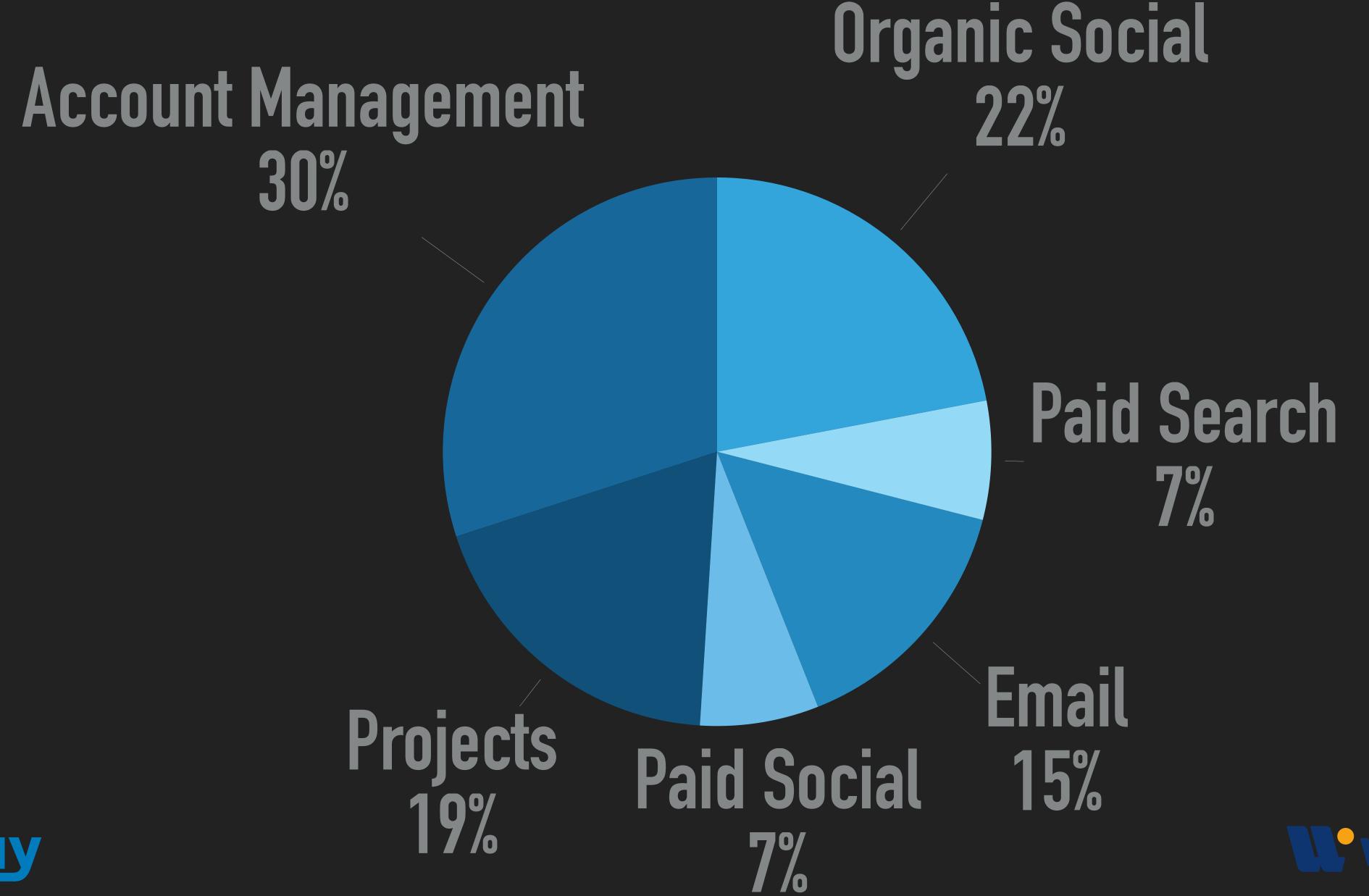
## MARKETING NEXT STEPS

# THE ROAD TO CONVERSIONS

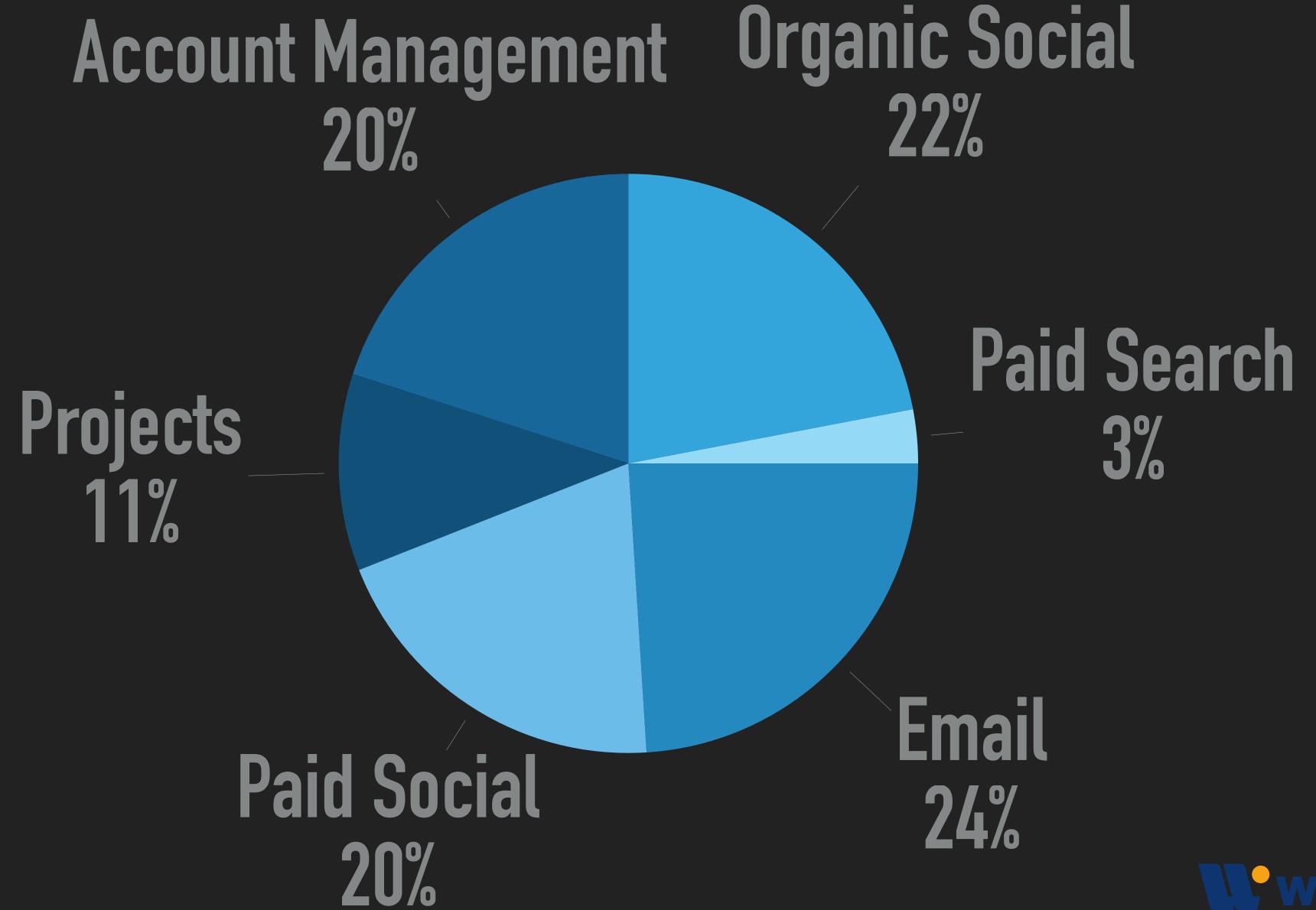






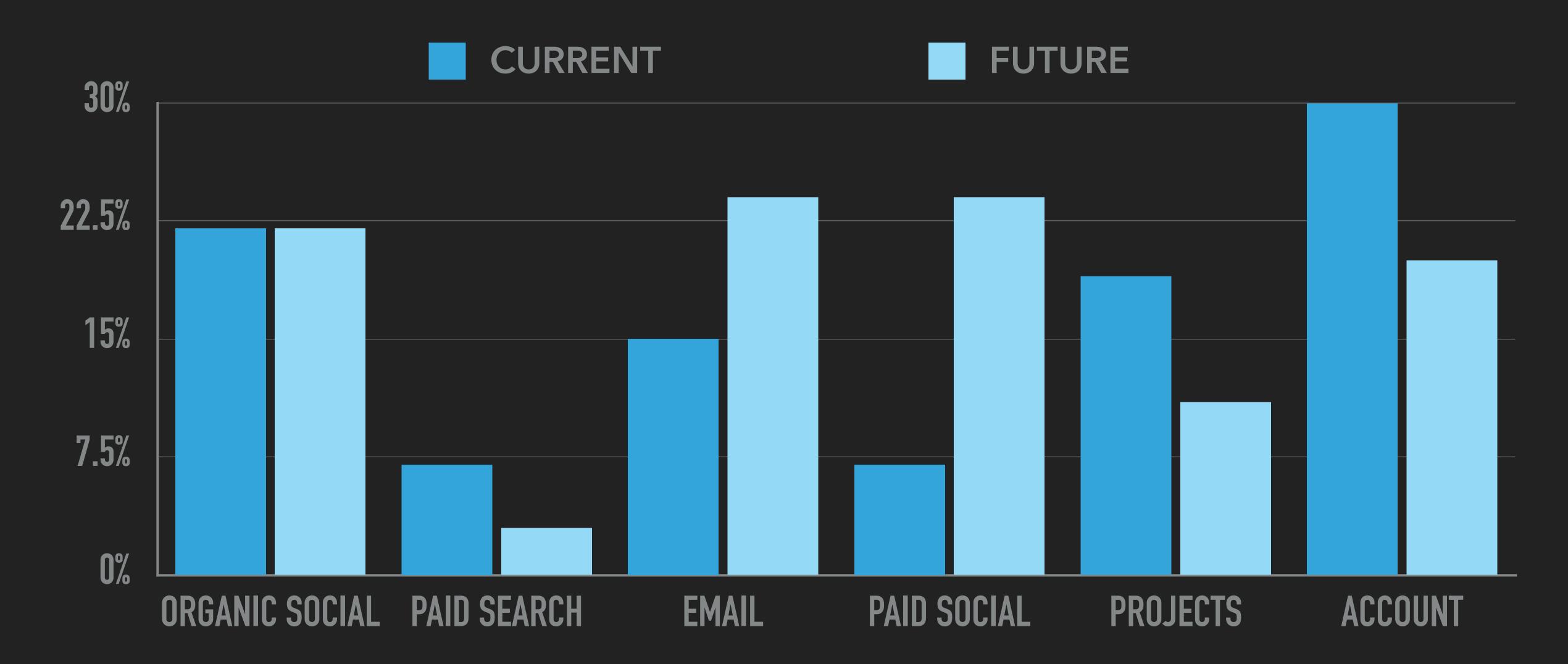


















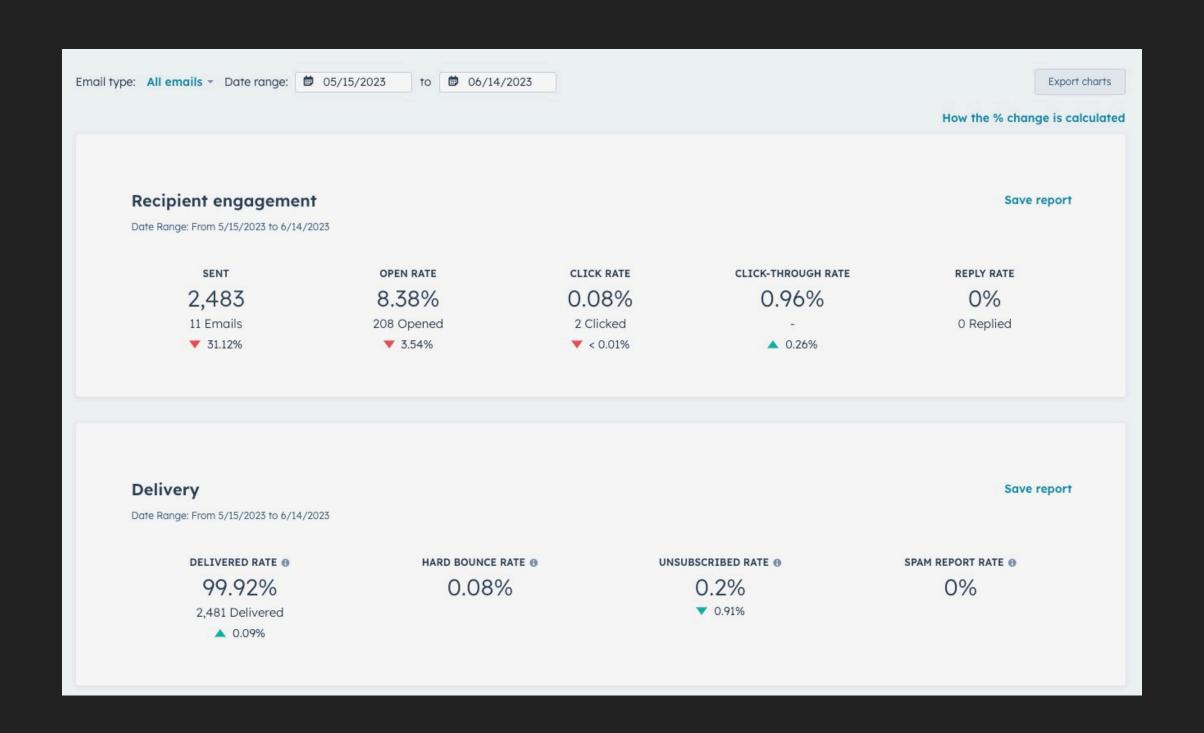
# REVIEWING DATA FROM PAST 30 DAYS

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

Engagement rate

86.68%

