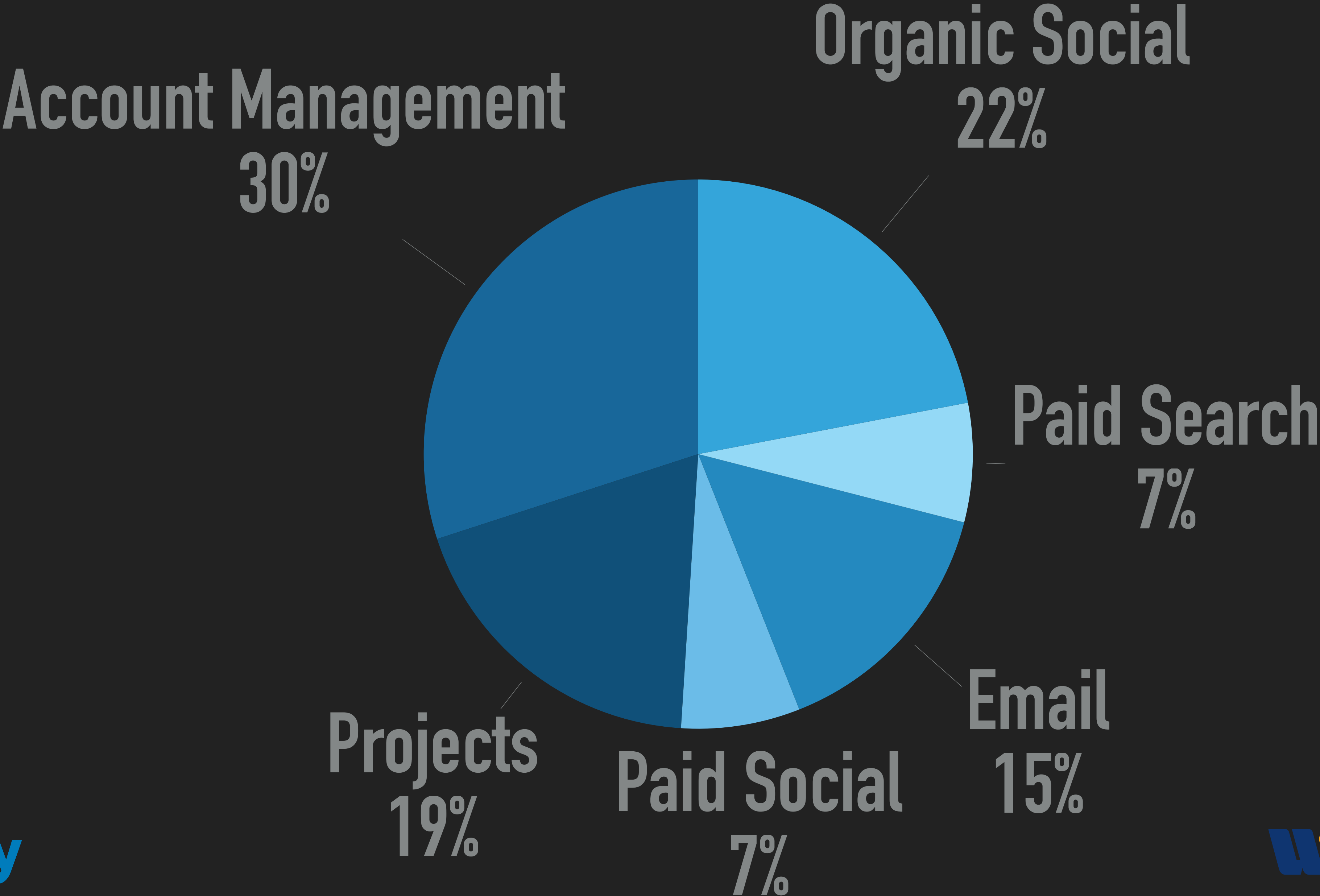
