



FastTrack
Workshop & Project

REPURPOSE,
SEGMENT,
OFFER,
LEADS.

STAGE 2.

Like any strategic process, it takes time and requires investment, to counter this initial period we recommend you adopt a fast track lead generation campaign to run alongside your strategic work over the first 90 days, see it more like a tactical shot in the arm to bring in leads early.

REPURPOSE

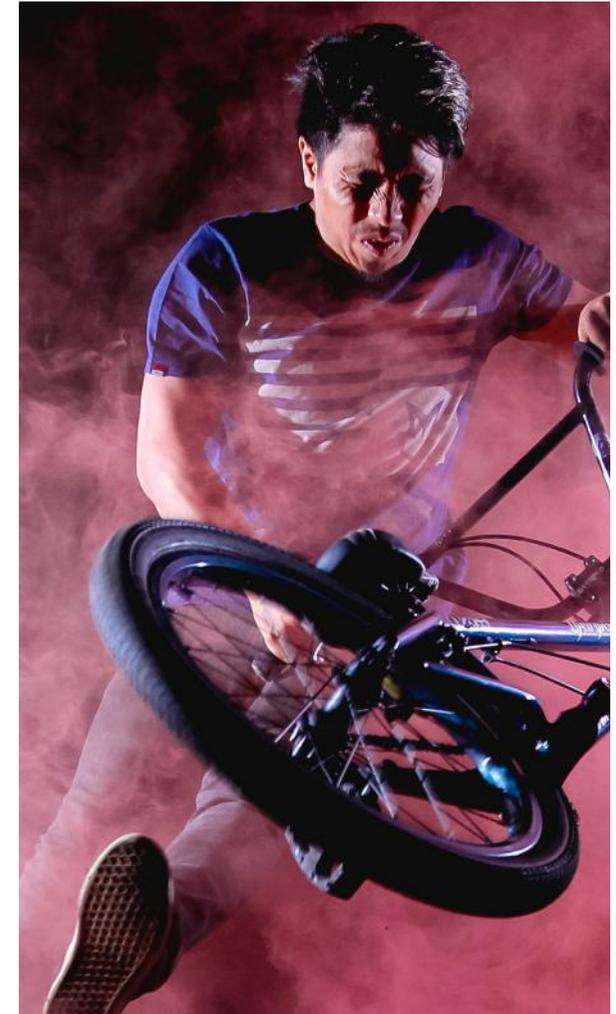
Your business will already have valuable content created, so this can be repurposed (a blog post into a pdf guide) or some training videos into a mini webinar series:

- Identify content you already have created
- Place the content on your website with a call to action opt-in
- Reproduce this in a gated opt-in format

SEGMENT

Your content should be created and / or repurposed with a specific prospect in mind, avoid generalistic content. Ensure it solves their number one aspiration, challenge or pain point.

- Segment your existing database into specific persona types
- Check your repurposed content solves their problems
- Split our prospects and clients
- For B2B companies, segment your LinkedIn connections
- Establish what they have enquired about or purchased previously



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OFFER

With a segmented data set and repurposed content pieces that solve their problems, link in an offer to entice them to take action. This offer needs to provide value not just a discount to purchase.

- Promote your offer through social media and on your website, plus email list to known existing contacts
- Give new prospects access to the solution your content provides in exchange for their contact details
- Offer a follow up free consultation / trial / demo or taste of success they would benefit from if they became a client
- Add in a limited time / initial financial offer if required