**■ -0.6%** from previous 14 days

Event count per user

7.67

Engaged sessions

638

22.7% from previous 14 days

Conversions

0

Traffic

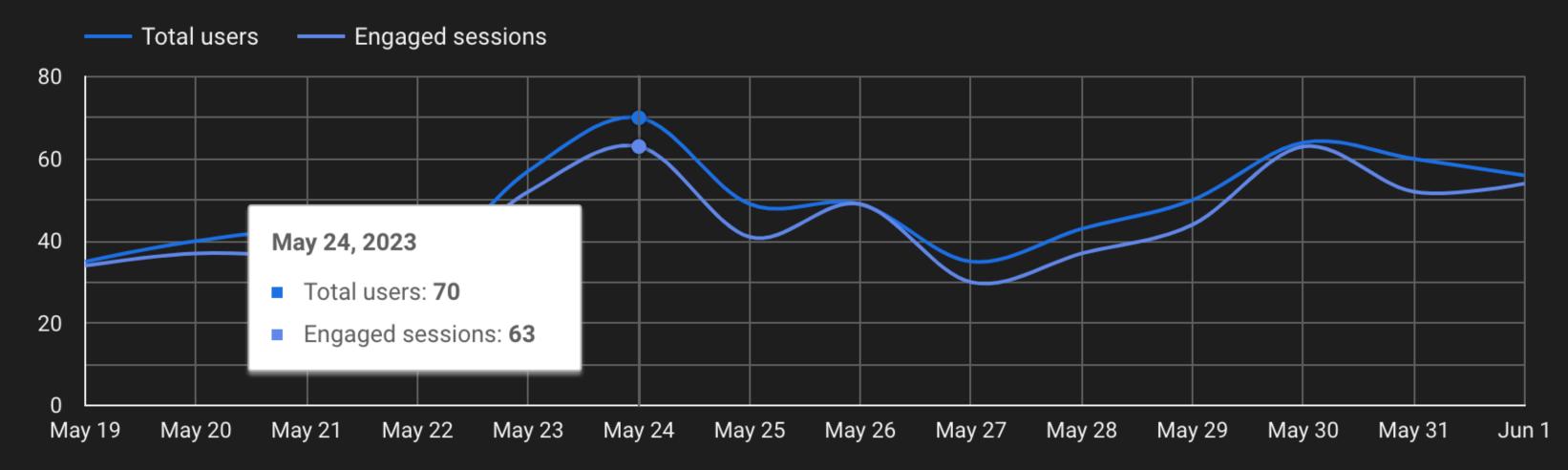
N/A from previous 14 days

Sessions per user

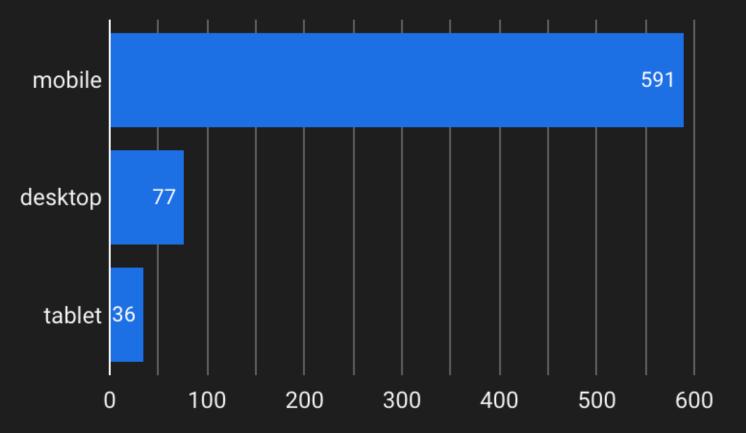
1.06

♠ 2.1% from previous 14 days

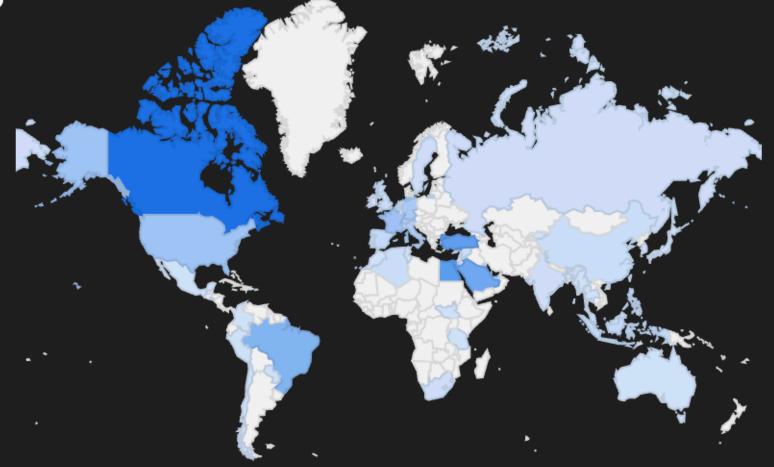