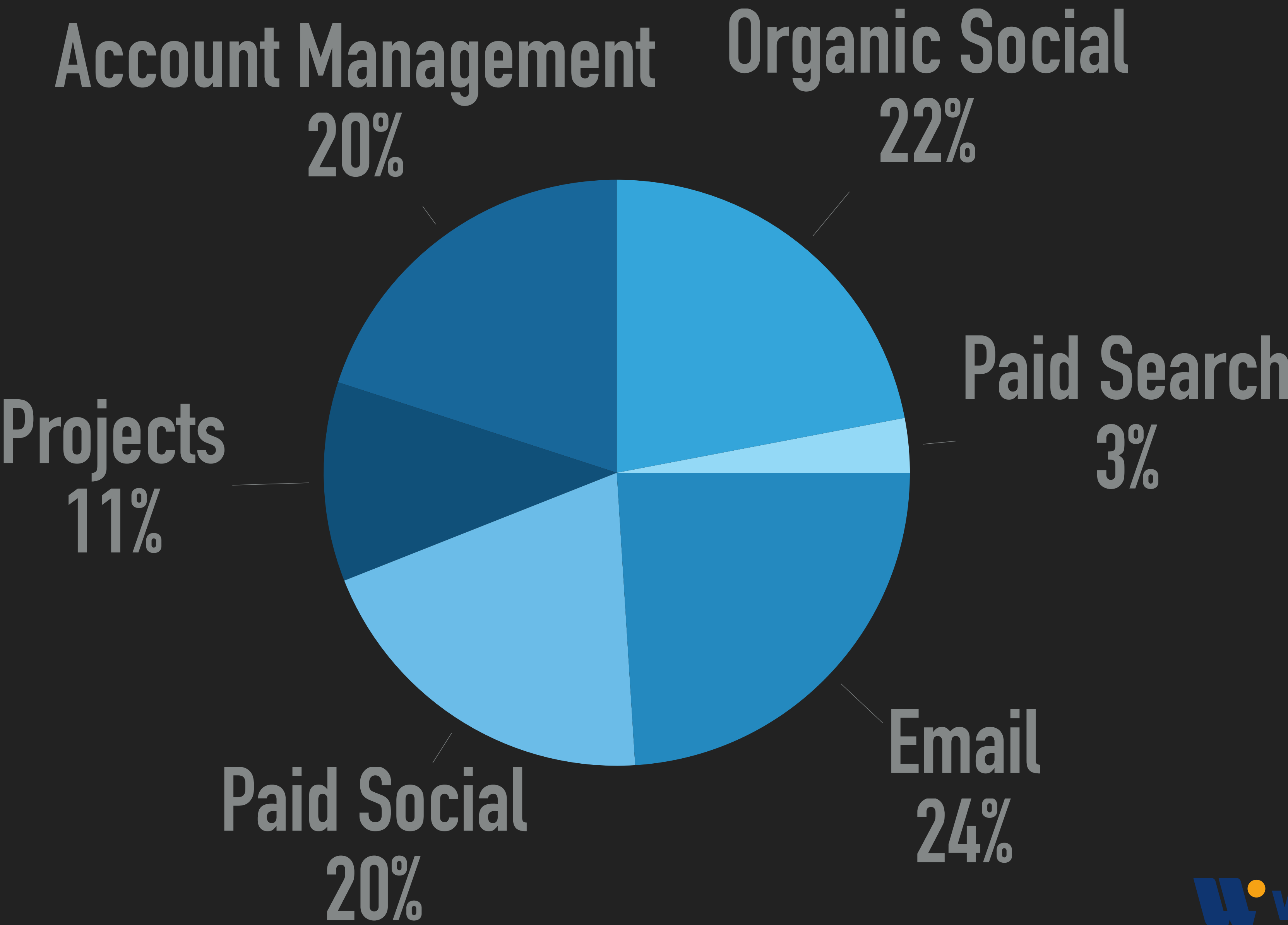


