Underwrit
5/2/2023	Develop	Velocity Risk Underwrit
5/2/2023	Develop	Velocity Risk Underwrit
5/2/2023	Develop	Velocity Risk Underwrit
5/9/2023	Engage	Canal Insurance Comp
5/22/2023	Engage	Repwest Insurance
6/22/2023	Engage	Integrated Benefits
1/19/2023	Prove	Purelight Power
10/14/2022	Engage	Sofec, Inc.
10/7/2022	Engage	Petrosmith
10/7/2022	Engage	Texas Lehigh Cement
11/10/2022	Engage	Quality Sausage
11/8/2022	Engage	Texas Pipe and Supply
6/15/2023	Engage	1st Source Bank
4/6/2023	Qualify	Peninsula Insurance Bu
4/6/2023	Qualify	Peninsula Insurance Bu
4/6/2023	Qualify	Peninsula Insurance Bu
5/11/2023	Engage	NTSOC
5/25/2023	Engage	Eckland & Blando



Leverage Device-Targeting to Double Down on BOF

- Given the low conversion to cost rates for mobile, we recommend testing a full mobile and tablet exclusion in high-volume campaigns to see what the overall impact is. If proven more efficient, then we'll roll out across other campaigns
- Ensure landing pages are mobile optimized



Streamlined & Efficient Consultation Scheduling

Reduce No-Shows 30%<

We strongly recommend adding auto booker platform to our landing pages. This ensures that booked demos are locked in instantly, less steps for friction and ultimately higher show rates. With Pardot forms, Salesforce Scheduler is the obvious choice.

Ultimately, we believe that including an auto booker within the demo booking process of our landing page drives better performance.



Example of LinkedIn Audience Segments

Software:

Who is your target audience?

Include people who have **ANY** of the following attributes:

Job Titles (Current)

Director of Safety And Security, Director Information Technology Security, Business Continuity Consultant, Environment, Health and Safety Manager, Regional Safety Manager, Senior Information Security Engineer, Information System Security Officer, Director of Information Technology, Emergency Management Director, Safety Director, Vice President Operations, Facilities Security Manager, Information Technology Security Specialist, Chief Information Officer, Business Support Manager, Physical Security Specialist, Vice President Compliance, Operations Support Manager, Senior Planning Manager, Information Security Manager, Director of Communications, Chief Compliance Officer, Information Technology Security Manager, Deputy Director, Information Security Officer, Service Support Manager, Head of Compliance, Support Manager, Head of Information Technology Department, Planning Manager, Business Continuity Manager, Chief Information Security Officer, Deputy Director General, Emergency Manager, Head of Operations, Human Resources Business Manager, Information Technology Manager, Information Security Engineer, Compliance Manager, Director of Operations, Deputy Director of Operations, Continuity Director, Senior Information Technology Security Officer

AND also have **ANY** of the following attributes:

Video

25% viewers - Software

OR Company Industries

Transportation, Logistics, Supply Chain and Storage, Hospitals and Health Care, Insurance Carriers, Insurance Agencies and Brokerages, Manufacturing, Insurance, Financial Services, Freight and Package Transportation, Hospitals, Banking, Credit Intermediation

Recovery:

Include people who have **ANY** of the following attributes:

Job Titles (Current)

Director of Safety And Security, Human Resources Safety Manager, Business Continuity Consultant, Environment, Health and Safety Manager, Head of Operational Risk, Disaster Recovery Manager, Deputy Director of Human Resources, Infrastructure Manager, Risk Management Coordinator, Director of Facilities, Business Continuity Analyst, Emergency Management Director, Safety Director, Vice President Operations, Business Continuity Coordinator, Director of Risk Management, Facilities Security Manager, Chief Information Officer, Director Safety Risk Management, Regional Environment Health Safety Manager, Vice President Compliance, Safety Security Officer, Director Human Resources Risk Management, Vice President of Risk, Manager Risk Management, Chief Operating Officer, Director of Infrastructure, Risk Director, Health And Safety Manager, Facilities Manager, Head of Risk Management, Vice President of Risk Management, Business Continuity Specialist, Head of Compliance, Business Continuity Manager, Vice President of Infrastructure, Senior Compliance Manager, Vice President of Global Operations, Chief Risk Officer, Risk Manager, Operational Risk Manager, Emergency Manager, Head of Operations, Deputy Executive Director, Deputy Finance Director, Risk Compliance Manager, Director of Operations, Risk Management Specialist, Risk Analyst, Risk Control Manager, Continuity Director

AND also have **ANY** of the following attributes:

Company Size

51-200 employees, 201-500 employees, 501-1000 employees, 1001-5000 employees, 5001-10,000 employees, 10,001+ employees

AND also have **ANY** of the following attributes:

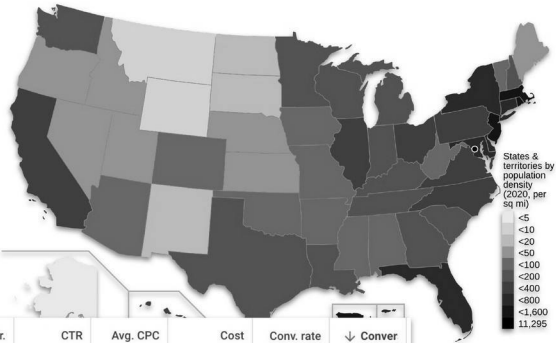
Company Industries

Legal Services, Hospitals and Health Care, Banking, Insurance, Manufacturing, Industrial Machinery Manufacturing, Rail Transportation, Freight and Package Transportation, Transportation, Logistics, Supply Chain and Storage, Truck Transportation, Maritime Transportation, Pipeline Transportation, Retail

Next Steps: Align with (Client) team on SMB vs Enterprise segmentation and content

Leverage Geo-Targeting in High Risk States

- Test exclusive state-specific campaigns with more aggressive bidding in paid search to focus on high risk states for **(Campaign)**
- Layer bidding with intent signals and CM lists (not yet SQLs) to identify high-quality leads
- Test during the summer months to start as demand fluctuates



<input type="checkbox"/> Targeted location	Bid adj.	Clicks <>	Impr. <>	CTR <>	Avg. CPC <>	Cost <>	Conv. rate <>	↓ Conver <>
<input type="checkbox"/> United States	—	1,403 (-82.52%)	40,764 (-81.53%)	3.44% (-5.36%)	\$12.15 (+337.44%)	\$17,039.83 (-23.54%)	6.62% (+1,417.41%)	92.83 (+165.22%)
<input type="checkbox"/> Florida, United States	+15%	60 (+∞)	1,345 (+∞)	4.46% (+∞)	\$15.24 (+∞)	\$914.49 (+∞)	6.67% (+∞)	4.00 (+∞)
<input type="checkbox"/> California, United States	+15%	52 (+∞)	1,731 (+∞)	3.00% (+∞)	\$9.46 (+∞)	\$491.87 (+∞)	5.77% (+∞)	3.00 (+∞)

PAID MEDIA STRATEGY

(Client) Retargeting Strategy

Our goal is to increase **Opp > Closed Wins ratio** and **Consults Show rates** by nurturing users' interest by serving engaging product content.

Audience: Website visitors retargeting

Ad type: Conversation Ads and Image Ads

Message: Social proof through reviews and success statistics

Audience: Post-Consultation Sign-Ups

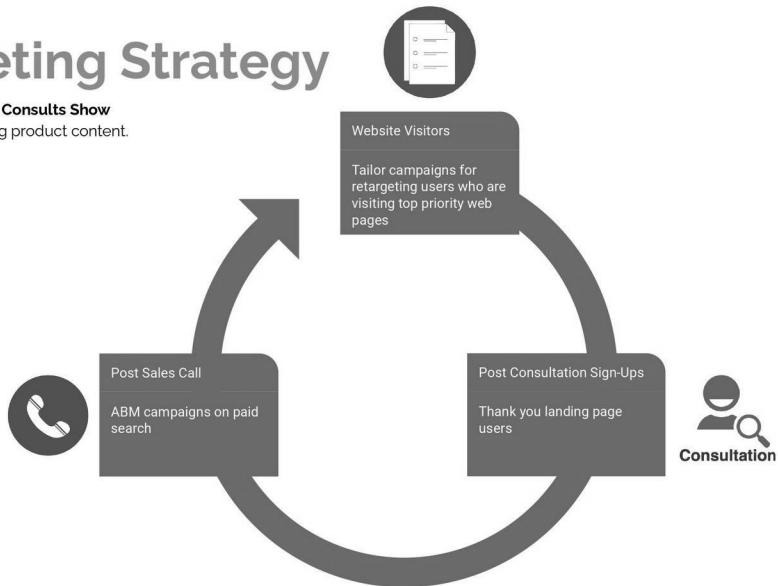
Ad type: product overview videos on LinkedIn and ABM campaigns on paid search

Message: fuel their excitement, and increase their show rates through highlighting product use cases

Audience: Post-Sales Calls

Ad type: Document Ads and Image Ads

Message: Create meaningful interactions and providing helpful assets (guides,ebook,etc) to deliver value upfront.



Paid

Product-Level Retargeting

+

02

In cooperation with comprehensive discoverability, each service line of the 3 we are focused on this quarter will have robust retargeting efforts.

When a high-intent, highly-qualified user interacts with but does not convert for a relevant product, we will follow up with educational content and incentivized offers in order to drive them to conversion.



Paid

New Quarter North Star Metric

Based on the previous Q3 FY22's performances and our strategies we project to hit these metrics in Q3:

44

Paid Media Opportunities

-2% YoY

127

Campaign Members

-21% YoY

\$85,400

Pipeline Generated

+180% YoY

Projection Data

Design Annual Breakdown



Design Overview

The Objective

Bring everything into the new rebrand for our ads and landing page experience and finding opportunities through CRO auditing. In addition, separate (Product) services and then create an overview landing page to A/B test them against each other.

