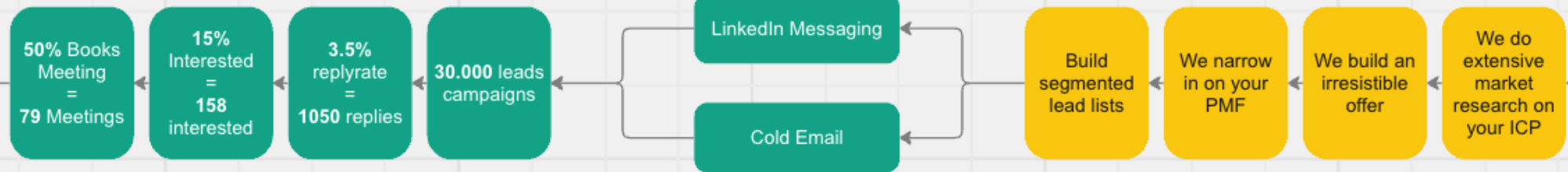


Playful numbers

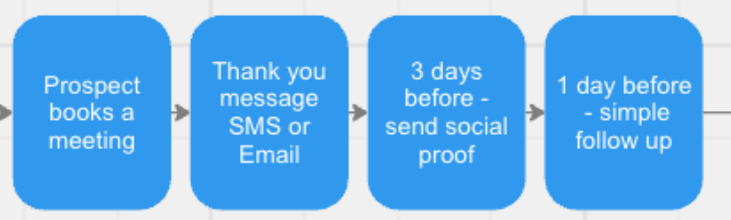


Optimization

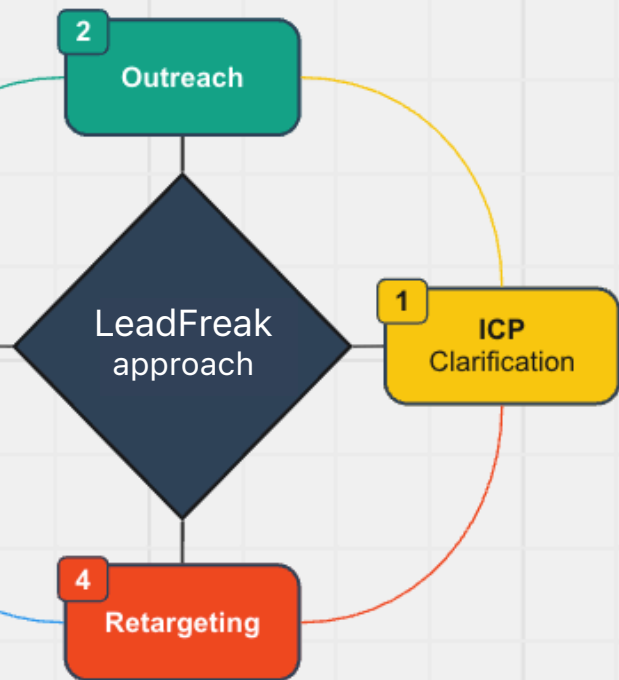
- A/B split testing.
- What campaigns are actually converting?
- What copy works best on your ICP?

Nurture leads

- Out of office etc.
- Post meeting booked nurture
- Value based nurturing funnels



Post meeting booked nurture

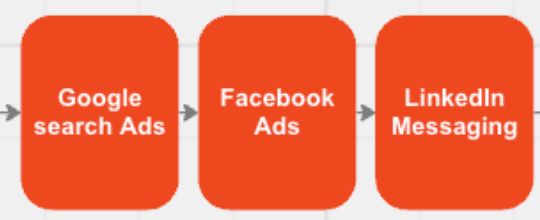


- Create a small lead list (100-200), to clarify ICP.
- Lead matching (ICP), in various databases.
- Identify your dream clients, by looking at current clients.

Lead / ICP Clarification

- Open email (no answer)
- Interested (didn't book meeting)
- Value based campaigns

OMNI Channel Approach



Requires bigger upfront budget