LEADS

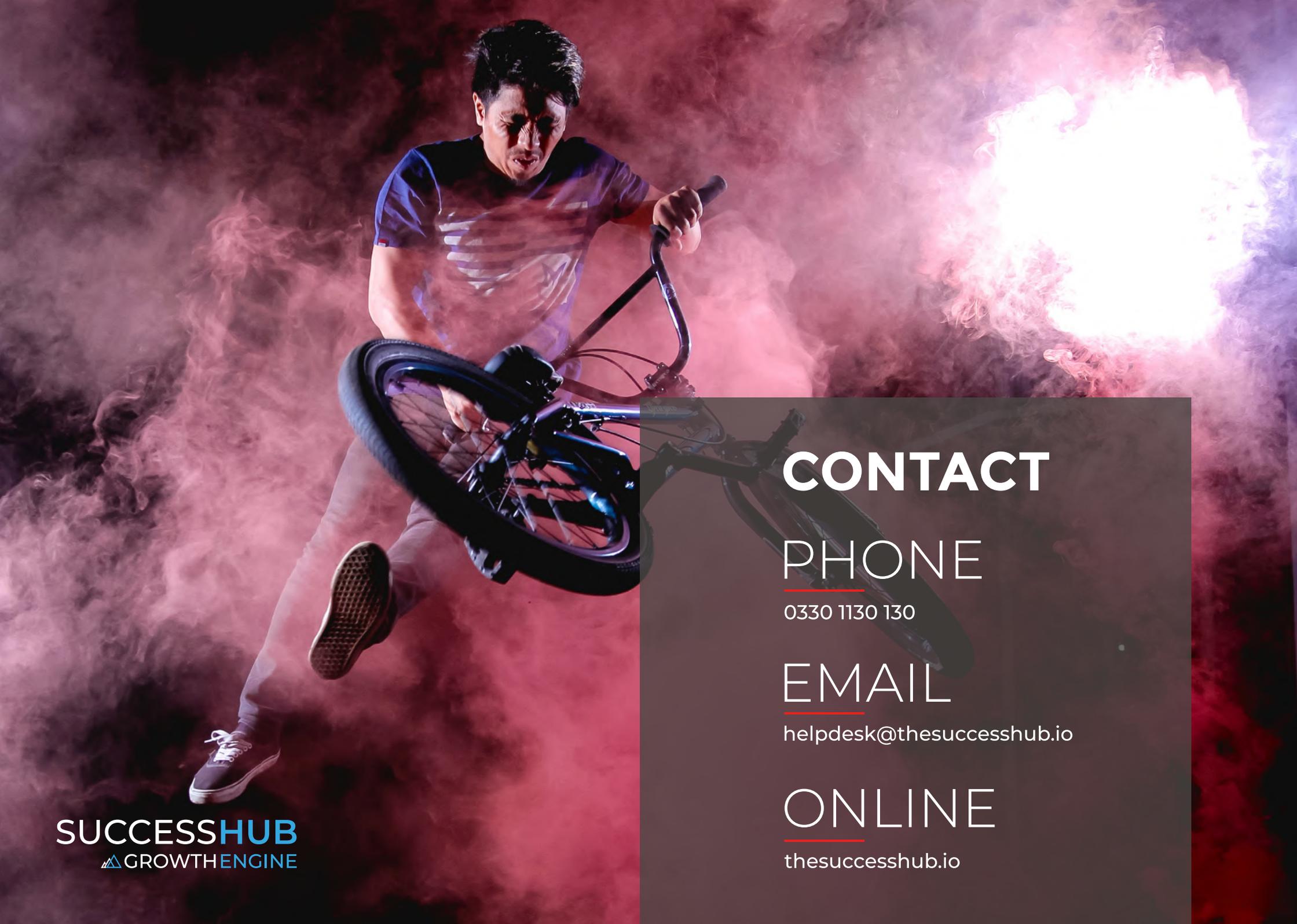
As new leads enter your marketing funnel, they may not be ready to speak to sales just yet, if they are great. If not it's important they are provided with more value initially before sales help them further.

- Add them [with permission] to your blog or newsletter / offer list
- Provide a second piece of content that demonstrates social proof of others who have used / bought your solution
- Log activity in your CRM, ensure your sales team research them before contacting them not to sell, but enquire and ask how they can help
- Maintain review meetings and apply corrective measures as required

READY?

Book your 45 Minute
GrowthEngine Consultation

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