AI MONTH 1

B2C LEAD GEN

1. MAKE ME CLICK

This GPT is a good starting point for research when it comes to educational guide ideas. It's a matrix maker to plan guides for lead capture

2. GUIDE PLANNER

A matrix builder to align your targets needs with 10 sample eBook titles that can drive leads

3. GUIDE WRITER

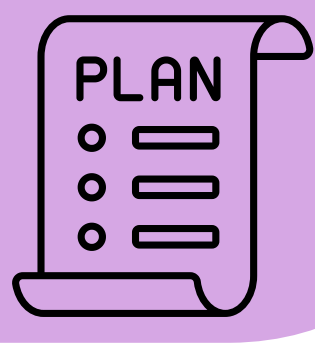
Let's now build the actual info guide, to educate prospects, based on their needs, and your business category. Outline first for approval.

4. LANDING PAGE

Next we build a powerful landing page written and designed to encourage downloads. Forms aligned to your email program or CRM

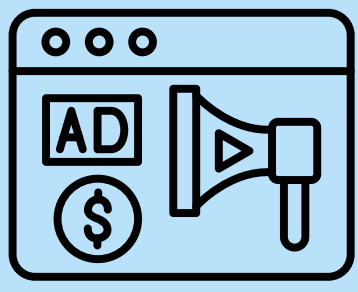
5. MEDIA PLAN

While the guide is in production we being a media plan. Will review targets, ad units, channels, your budget, and projections



6. MEDIA BUY

Set up buys depending on channel; search, display, Meta, other social, Reddit, native, or more. Tracking URLs set up as well as ad pixels



7. AD WRITING

Creates sample ads regarding targets and offers, across many ad platforms all at once. Once approved, ads are designed (AI helps there too)

NuSpark
Media Group