The Outcome

(Product) has recently made changes to its creative direction and has successfully implemented the updated appearance. As previously discussed in meetings, we conducted tests using more detailed creative elements before implementing them. The objective was to enhance the overall click-through rates and conversion rates. These tests involved exploring different color palettes, photography options, layout and typography variations, and the incorporation of motion elements.

The Impact

The rebranded pages of (Product) have seen a notable boost in Conversion Rate Optimization (CRO) due to the redesigned and updated branding. We plan to continue performing A/B tests on these pages while simultaneously improving the overall quality of the pages for the (Client) brand.



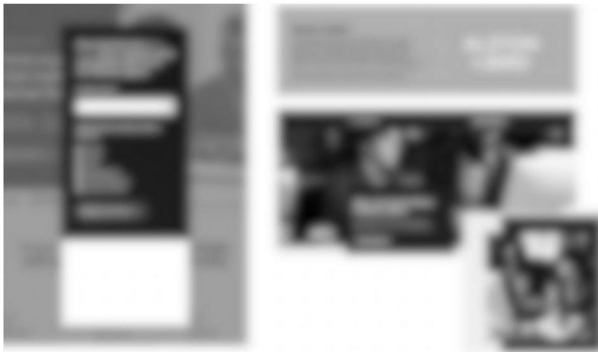
Design Audit

We carried out a design audit on some landing pages, found some design details and, fixed them.

- White square after a form
- Repeated image in the hero section and in benefits section
- Replaced a stock photo with a company logo on a testimonial
- Grammar was also reviewed
- Oversize banner that came out from its container

Landing pages reviewed

- Landing Page 1
- Landing Page 2
- Landing Page 3



(Product) Domain Migration

We change all (Client) (Product) landing pages to a new (Product) domain to have consistency between the brands.

Product	Old Domain	New Domain
Product 1	Product 1 Old Domain	Product 1 New Domain
Product 2	Product 2 Old Domain	Product 2 New Domain
Product 3	Product 3 Old Domain	Product 3 New Domain
Product 4	Product 4 Old Domain	Product 4 New Domain
Product 5	Product 5 Old Domain	Product 5 New Domain
Product 6	Product 6 Old Domain	Product 6 New Domain
Product 7	Product 7 Old Domain	Product 7 New Domain
Product 8	Product 8 Old Domain	Product 8 New Domain
Product 9	Product 9 Old Domain	Product 9 New Domain
Product 10	Product 10 Old Domain	Product 10 New Domain

Old/New Domain Table

Design Strategy

Strategy & Tactics Overview



#1 A/B Testing for Core Pages

We want to ensure that all of our core pages are performing at the highest level to ensure maximum visibility by improving CRO with more A/B Testing and design audits.

Focusing on (Services)



#2 Next tangibles deliverables

- Revamp the (Page Name) LP with (Product) branding.
- Create a LP for Ready Power
- Ads sets for (Product) and (Product)
- Improve imagery
- Custom iconography

New Quarterly Roadmap

Quarterly Next Steps



Priority 1

- Prioritize performance improvement for high priority products
- Pivot budget to high ROI business units and expand reach through keyword research
- Launch (Campaign) conversational ads

Priority 3

- Add new creative assets and videos to our remarketing campaigns for more variation testing and scaling of high converting ads

Priority 2

- Build audiences segmentation in paid search based on market insights

FY23/24 Roadmap

Goal	Q1 Restructure		Q2 Expand		Q3 Optimize		Q4 Scale	
Strategy	Strategize by Industry		Understanding Acquisition		Test messaging for targeted ICPs		Expand coverage	
	NSM	Google Restructure	NSM	LinkedIn Expansion	NSM	Optimize Google & LinkedIn	NSM	Continued Optimization
	Launch Campaigns	Plan	QBR	Plan	QBR	Plan	QBR	Plan
Business Initiatives	Initiatives		Initiatives		Initiatives		Initiatives	
	1. Pivot budgets to focus on highly profitable service lines 2. Expand Google campaigns to cover profitable service lines from different angles 3. Expanded LinkedIn Targeting exclusively to lucrative industries		1. Expand LinkedIn incentive ads through In-Feed formats 2. Scale Campaigns Launched in Q1 based on Performance. 3. Update NSM and optimize 4. Test bidding strategies to see what drives the most SQL leads		1. Optimize campaigns based on ICP engagement with campaigns and SQL. 2. Testing Search Intent of ICPs 3. Optimize LinkedIn based on performance		1. Continued optimization as platform growth proceeds 2. Evaluate performance to date and forecast results for next fiscal year 3. Potential channel expansion for brand awareness	
	Advertising Optimization, Discoverability, & Conversion Management							
Ongoing	Reporting							
	Video							

Pricing



What it would cost for us to be profitable.

**based on hours put into the account*



Proposed Pricing for

(Client)

We want to keep growing with you, this will enable us to continue to achieve even more pipeline growth.

Paid Media

\$11k

Monthly
Retainer

Creative

\$8k

Monthly
Retainer

Thank You

Consulting Directive

Thank You

Consulting Directive

You