B2B LEAD GEN WITH AI: BEFORE & AFTER
SPEED- MORE, FASTER & HIGHER QUALIFIED LEADS
SAVE: LESS COSTLY PRODUCTION; ALLOCATION TO MEDIA SPEND

NuSpark Media Group

TARGET: ONE SEGMENT

This is a scenario. Your results will vary

Features	Before AI	With AI
Campaign Timeline	90 days	90 days
# of eBooks	1 , covering just one topic	3 - all built in 1 month, each covering a specific pain or need for that segment
Production Cost	Hire writer and designer. High costs for 1 guide	NuSpark manages AI writing, and Fiverr designer. Low costs for 3 (or more) guides
Budget Production & Media (est. assumption)	$6,000 production, $9,000 media	$2,000 production, $13,000 media
Production Savings		$16,000
Testing and Optimization	None; You expect the one guide to work	Yes. With multiple guides; can engage prospects with more trust, and also lead gen plans can be tested
Cold Email	One target; general message	One target: 3 funnels; each with a specific theme
Nurture Email	Reliance on one theme	Multiple, personalized workflows; segments by message/guide download
Est Leads; assume $100 per lead	90 leads	
Est Leads; assume $75 per lead; different pain topics attract different needs		175 leads, across 3 magnents
Lead qualification	Average: Topic attempts to cover a general pain point covering all segments	High; Can align ebook topic segment to specific audience needs
Appointment rate & Close rate increase		Yes, due to more personalized demos, proposals, sales engagement