

LinkedIn Ad Campaign
New prospects -- MI and MO

AUDIENCE SEGMENTS

Facility & Property Managers
Building owners, operations managers

Construction & Design Professionals
Project managers, architects, engineers

AD FORMAT

Message Ads
Direct message format
CTA: Dwnld vetting checklist

Sponsored content
Stop-scroll image + ad copy
CTA: Request a free quote

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Quote Request
LinkedIn lead gen form

LEAD CAPTURE

Checklist Download
LinkedIn lead gen form

ROUTING

Automated Lead Routing
Scored and assigned to regional sales contact

SALES FOLLOW-UP

Regional Account Executive
Follow-Up Consultation

■ Campaign Stages ■ Segmentation and Automation □ Content and Assets

Email Drip Campaign
Existing customers - all regions

NURTURE SEQUENCE

Email 1
Consolidation
All Customers

Email 2
Monitoring
Non-clickers

Email 3
Compliance
Non-clickers

LANDING PAGE

Vendor Consolidation Assessment
Customer selects services to bundle

LEAD CAPTURE

Dynamic Blueprint Email
HubSpot generates personalized email based on selected services

SALES FOLLOW-UP

Account Executive Follow-Up
Within 24 hours to schedule consultation

■ Campaign stages ■ Automated emails

Website Updates

Homepage restructure, navigation updates, and content alignment to support single-source positioning across both campaign tracks