

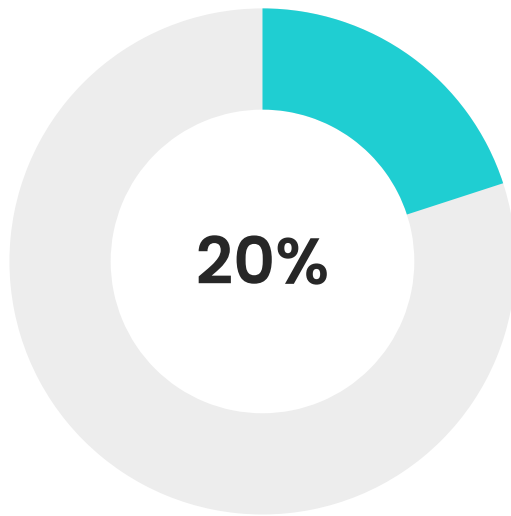


Demand Generation & Lead Nurturing



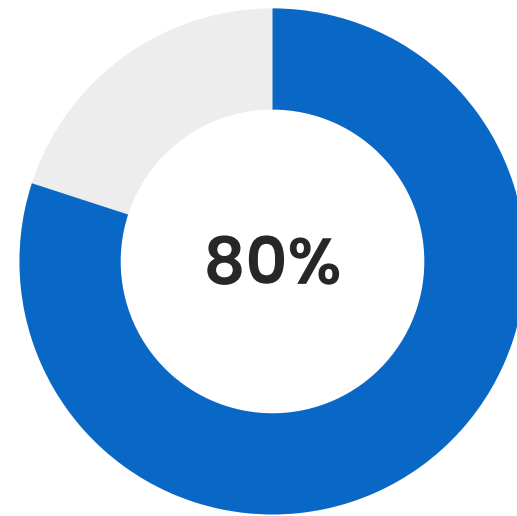
Our Campaigns Consist of Two Components:

LEAD GENERATION VS. DEMAND GENERATION



Lead Generation

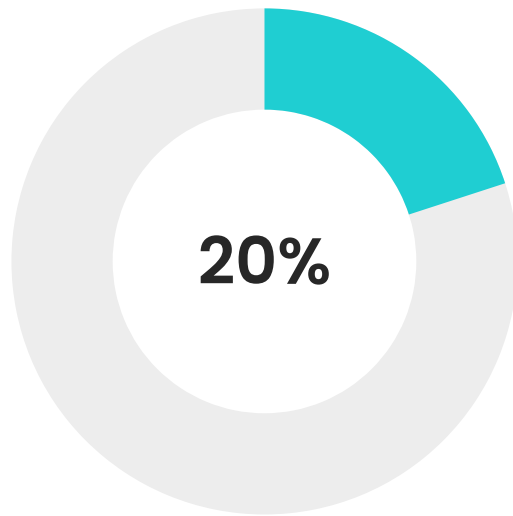
Attracts new users & prospects
into the funnel



Demand Generation

Nurtures prospects into
interested buyers

LEAD GENERATION



Lead Generation

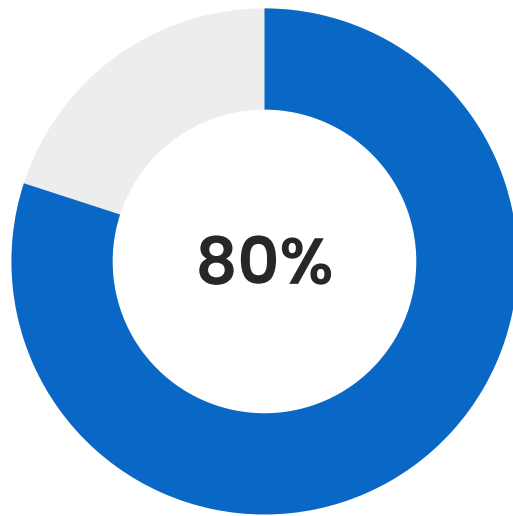
Attracts new users & prospects
into the funnel



We use value-add data to find specific people in your target market, craft valuable content that pin-points a problem you solve, and collect their information to use in prospecting.

