CAMPAIGN PROGRAMME / OVERVIEW

A three-month plan for better enquiries

Weekly delivery plan including the Opportunity Investigation

Our main objective is to generate qualified leads and establish which marketing activity deserves further investment. We begin with an Opportunity Investigation, launch focused campaigns and improve the journey from first click to enquiry using actual results and client feedback.

Programme framework

Use a 12-week delivery programme, followed by a final review at the three-month anniversary. Set actual dates at onboarding and allow for the calendar days beyond week 12.

- One priority service or business opportunity, a defined target buyer and a clear offer.
- Search receives 80–90% of the initial advertising budget, shared between Google and Microsoft where the budget supports a useful test of both.
- The remaining 10–20% covers prospecting and remarketing together. Adjust allocations according to relevance, lead quality, audience eligibility and results.
- Targeted email outreach may be introduced in month two where the proposition, audience, permissions and delivery scope are suitable.

Agree before launch

Define a qualified lead, acceptable acquisition costs, the advertising budget and the person responsible for responding to enquiries. Agree how the client will report lead suitability and sales progress to Webstudio.

Use Search Console to understand existing visibility and customer language, alongside advertising forecasts, existing account data and the client's sales knowledge.

Commercial scope

Campaign programme: £1,500 + VAT for three months. Advertising spend is additional. Agree the landing-page improvement allowance, creative allowance and whether Apollo outreach is included or an optional substitution. Substantial website work and additional software costs must be scoped separately.

MONTH 01 / DELIVERY PLAN

Month one

Investigate the opportunity, prepare the enquiry journey and launch focused activity.

Week 1 Opportunity Investigation

Understand the business, priority services, customers, buying triggers and objections. Examine customer questions, competitors, existing enquiries, Search Console and available advertising data. Identify the problem buyers want to solve.

Output: A campaign brief defining one priority opportunity, target buyer, offer, key message, budget and qualified-lead criteria.

Week 2 Build the enquiry journey

Develop Search keywords, exclusions and AIDA-led adverts. Prepare or improve the landing page with a clear heading, benefits, evidence and next step. Check forms, calls, tracking and lead handling. Establish appropriate consent-aware audience collection.

Output: Launch-ready campaigns and landing page, measurement checked and client approval secured.

Week 3 Launch Search

Launch focused Google and Microsoft campaigns where the budget supports both. Start with strong-intent keywords and tightly related messaging. Check actual search terms, locations, spending and enquiry tracking closely. Correct obvious issues promptly.

Output: First evidence of which searches attract relevant visitors and whether the enquiry journey works.

Week 4 Optimise and launch prospecting

Review searches and initial enquiries with the client. Improve targeting and messaging. Launch one small prospecting test based on the investigation. Define engaged-visitor audiences using relevant page visits and supporting engagement signals.

Output: First monthly review covering spending, qualified leads, early obstacles and priorities for month two.

Messaging principle: use attention, interest, desire and action across the advert and landing page. Capture the right buyer's attention and maintain a consistent promise through to the enquiry.

MONTH 02 / DELIVERY PLAN

Month two

Refine visitor quality and conversion, introduce follow-up and test suitable outreach.

Week 5 Improve visitor quality

Develop promising search themes and exclude poor matches. Compare Google and Microsoft using enquiry quality and cost rather than click price alone. Review prospecting visits for relevance and engagement.

Output: A clearer view of which searches and audiences deserve investment.

Week 6 Improve conversion and introduce remarketing

Review landing-page behaviour. Test one meaningful improvement to the offer, evidence, wording or enquiry process. Activate remarketing when eligible audiences are large enough. Use a follow-up message that answers an objection, provides evidence or offers a clearer next step.

Output: A stronger landing page and a defined return-visitor journey.

Week 7 Prepare targeted email outreach

Where appropriate, use Apollo to research a small, relevant prospect group. Check data suitability, permitted use, deliverability and opt-outs before sending. Write a focused message around the opportunity and campaign learning. Agree who handles replies.

Output: A small approved outreach test ready to launch, or a decision that email is unsuitable for this programme.

Week 8 Launch email and assess the mix

Launch approved outreach and assess replies and genuine sales interest. Review Search, prospecting and remarketing together while keeping their objectives distinct. Reallocate spending where evidence supports it.

Output: Second monthly review covering lead quality, channel contribution and the strongest direction for month three.

Audience principle: relevant service-page visits and case-study interest can be more useful than page count or time alone. Keep audience definitions simple enough to build usable groups.

MONTH 03 / DELIVERY PLAN

Month three

Concentrate on stronger opportunities, assess commercial value and recommend the next step.

Week 9 Concentrate on stronger opportunities

Put more effort into combinations producing worthwhile leads. Pause wasteful activity. Refine prospecting audiences and email targeting where useful. Avoid unnecessary expansion.

Output: A more focused campaign mix supported by actual lead feedback.

Week 10 Address objections

Use sales feedback to improve adverts, landing-page evidence and follow-up messages. Introduce relevant testimonials, examples or answers to recurring questions within the agreed delivery scope.

Output: Closer alignment between what prospects need to know and what the campaign tells them.

Week 11 Review commercial progress

Trace enquiries into qualified conversations, quotations, opportunities and sales where available. Check follow-up gaps with the client. Assess costs and allow for enquiries still progressing.

Output: A commercial assessment of lead value, acquisition costs and remaining uncertainty.

Week 12 Prepare the next stage

Document productive messages, search themes, audience findings and landing-page lessons. Recommend what to continue, change or stop. Identify where content, SEO and sustained prospect nurturing could help.

Output: A practical recommendation to continue focused campaigns, move into Continuous Growth, revise the offer or stop.

Three month anniversary review

Hold the final client review using the latest enquiry and sales updates. Agree the next step, budget, responsibilities and follow-up dates for opportunities still progressing. For long sales cycles, continue tracking those opportunities beyond the programme.

Continuous Growth starts from £1,000 + VAT per month. Priorities may include productive campaigns, content creation, SEO, prospecting and nurture according to the business opportunity and agreed scope.

MEASUREMENT / CLIENT COLLABORATION

Weekly management and measurement

Routine throughout the programme

- Check delivery: spending, tracking, forms and campaign problems.
- Review intent: actual search terms, audience relevance and wasted activity.
- Review leads with the client: qualified, unsuitable, awaiting contact, quotation or sale.
- Make purposeful changes and record what changed and why.
- Send a short update covering results, learning, the next action and anything needed from the client.

Client feedback is essential. A form submission alone does not establish whether the lead is useful.

Primary commercial measures

- Qualified leads and cost per qualified lead.
- Sales conversations, quotations and sales opportunities.
- Resulting revenue where available, alongside the client's assessment of lead suitability.

Supporting diagnostic measures

- Search relevance, click costs and landing-page conversion.
- Relevant engagement, eligible audience growth and returning visitors.
- Email replies and subsequent conversations.

Count the same lead once across channels. Treat clicks, engagement and audience growth as supporting evidence rather than commercial outcomes. Small background prospecting tests may identify useful engagement without proving incremental sales impact within three months.

Delivery guardrails

Choose channels according to suitability and budget. Do not launch every channel automatically or spread a modest budget so thinly that no test is useful. When the audience allowance cannot support meaningful paid activity, collect appropriate audiences and defer spending. Exclude converted leads from acquisition messaging where appropriate.

The process is consistent throughout: investigate, prepare, launch, learn, improve and assess commercial value. The programme aims to generate worthwhile enquiries and useful evidence; it does not guarantee a particular number of leads or sales.