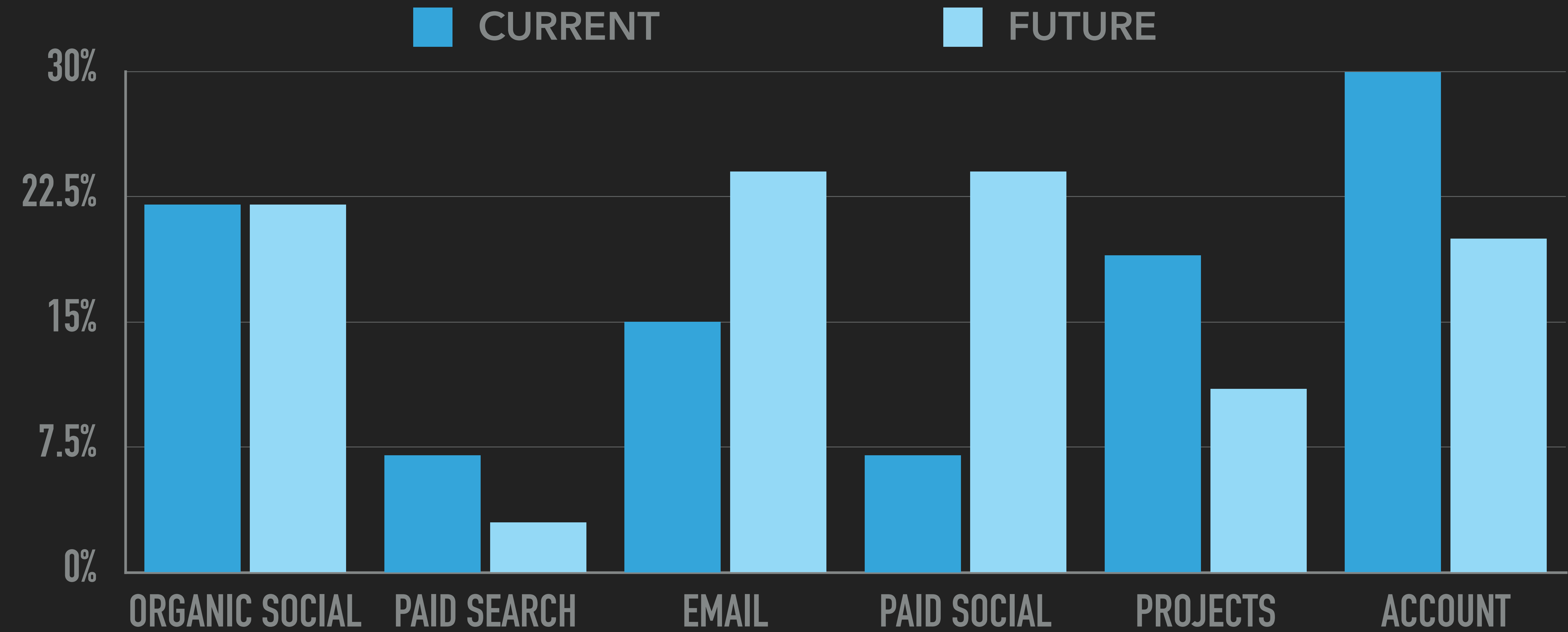
MARKETING NEXT STEPS

---

# THE ROAD TO CONVERSIONS











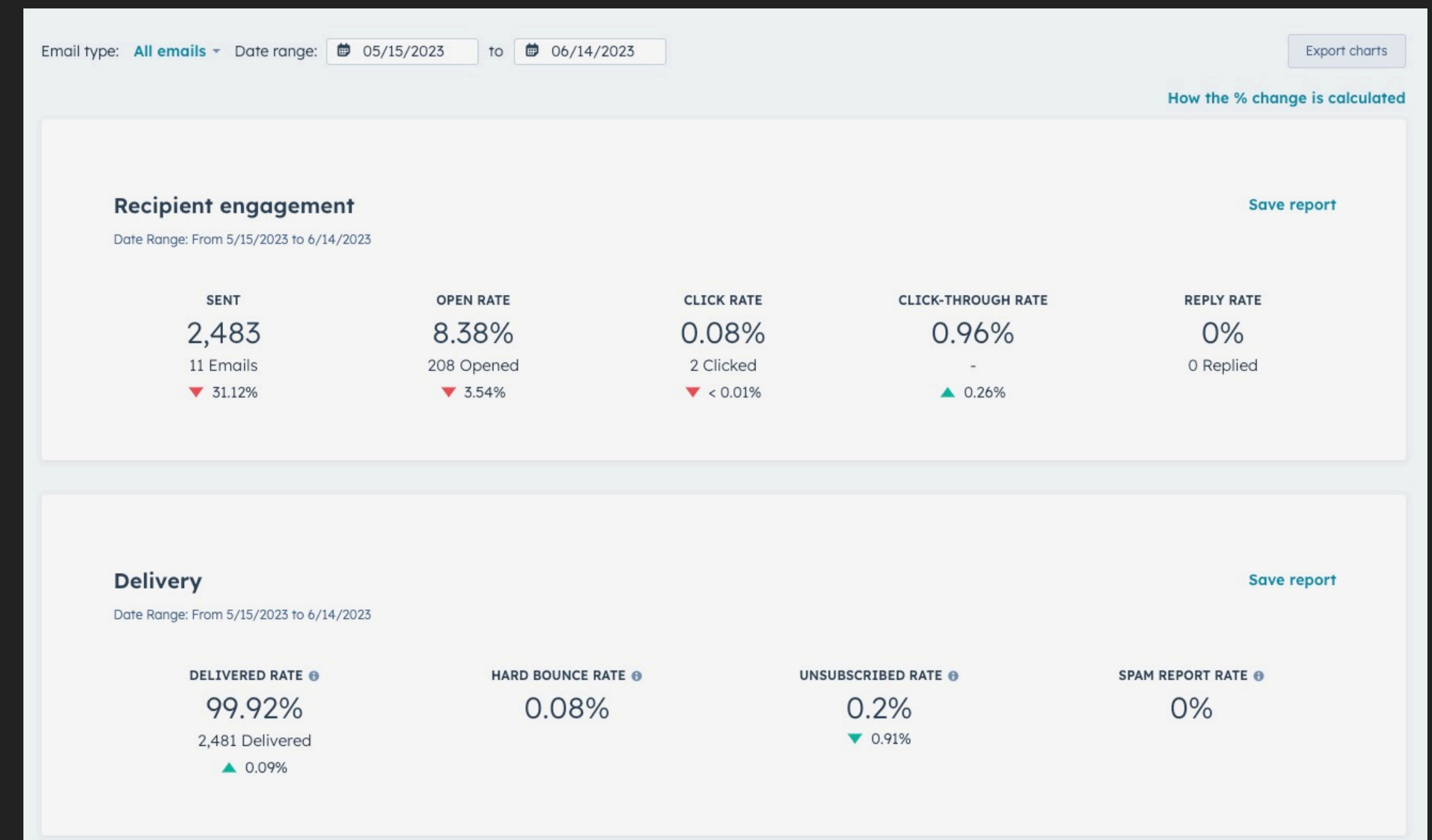
# REVIEWING DATA FROM PAST 30 DAYS

**FOCUS: BEING SEEN AND GETTING  
NOTICED**



# GREAT DELIVERY; NEEDS MORE CLICKS

- ▶ Over last 30 days have maintained an almost perfect delivery rate
- ▶ Unsubscribe rate is very low at 0.2%
- ▶ Engagement is low
- ▶ Open rate is low
- ▶ 0% reply rate





