North America Demand Generation for a Digital Marketing Agency

Digital marketing services | USA and Canada

Objective: Create qualified opportunities from home-service businesses that need better local demand and customer acquisition.

Anonymised interview assignment. Recommendations, roadmaps and any modelled targets are proposed.

TARGET AUDIENCE

Owners and general managers of established HVAC, plumbing, roofing and electrical businesses. Marketing leaders responsible for additional locations, booked jobs and acquisition efficiency.

STRATEGIC CHOICES

One useful campaign offer. Use a local-demand audit to connect visibility, reviews and conversion gaps to booked jobs.

Search and outreach have different jobs. Search captures active agency demand.

Qualification continues after the form. Keep raw enquiries, qualified leads, MQLs and sales-accepted opportunities distinct.

Proof supports the offer. Use only approved evidence and accurately attributed public examples.

30-60-90-DAY ROADMAP

Days 1-30	**Validate the commercial model.** Confirm the account segment, audit scope and sales stages.
Days 31-60	**Improve lead quality.** Review search intent, replies and sales rejection reasons.
Days 61-90	**Allocate by opportunity quality.** Move spend toward channels producing accepted opportunities.

MEASUREMENT

Qualified audit requests and held audit reviews. MQL-to-SQL conversion and handoff response time. Meeting-to-opportunity conversion and cost per opportunity. Pipeline by source, with assumptions separated from recognised revenue.

Illustrative scenario: USD 15,000 monthly spend; 80 qualified leads; 40 MQLs; 16 SQLs; 10 held meetings. 4 assumed opportunities at USD 30,000 assumed annual contract value = USD 120,000 modelled pipeline. These are assumptions, not performance results.

VALIDATION BEFORE SCALE

Scale only after the pilot shows accepted opportunities at a cost the business can support.