

Lead Generation | Impact Program

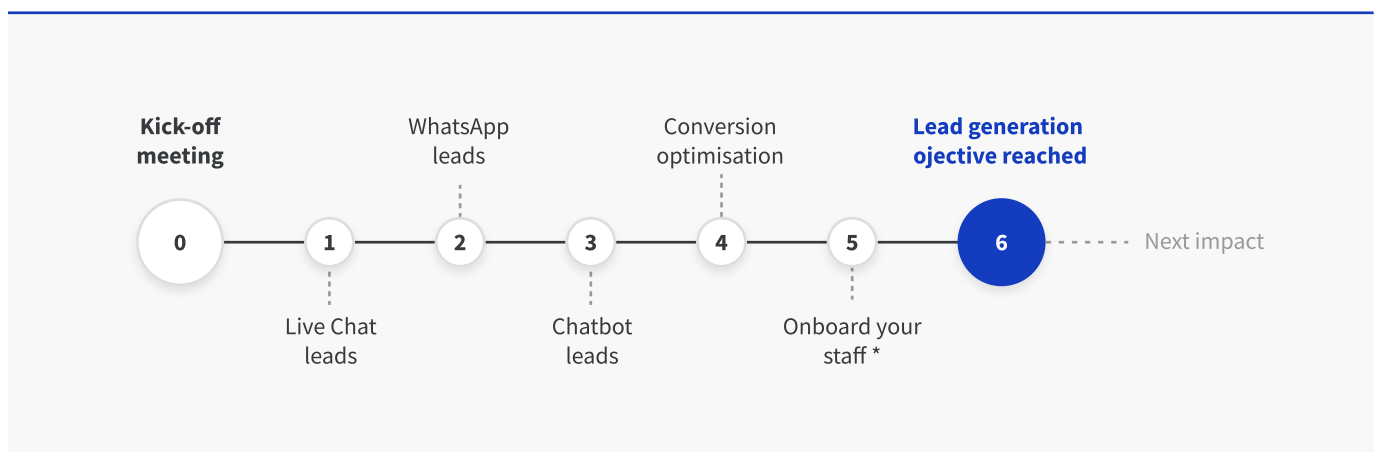
Every day, you drive thousands of visitors to your website. But how do you know you're maximizing their potential? How can you be sure you're monetizing that traffic effectively? The answer is to engage with your potential customers at the point they're most motivated - when they're browsing your website. And to do that effectively a Chat widget and WhatsApp Business buttons will do the trick.

Staffing your virtual showroom is more than just adding a widget to your website. You need to offer an optimal 'always on' user experience, a 24-hours a day, 365 days a year service that maximizes the generation of sales leads.

We're here to help you achieve that goal. Do you need guaranteed impact? As fast as possible? Let us help you with our structured six-month Impact Program.

In this program, a Web1on1 expert will work with you to implement, optimize, analyze and finally reach your chat lead generation objectives.

This is what that will look like:



■ Program goals:

TIME FRAME	START	0-30 DAYS	30-60 DAYS	60-90 DAYS	90-180 DAYS
Stage	Kick-off	Live Chat Activation --- WhatsApp Business Application	WhatsApp Business Activation --- Conversion optimization (chatbots / CTAs)	Onboarding your own team to chat (Optional)	Optimize (based on data)
Goal	Program introduction and initial task assigned	Live Chat is set up and configured for leads generation	WhatsApp Business account is approved (by Meta) and configured for leads generation Website “visit to leads” conversion is maximized with Chatbots and CTAs optimizations		The initial “Leads per month” objective is reached
Key Metrics		↑ Chat leads	↑ Whatsapp Leads	↑ Own team leads	↑ Conversion rate optimization
Progress meeting	1x	4x (weekly)	4x (weekly)	4x (weekly)	3x (monthly)

■ More about the Impact Program:

A Web1on1 expert will orchestrate the success of the Impact Program. Our role will be to:

- Project manage the Impact Program
- Configure your Web1on1 account to your specifications
- Set up lead-to-CRM or LMS integration
- Share best practices of successful customers (and pitfalls)
- Provide a list of action items for you to apply at each stage

Don't worry

- During our meetings, we will guide you through the progress and next steps.

Realistic goals of an Impact Program:

- “Traffic to Chat conversion of 0.6%”
- “Chat to Lead conversion of 60%”
- “Chat Lead to Car sold conversion of 22% “

■ **Your role in the Impact Program:**

- Appoint an in-company Champion who will:
 - *Act as the project manager*
 - *Execute assigned task within agreed time frame*
 - *Participate in meetings*
- Appoint Executive Sponsor
 - *A senior manager who will support the project and remove any roadblocks along the way.*

The entire Impact Program will be a time investment by your Champion of approximately 12 hours of meetings plus 12 hours of coordinating internal actions, an estimated total of 24 hours within a six-month period.

The result? At the end of the program, your chat lead generation will run on autopilot, and you will be capable of tracking progress and making adjustments.

■ **How will we run this project?**

You will be given access to an online project management platform ([preview project](#)) to coordinate actions and track progress. During our meetings, we will guide you through the progress and next steps.

■ **Program cost**

Option 1: Six monthly installments of €600

Option 2: Save 15% with a one-time upfront payment of €3.000

You can order the **Lead Generation - Impact Program** in our App ([Plans section](#)).

Questions? [Book a meeting with a messaging consultant](#)

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