May 19, 2023 - Jun 1, 2023

Total users

702

↑ 21.2% from previous 14 days

Engagement rate

86.68%

↓ -0.6% from previous 14 days

Event count per user

7.67

↑ 13.7% from previous 14 days

Engaged sessions

638

↑ 22.7% from previous 14 days

Conversions

0

N/A from previous 14 days

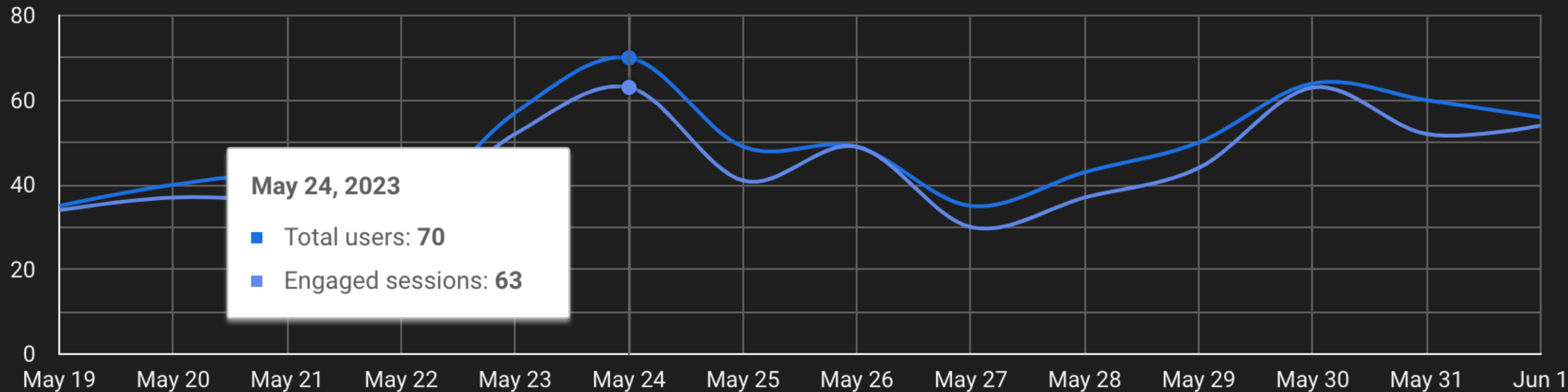
