AI MONTH 2

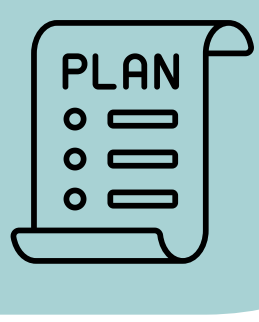
B2B LEAD GEN

1. DESIGN THE GUIDE

Utilize design team, or freelancer

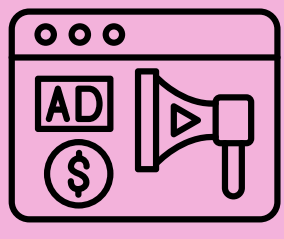
2. MEDIA STRATEGY

Build a plan targeting the specific audiences. Review inbound and outbound. Plan to include budget, flow chart, projections



3. MEDIA BUYING

Consider search, social campaigns, display, eBlasts, content syndication, native, cold email outreach

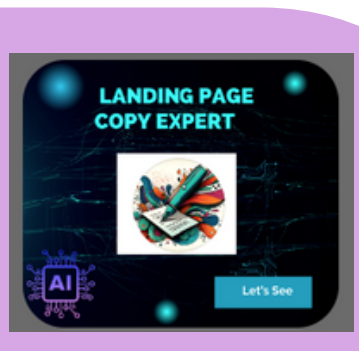


4. DIGITAL AD CRAFTER

Creates sample ads to promote the magnet, based on your answers to GPT prompts regarding targets and offers, across many ad platforms all at once,

5. DEMO/APPT LANDER

For nurture campaigns; build copy for another landing page, to generate appointments, demos, trials, quotes, and more.

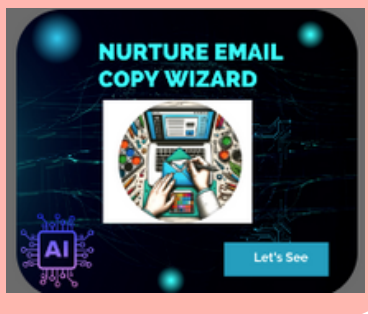


6. COLD EMAIL

Plans a cold email funnel; with the goal to download or register for magnets. Comes up with 8 compelling emails and subject lines based on magnet topic

7. NURTURE EMAIL

Plans a nurture campaign based on the specific target and magnet them; goal is to generate appointments. Will draft 8 email samples



NuSpark
Media Group