Lead generation tactics take up about 20% of our campaign efforts.

DEMAND GENERATION



Demand Generation

Nurtures prospects into
interested buyers



We establish awareness, build brand and trust recognition within your market, create curiosity, get people to engage with content, and track interested leads in order to nurture them toward the sales process.

Demand generation tactics take up about 80% of our campaign efforts.

HOW DOES IT WORK?

Standard Campaign Funnel

A Awareness
Market potential

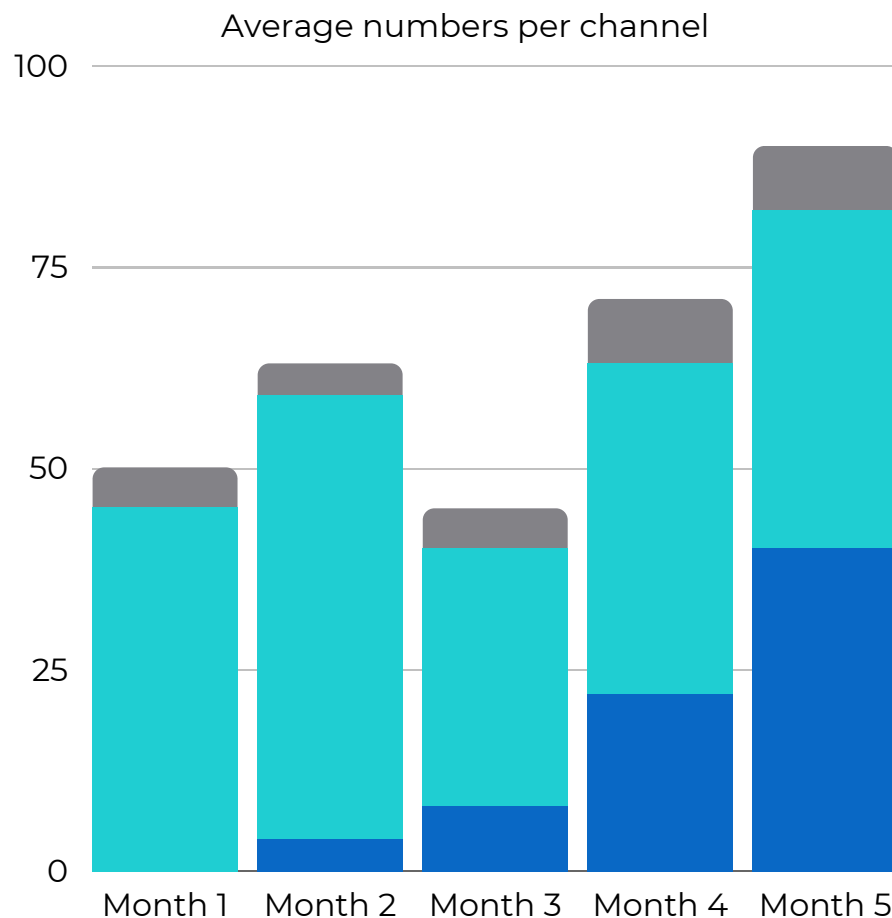
I Interest
Suspects

D Desire
Prospects

A Action
Booked Call



Results Breakdown By Time & Channel



Current Pipeline

Any current pipeline efforts being made by your team.



PPC Campaign

High-volume, low-quality leads produced to begin nurture.