Sessions per user

1.06

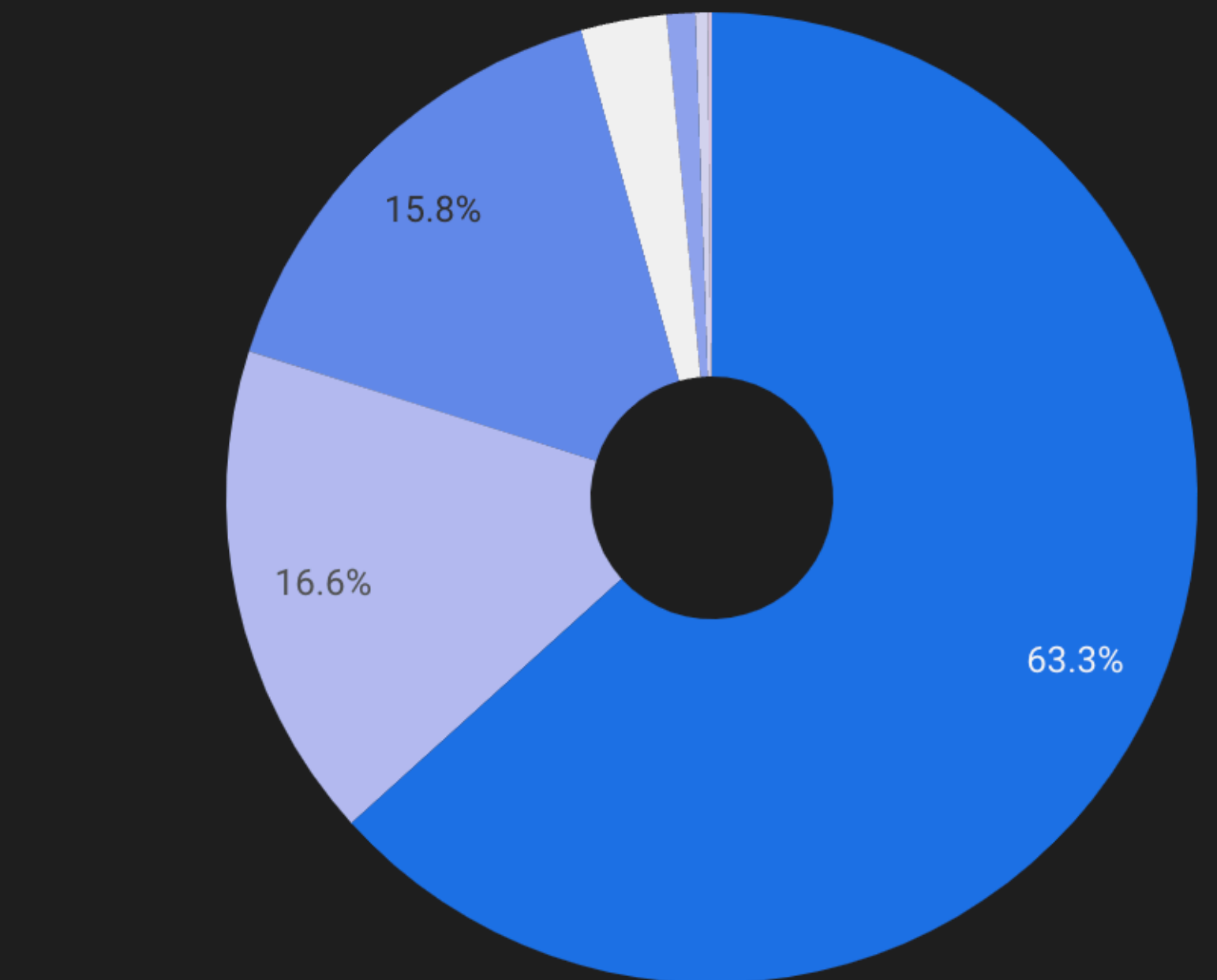
↑ 2.1% from previous 14 days

## Engagement (Bounce)

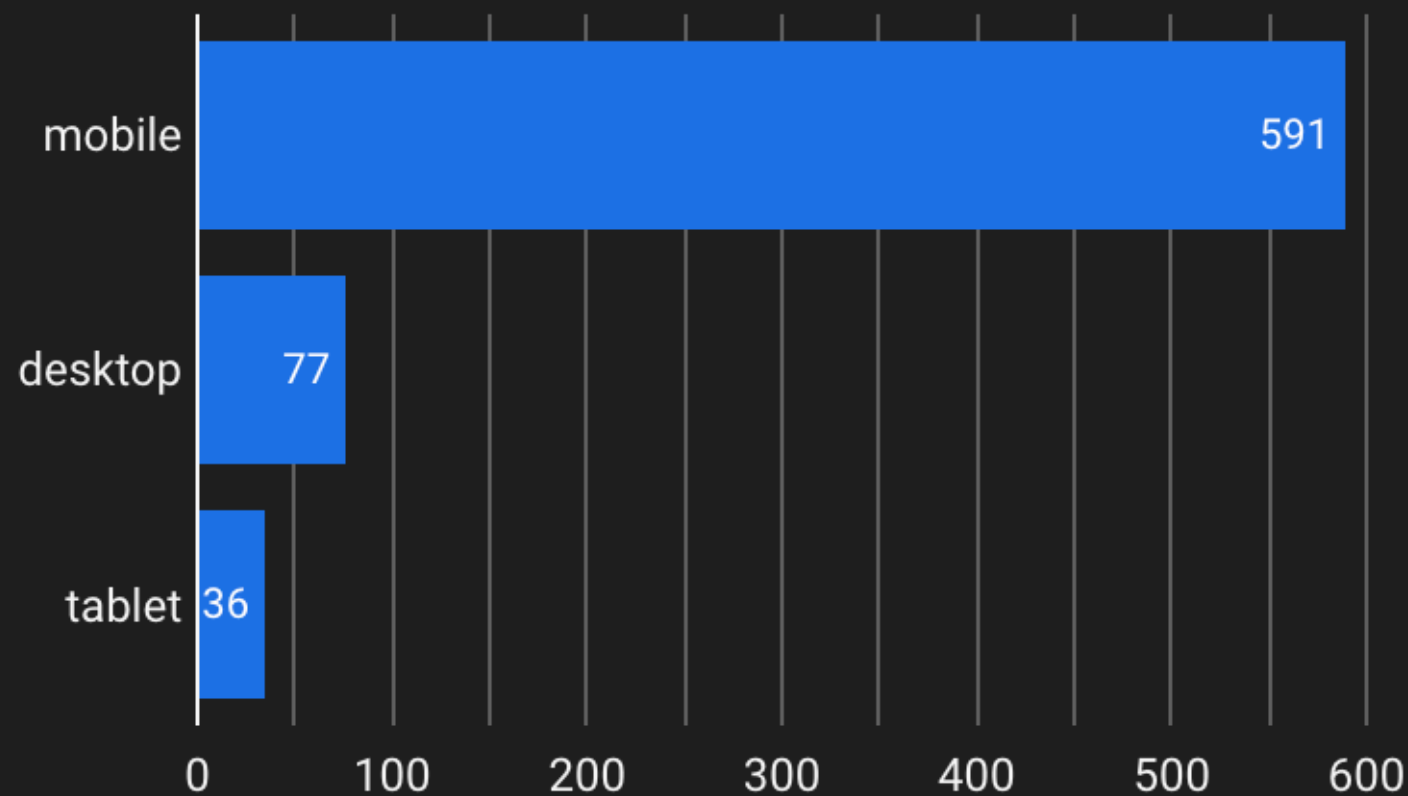
— Total users — Engaged sessions



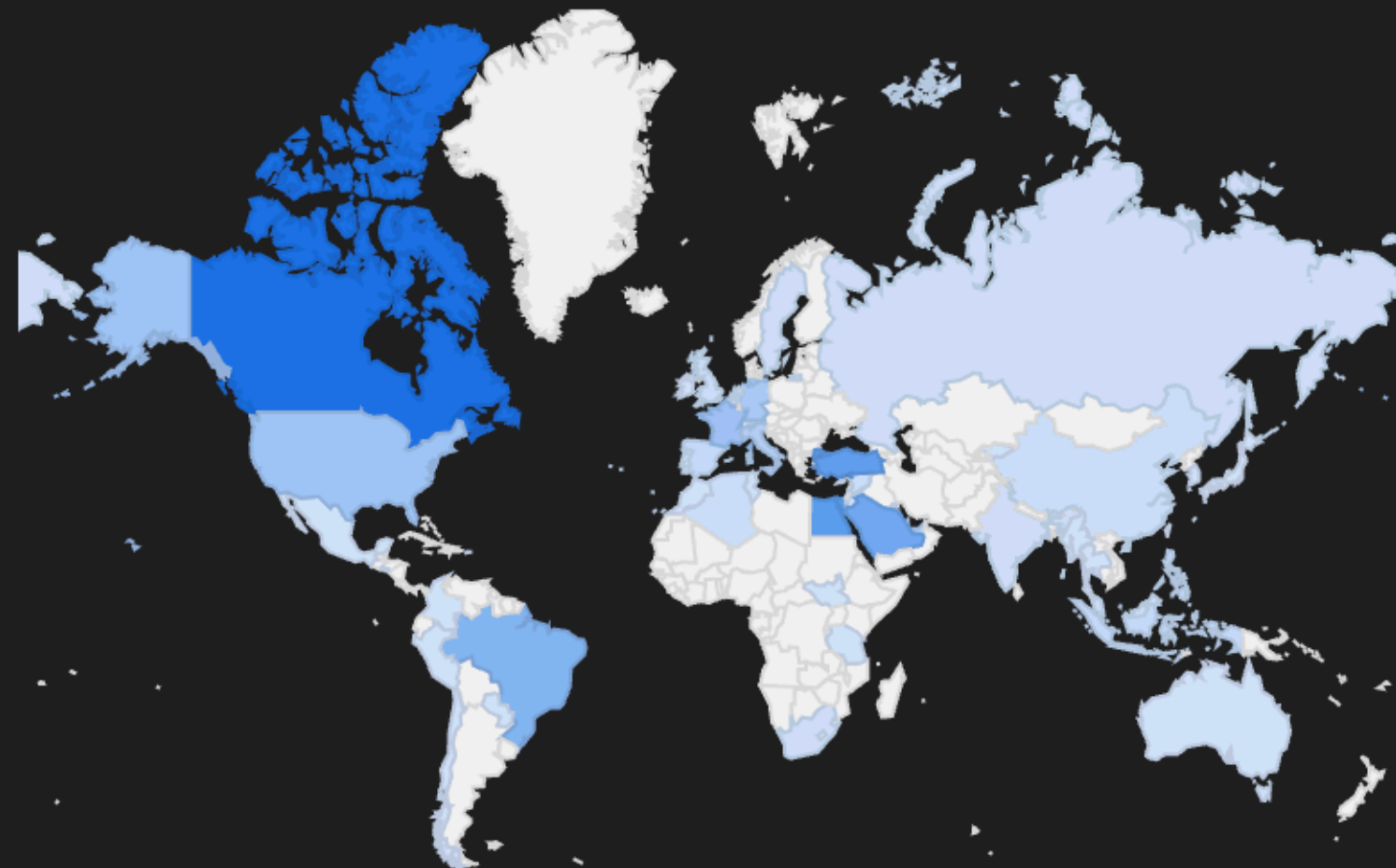
## Traffic



## Devices



## Geo



● Direct ● Organic Soc... ● Organic Sea... ● Paid Search