#### **Engagement (Bounce)**

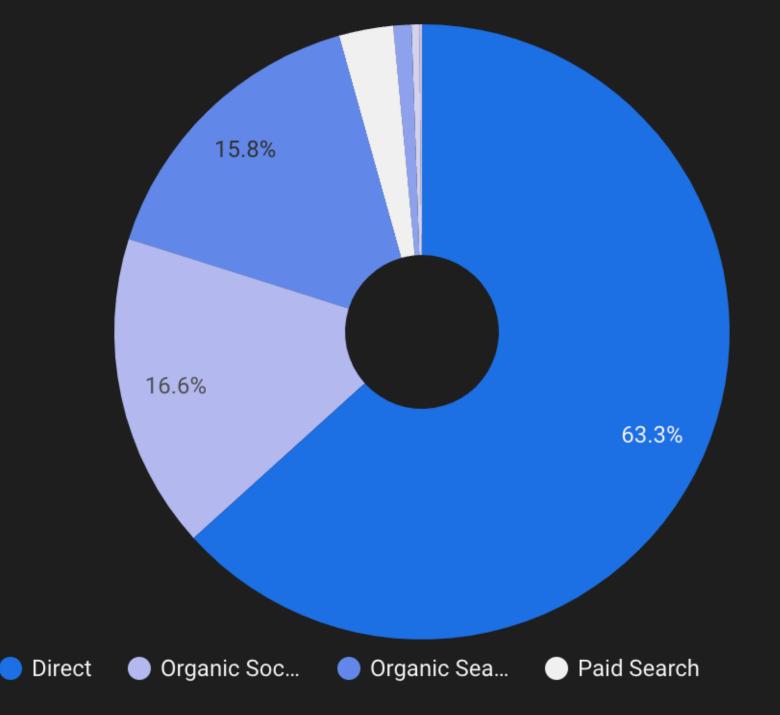


#### Devices

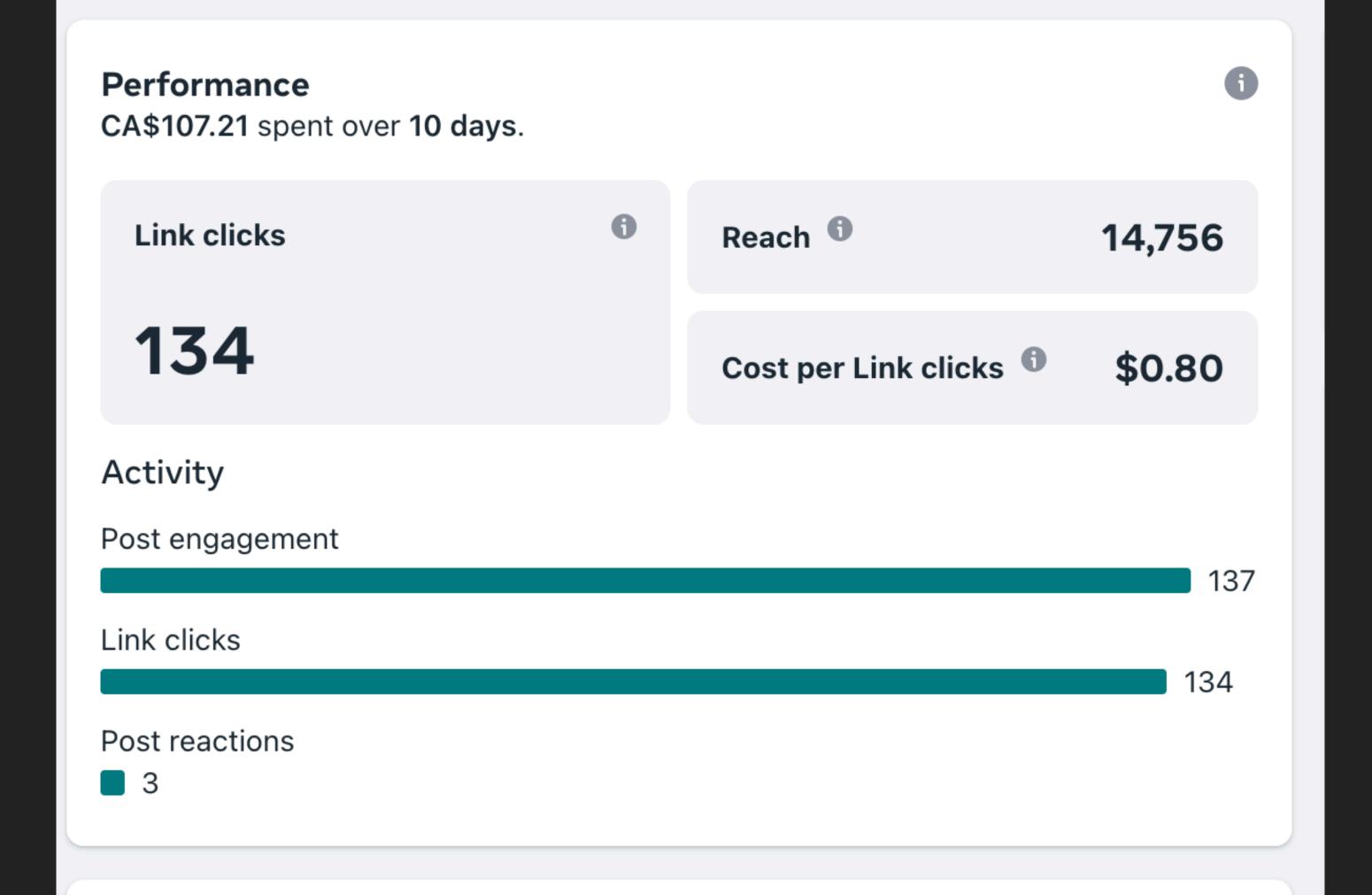


#### Geo









#### **Audience**

This ad reached **14,756** people in your audience.

People

Placements

Locations

# 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





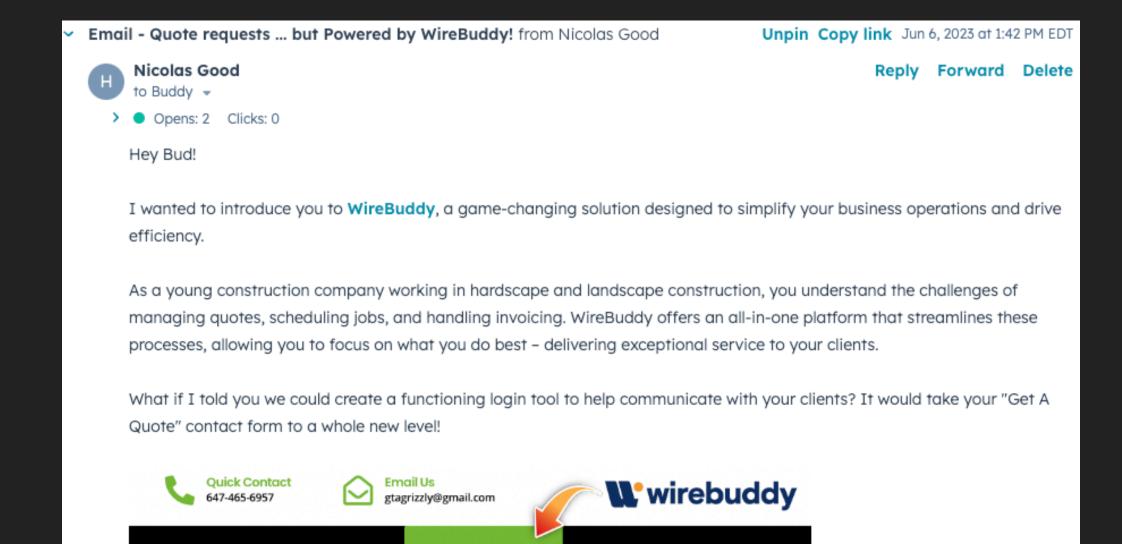
# WHERE DO WE GO FROM HERE?

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
- 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



When your company is powered by WireBuddy, you can:

- Generate professional quotes quickly and easily, ensuring accuracy and consistency in your pricing. You can do this
  right from site! No more delays, no more missed opportunities.
- Efficiently schedule and manage your jobs, eliminating double-bookings and keeping your projects on track.
- Create customized invoices and effortlessly track payments, ensuring timely and hassle-free transactions. Don't worry, cash is still king in this world and we understand that and have made sure to include easy ways to complete these transactions.
- 4. Our user-friendly interface and robust features make WireBuddy a valuable asset for businesses like yours. We have already helped countless professionals in the landscape construction industry save time, reduce paperwork, and boost their profitability.

I would love to offer you a personalized demonstration of **WireBuddy**, to showcase how it can specifically benefit your business. Let's schedule a brief call at your convenience, where I can answer any questions you may have and provide further insights into how WireBuddy can transform your operations.

To **book a demonstration** or learn more, please reply to this **email** or call me directly at **519-362-8722**.





## 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)