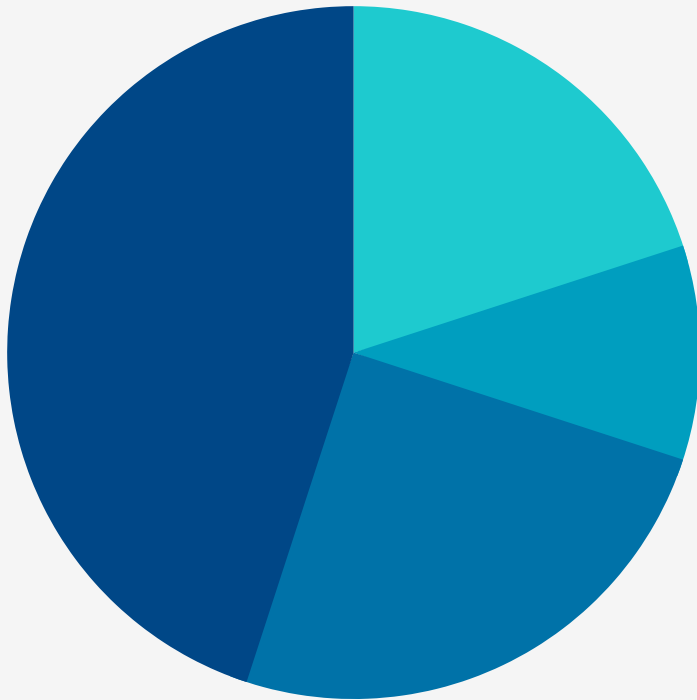


Email & Content

High-quality, high-intent leads opt-in for appointment or offer.

Omnichannel Approach

We utilize every channel available to us to drive demand generation toward an end result: more sales.



Content Marketing

45%

Social media posting, email marketing, website CRO, etc.

Paid Advertisement

25%

PPC campaigns via social media, Google Search, etc.

Funnel Analytics

20%

Tracking engagement from stranger to customer.

Marketing Automations

10%

Workflows designed to support sales & lead scoring.

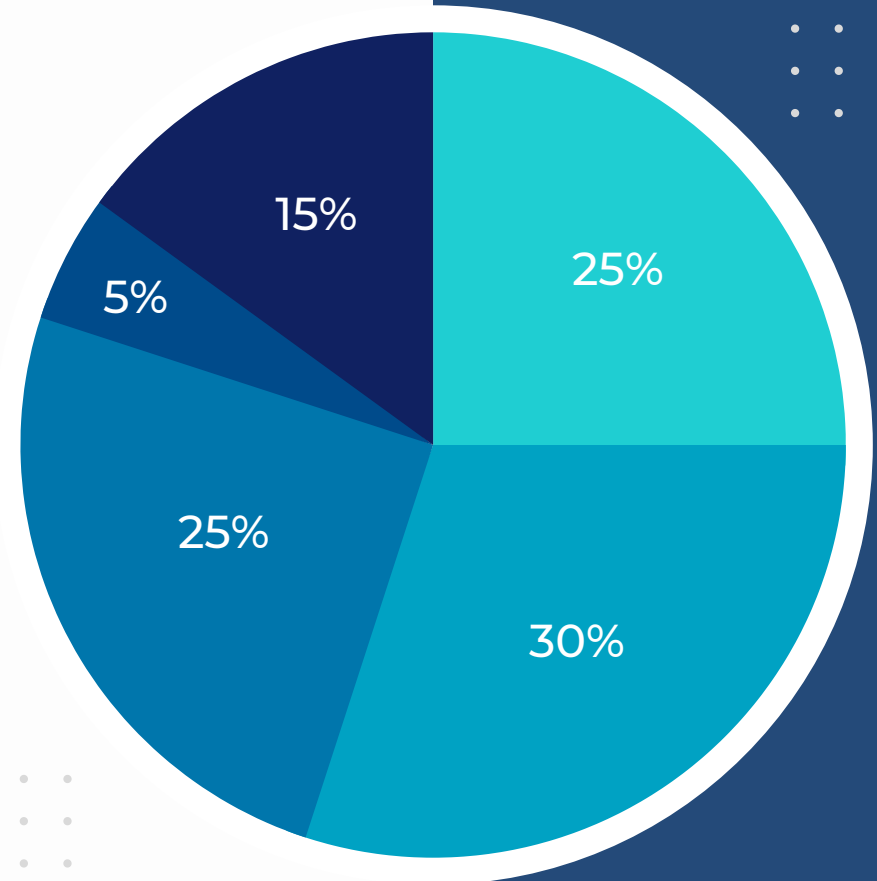


RETAINER AGREEMENT

Our monthly retainers are in place to facilitate the ongoing marketing support needed in demand generation campaigns:

- Campaign Development
- Creative & Writing
- Publishing
- Reporting
- Monitoring & Analyzing Data

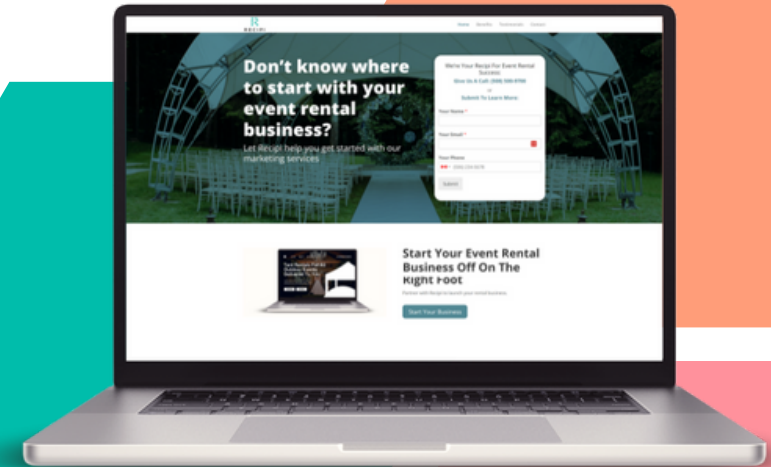
While it's recommended to continue an arrangement for a minimum of 6 months, we do not lock clients into minimum contracts.



ORGANIC SEO CASE STUDY

100% Increase in website traffic in 3 months

- Website traffic had **no organic traffic** when we started working with them.
- They told us "we don't use our website because it doesn't convert". We redesigned the site and now they get inbound phone calls and form submissions.
- Found 3.3k prospects in their niche
- Produced 54 warm leads who opt-in for a sales call
- Cost per lead was \$0.09 in the paid campaign
- Their website attracted 79% more users in the 3 months they worked with us compared to any other time.



Keyword ?	Acquisition		
	Users ? ↓	New Users ?	Sessions ?
	79.76% ↑ 151 vs 84	73.75% ↑ 139 vs 80	100.93% ↑ 217 vs 108
1. (not provided)			
Dec 1, 2022 - Feb 23, 2023	151 (100.00%)	139 (100.00%)	217 (100.00%)
Sep 1, 2022 - Nov 30, 2022	84 (100.00%)	80 (100.00%)	108 (100.00%)
% Change	79.76%	73.75%	100.93%

www.recipi.com

Want to speak to
this client?

DEMAND GENERATION CASE STUDY

40-50 Inbound leads on website form per month

- Website produced 0 form submission or phone calls when we started with them despite having about 895 users per month in traffic.
- They were being found for keywords they didn't want to be found for.
- By the 3rd month their website traffic was up 250% (3300 users per month).
- By the 8th month their website was producing 40-50 inbound leads per month and of those 50% were "highly qualified".
- Paid ads and organic content worked well for this client. They expressed that they now "cherry pick" the leads they want to work with and are looking at hiring a bigger team.



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Want to speak to
this client?

DEMAND GENERATION CASE STUDY

A start-up gets off the ground within 45 days

- In November, this client approached us with an idea. They had no website, no branding, nothing...
- We built the website, personae, wrote content and developed a marketing strategy while they structured the business internally.
- By the end of January, the website was live and we were publishing content every week.
- By mid-February they were seeing about 30-40 leads per week through our paid campaign efforts.
- We did a market research study that showed if we give the campaign time to rank, the organic inbound leads will be a significant market fit.



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Want to speak to
this client?

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