Performance



CA\$107.21 spent over 10 days.

Link clicks	Reach	14,756
134	Cost per Link clicks	\$0.80

Activity

Post engagement



Link clicks



Post reactions



Audience

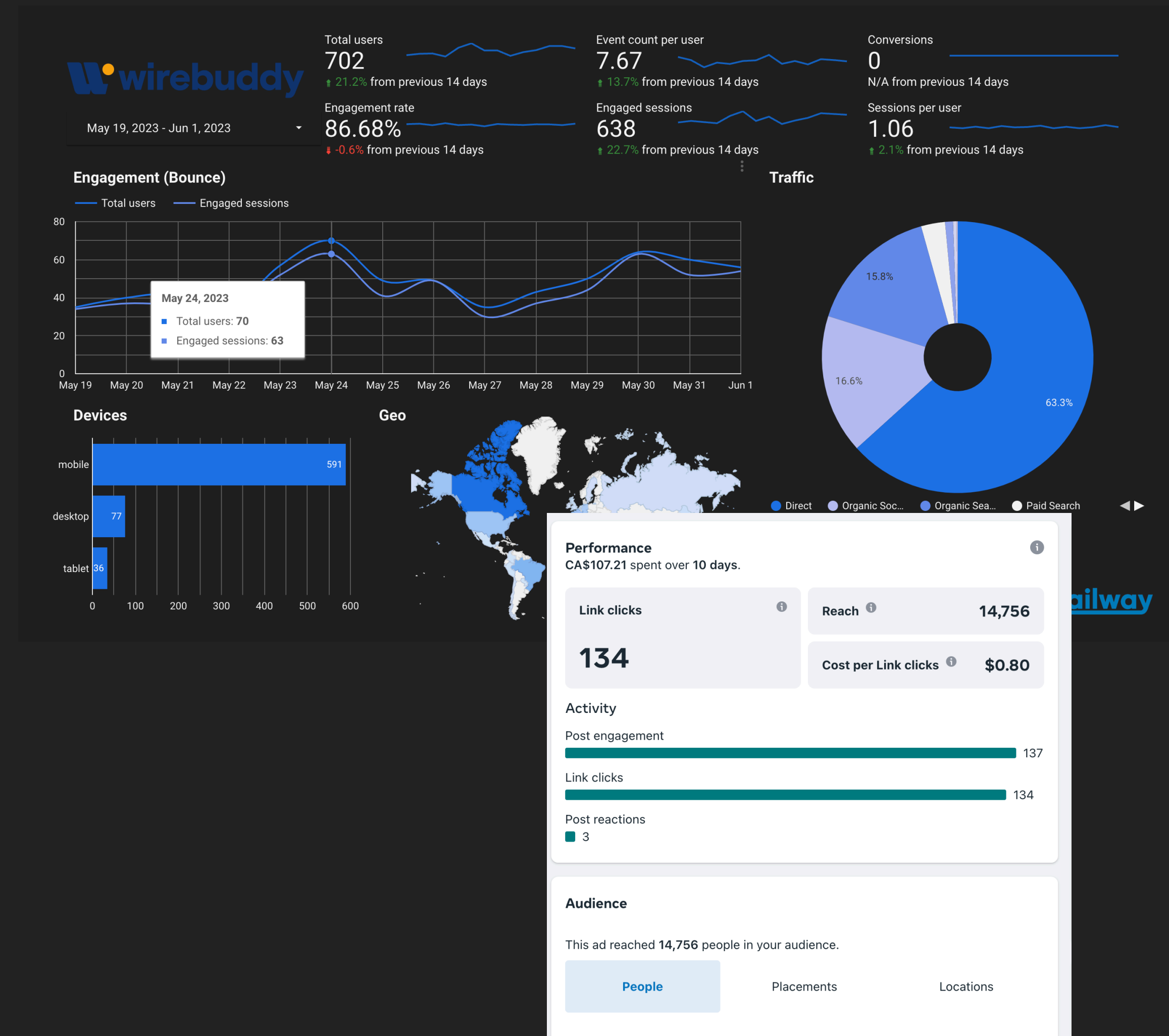
This ad reached 14,756 people in your audience.

