

Lead Gen Campaign for Watch

Presented by Patricia Meyer

Who is **Watch** ?



- Watch is a **messaging platform that connects home improvement contractors** with their leads over text, email, and phone.
- This platform allows contractors' sales teams to instantly message new leads, nurture them pre-sale to post-sale, and then rehash the leads that don't buy from one collaborative workspace.



Watch's Revenue Goal for 2023

- A SaaS Client, "Watch" would like to **grow its revenue 10% year-over-year.**
- In order to do so, they need to increase their total revenue **by \$1 million by Dec 31st, 2023.**
- They have a 3-12 month sales cycle and **an average deal size of \$20k.**





What we know

- 1 They have just moved on to HubSpot CRM and have some numbers from old spreadsheets. Sales say **they close 70% of SQLs**.
- 2 They have **10-20 leads come through the website each month**. The majority of new business comes from referrals and current clients. Once they get a client, **they keep them 70% of the time**.
- 3 Sales **Cycle: 3-12 month** (consider loss of three months of sales trailing into 2024).

Our Goal for **Watch** in 2023

Promote Watch's platform to new business prospects and drive the leads needed to achieve their revenue goal of **1 Mil over the next 12 months.**



How we got those numbers

Goal: 10% (\$1M) increase

Year-over-year means last year's revenue was **\$10M**

New Target Revenue: for 2023, \$11M

Close Goal Considerations:

- If average deal size: \$20K, the new sales to meet goal = **50 new sales per year**
- To generate an additional \$1M in sales with a 70% retention/conversion rate, we would have to generate **\$1.43M (\$1M/.70) in prospective revenue**

Lead Goal: 71.43 additional leads,

assuming your conversion rate stays at **70%**

and the avg. deal size stays at an average of **\$20K**

Campaign Time Frame: 9 months

(to account for business that closes in 2024)

Leads per month: Jan thru Sept – 8 SQL per month

Lead Attribution: Any lead driven from blog post, webinar form fill or via LinkedIn, demo request from webinar landing page or follow up email related to the former touch points.

How do we drive at least 72 Leads in 2023?

Four Quarterly On-Demand Webinars Promoting Star Clients

(and the repurposed content opportunities a webinar provides)

- 1 Showcases customers and real use cases of the platform.
- 2 Generates material for mini customer case studies used in follow up lead nurture campaign.
- 3 Establishes 4 separate events to drive leads and generate content.
- 4 Creates social media worthy video content which can be used in LinkedIn Ad campaigns and in platform lead gen.
- 5 Delivers content likely to be shared by the featured customers AND promotes thought leadership in their space.
- 6 Offers branded sponsorships. Think some mobile device / carrier used in construction world.

Target Personas



Joe and/or Barb: Business owner(s), sales manager(s), or marketing manager(s) working for their or someone else's home improvement business.

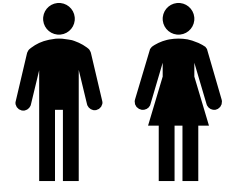
What is their pain?



Often wearing many hats, these folks don't sit all day staring at their sales portal.

- Leads can grow cold over the weekend, during holidays.
- Need timely lead follow up on the channels preferred by customers. Improve trust & decrease response time.

Guiding the Strategy – Why Webinars and Testimonials?



- Construction industry professionals:
 - Appreciate a “straight from the hip” tone.
 - Trust those in their industry and **prefer to learn from each other**.
 - **Work hands-on**. They are likely not the kind to sit and read marketing copy on a computer, tablet or (most likely) phone.
 - **Are on the move**. Webinars can be watched anywhere and a one page testimonial is easy to read and share with others.
- The webinars proposed could:
 - Feature **video** of star clients **on their job sites**, to emphasize platform reach.
 - Be used to create **content repurposed** for transcripts, case studies, sales tools and social.

Tactics and Tools–

Webinars / Mini Case Studies / Email Series / LinkedIn Video-Based Lead Gen

- 4 quarterly “Onsite SMS: Big Wins” On-Demand Webinars (not created for Demo)
- 4 Webinar Landing Pages
- 4 Blog Posts with Webinar CTAs
- 4 Mini Customer Case Studies (webinar based)
- 12+ Video Clips for LinkedIn Campaigns and YouTube promos
- Automated Email Lead Nurturing

(Note: I do not know if it is possible to track actions on devices via SMS communication. So we will assume this is email)

The screenshot displays a blog post titled "The SMS Flip: How Contractors Use SMS Messaging to Win Clients and Referrals" by Patricia Meyer, dated Dec 7, 2022. The article features a photo of a contractor on a job site and discusses the benefits of SMS messaging for home improvement businesses. A sidebar on the right promotes a webinar titled "ON DEMAND WEBINAR: ONSITE WITH SMS: BIG WINS Southwest Pools and Spas" featuring James McDonald, Founder of Southwest Pools and Spas. The webinar landing page includes a registration form with fields for Email, First Name, Last Name, Company Name, and Job Title, and a "GET THE LINK" button. A quote from James McDonald states, "I'm not sure how we ever closed a deal without SMS messaging in our tool belt."

Key Word Research (Blog & Landing Page)

Insights from (SEM Rush, Google Keywords, Answer the Public)

- construction communication app
- construction communication software
- business text messaging platform
- construction sales software
- sales follow up text message
- follow up sales text message
- sales text messages
- real sales text message examples
- sales texting
- the best sales text messages
- sales communication software

Email Sequence, Pop Ups and Retargeting

- 1 **Email 1** - Sent at time of download, sending thanks and a link to the webinar.
- 2 **Email 2** - Sent a week later – Following up with a link to a **mini case study** pulled from the webinar.
- 3 **Email 3 (Webinar Subscribers or Non-Subscribed - Mid way into quarter - **Promoting second quarter webinar** and including a request demo link.**
- 4 **Email 4 (two versions not created)**– Sent at start of quarter, one for webinar subscribers, one for non-subscribed – Promoting **available second quarter webinar**



If they form fill for Webinar:



**Automated
Emails Begin**



If they don't form fill for Webinar:



**Trigger pop up
CTA for demo**

Text different CTAs



Re-Targeting

Google ads could retarget these visitors.

Lead Scoring Factors (to be weighted)

Clicked on Link on Blog to Landing Page (+1)

Form Filled for Webinar (+3)

Clicked on Webinar Link in First Email (+1)

Opened Emails (+1)

Clicked Links in Subsequent Emails (+1)

Clicked Link to Mini Case Study in Email (+1)


Clicked on Company's Jobs Web Page (-7)

NOTE: We can add more points if we ask more specific info on the form.

What we will deliver

Watch in 2023

71.43 additional leads in 2023
converting to customers at **70%**
with an average deal size **\$20K,**
generating a **10%** boost in previous
year's revenue.



A plethora
of fresh, lead
generating
content assets.

Thank You
for Your Time

The End.