

# CONQUEST PLANNER

## Conquest Planner (1 Client)

### Objective

- **Goal:** Achieve \$10,000/month in personal revenue by scaling the success of a single client.
  - **Specific Target:**
    - Client 1 (Remodeling): Secure **25 high-quality remodeling leads per month** by **March 31, 2025**.
    - **Client Revenue:** \$187,500/month, based on an average profit of \$7,500 per lead and a 90% close rate.
    - **Personal Revenue:** \$28,125/month from a 15% commission.
    - **Upsell Target:** Secure an additional \$2,000/month retainer for managing the client's social media by **March 2025**.
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### Deadlines

- Final Deadline: **March 31, 2025**.
  - Checkpoint Intervals: 1 month between each checkpoint for adjustment, testing, and scaling.
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### Revised Checkpoints and Tasks

#### Checkpoint #1: Launch High-Converting Ad Campaign

- **Deadline:** December 31, 2024
- **Cause and Effect:**
  - Launch a baseline Google Ads campaign targeting remodeling keywords with high intent.

- Establish baseline metrics for CPC, CTR, and lead generation.
  - Ensure the homepage's hero section is optimized to improve scroll rates and conversions.
  - **Tasks:**
    - **By December 15, 2024:** Finalize ad creative, targeting, and copy using AI tools in TRW.
    - **December 16-18:** Submit ad copy and landing page updates for "Ask a Captain" feedback; incorporate revisions.
    - **December 19-21:** Implement hero section improvements on the homepage (e.g., clearer headline, prominent CTA).
    - **December 22-23:** Verify tracking setup with GA4 to ensure all lead data is captured.
    - **December 24-25:** Conduct a final campaign review; secure client approval.
    - **December 26:** Launch ad campaigns with multiple variations for creative, targeting, and copy.
  - **Metrics/KPIs:**
    - **CPC:** Below \$15.
    - **CTR:** Above 2.5%.
    - **Leads Generated:** 3–5 leads by January 31, 2025.
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## **New Checkpoint: Generate 3–7 Leads/Month**

**Deadline: Feb 23rd, 2025**

### **Cause and Effect:**

- Focused adjustments in landing page copy and design will enable the generation of 3–7 leads/month by 23rd Feb.
  - This success sets up the scaling efforts to achieve 10–15 leads/month by February.
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## **Tasks: Actionable Steps for January**

### **1. Campaign Refinement**

1. **Feb 1–3:** Analyze December ad campaign metrics.

- Determine CPC, CTR, and quality of generated leads.
- Identify the most promising keywords, ad creative, and audience segments.
- 2. Feb 4–6:** Update ad creative and copy for testing.
  - Use TRW AI tools to generate ones focusing on high-intent keywords.
  - Incorporate feedback from the "Ask a Captain" review. (If Needed)
- 3. Feb 7–10:** Conduct user behavior analysis on the homepage:
  - Use tools like Hotjar or GA4 to identify areas where users drop off.
  - Test small improvements to the hero section (e.g., add social proof or simplify the CTA).
- 4. Feb 10-11:**
  - Prepare a client progress report:
    - i. Share key metrics (leads generated, CTR, and CPC).
    - ii. Include a roadmap for scaling to February's checkpoint.

## 2. Landing Page Improvements

- 4. Feb 11–14:** Test the new variation of the landing page from Cole:
  - Change up the hero section making it look cleaner.
- 5. Feb 15–18:** Test more landing page changes from Cole:
  - It was not selling enough in the previous one, so updated the copy to add a why us section and some more elements to increase the cost of the page.

## 3. Lead Nurturing System

- 6. Jan 19–21:** Test more landing page changes from Cole:
  - [Insert whatever you test next].
- 7. Jan 22–25:** {Insert whatever you test next}

## 4. Reporting and Adjustments

- 8. Jan 26–28:** Analyze performance data from mid-January campaign adjustments.
  - Identify what's working and refine ad targeting and messaging.
- 9. Jan 29:** Prepare a client progress report:
  - Share key metrics (leads generated, CTR, and CPC).
  - Include a roadmap for scaling to February's checkpoint.

## Metrics/KPIs:

- Leads Generated: 3–7 leads/month.

- CTR: Minimum of 3%.
  - CPC: \$15 or lower.
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## Checkpoint #2: Optimize and Scale to 10-15 Leads/Month

- **Deadline: Feb 28, 2025**
  - **Cause and Effect:**
    - Identify winning ad variations based on CPC, CTR, and lead quality.
    - Scale the ad budget incrementally while maintaining ROI.
    - Continue refining the homepage and nurturing strategies for improved lead flow.
  - **Tasks:**
    - **Feb 7, 2025:** Analyze performance metrics from the first week of the campaign; identify winning variations.
    - **Feb 8-10:** Scale the ad budget incrementally by 20%.
    - **Feb 11-13:** Use TRW tools to A/B test further hero section changes or landing page CTAs.
    - **Feb 21-25:** Adjust campaign targeting and copy based on lead data insights.
    - **Feb 26:** Prepare a progress report for the client and host a weekly feedback video call.
  - **Metrics/KPIs:**
    - **Leads Generated:** 10–15 leads by January 31, 2025.
    - **Conversion Rate:** 90%+ (Client closes at least 12–14 leads/week).
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## Checkpoint #3: Achieve Consistent 25 Leads/Month

- **Deadline: March 29, 2025**
- **Cause and Effect:**
  - Scale the campaign fully to achieve 25 consistent high-quality leads per month.
  - Optimize landing pages and nurturing processes for maximum lead conversion.
  - Begin preparing for upselling social media services to the client.
- **Tasks:**
  - **March 5-7, 2025:** Incrementally increase the ad budget to the maximum sustainable level while maintaining ROI.
  - **March 8-10:** Conduct a final round of testing on landing pages to improve lead conversion rates.

- **March 15:** Lock in proven ad creatives and targeting strategies for lead flow consistency.
  - **March 20:** Use client feedback to tweak nurturing processes for better engagement.
  - **March 25-26:** Prepare a pitch deck for upselling a \$2,000/month social media retainer.
  - **Metrics/KPIs:**
    - **Leads Generated:** 25/month by February 29, 2025.
    - **Client Revenue:** \$187,500/month.
    - **Personal Revenue:** \$28,125/month.
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#### Checkpoint #4: Secure Social Media Retainer

- **Deadline: April 31, 2025**
  - **Cause and Effect:**
    - Capitalize on campaign success, strong client relationship, and killer case study from previous client to secure an additional \$2,000/month retainer.
    - Expand services to include social media management and upsell complementary campaigns.
  - **Tasks:**
    - **March 1-4, 2025:** Finalize the social media platform you want to use, and go through its courses on the SMCA campus.
    - **March 4- 11:** Analyze top players and come up with a rough daily plan of the posts you're going to be doing.
    - **March 11-15, 2025:** Host a pitch meeting with the client to present and secure the retainer.
    - **March 16-31, 2025:** Begin onboarding for social media management if the retainer is approved.
  - **Metrics/KPIs:**
    - **Retainer Signed:** \$2,000/month by March 31, 2025.
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#### Assumptions and Constraints and Tools

1. **Lead Quality:** All leads generated by the targeted keywords and match modifiers are pre-qualified.

2. **Client Input:** Weekly updates via video calls will ensure client alignment and ongoing feedback.
  3. **Tool Access:** TRW AI tools and expert feedback channels are available to refine ad copy, targeting, and landing pages.
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## **Biggest Challenges**

1. Optimizing the **homepage hero section** to increase scroll rates and conversions.
2. Maintaining a consistent lead flow while preparing for upselling additional services.