People	Placements	Locations
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# MORE PAID SOCIAL, LESS PAID SEARCH

- ▶ Social media (TikTok/Meta) are on the rise and doing well
- ▶ Increased followers
- ▶ Great likes on recent and new posts
- ▶ Sponsored posts delivering likes, clicks, and engagement
- ▶ Low overall cost for high number of engagement





A worker wearing a yellow hard hat and a grey t-shirt is working on a complex industrial machine. The worker is using a wrench to adjust a green valve on a brass-colored pipe. The machine has various pipes, valves, and a blue hose. The worker is wearing a black safety harness and white gloves. The background is a solid blue color.

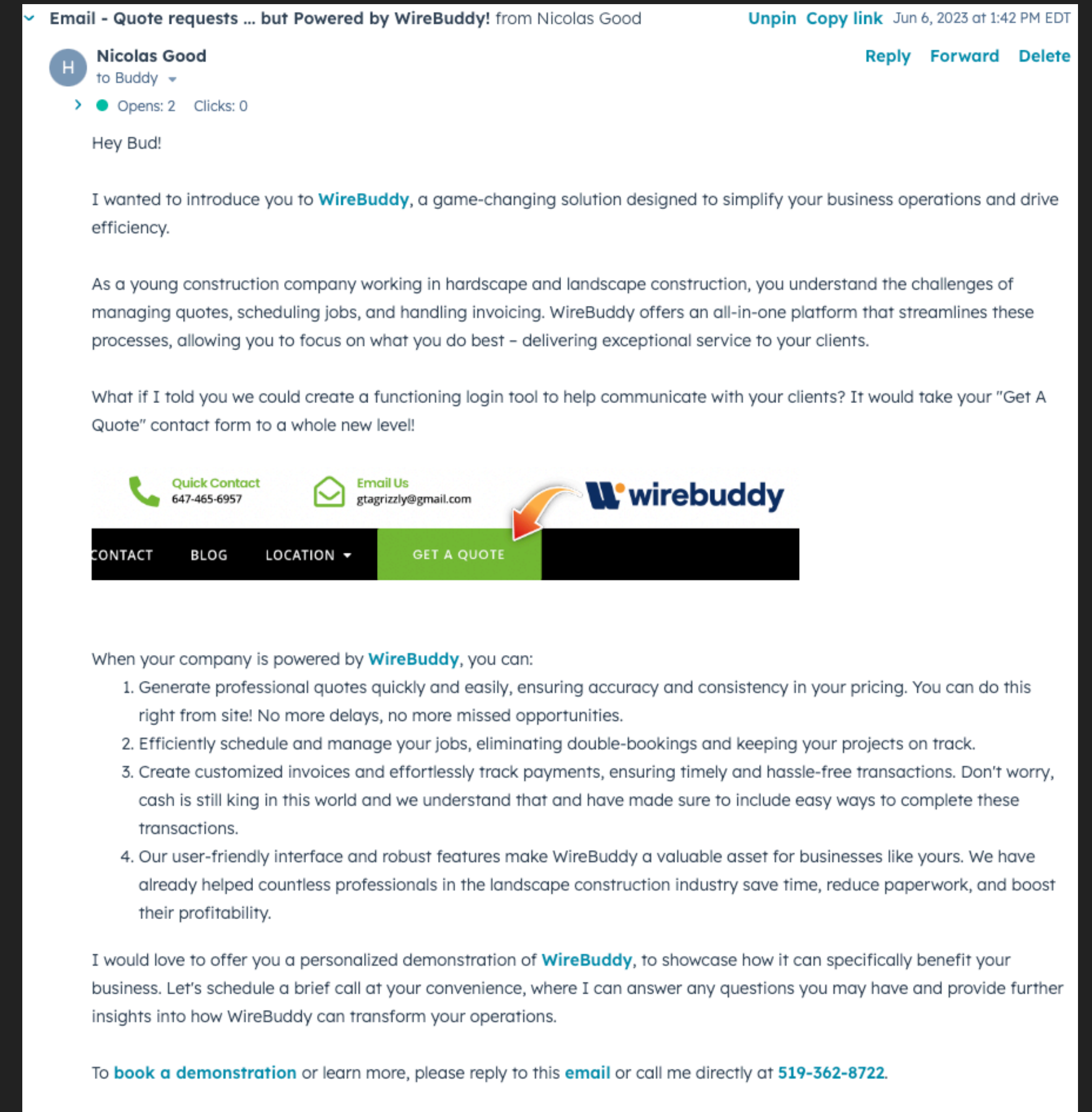
# WHERE DO WE GO FROM HERE?

**FOCUS: SALES & TIK-TOK**



## A.B.C.'S FOR WIREBUDDY

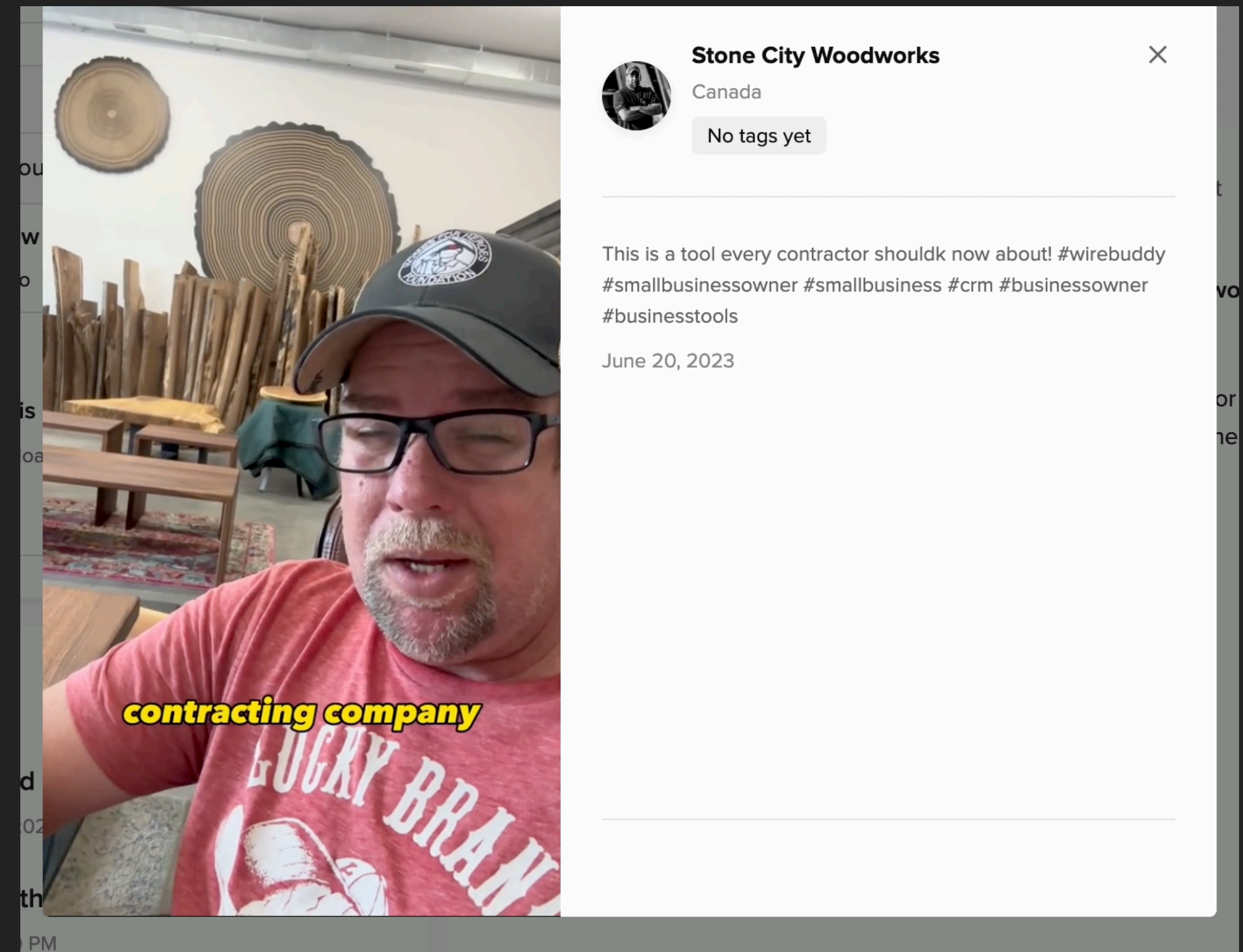
- ▶ Transition from current bulk email blasts to 'white glove' approach
  - ▶ Reallocated resources into Sales Support to generate new leads, kick-off calls, follow up emails, and increased direct client engagement
1. Review leads from purchased list and determine how they can be a good fit for WireBuddy
  2. Approach with targeted email that incorporates information from new lead's company, logo, brand etc.
  3. Follow up with call/SMS, follow up emails, and add to marketing blasts





## TIK-TOK AND PAID SOCIAL

- ▶ Views from Social like Tik-Tok are providing better engagement through likes, clicks, and follows. Sponsored posts provide trusted reviews and representation in the market
- ▶ Increased views/likes = increased traffic to site
- ▶ Sign-up contest (Prizes such as gift cards, higher-end tools/electronics). Everyone wins\*
  - ▶ Every signup wins a \$10 Tim Hortons gift card
  - ▶ 20 people can win a Carhartt Toque (\$25 value)
  - ▶ 5 people can win a Milwaukee Pack-out base system (\$200 value)





# V

