



CURDIS

MAKE YOUR MARKETING

STAND-OUT

Marketing Tactics \neq A Marketing Strategy.

Let me just say it before everyone else does. Running any marketing tactics void of a strategy will likely result in pretty bad outcomes – don't say I didn't warn you. That said here are tactics you can incorporate into your overall strategy if it makes sense.

Mindset for Growth

Most marketing in B2B is safe. The creative, the copy, the tactics are all similar. One of the easiest ways for you to gain traction is to just approach it differently. Hopefully some of these tactics spark an idea for you.

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THE MARKETING TACTICS

CHANNEL: DIRECT MAIL

COST: LOW

TECH NEEDED:
[HTTPS://POTATOPARCEL.COM/](https://potatoparcel.com/)

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Send a Fucking Potato

HOW IT WORKS:

Most direct mail is boring and unmemorable. Marketers spend thousands every holiday season sending cookies, chocolates etc only for it to be ignored.

Want to stand out? Send them a fucking Potato instead.

<https://potatoparcel.com/>

WHY IT WORKS:

It is ridiculous and memorable. The key is coming up with a creative hook back into why you might be doing this. The messaging here is what will turn this from memorable into something that actually drives revenue for your business.

CHANNEL: BRAND
AWARENESS

COST: LOW

TECH NEEDED:
[HTTPS://WWW.LISTEN
NOTES.COM/](https://www.listennotes.com/)

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Podcast Roadshow

HOW IT WORKS:

Getting on podcasts is a great way to build awareness. Go find the top 50 podcasts in your industry on [listennotes.com](https://www.listennotes.com), pick a topic that would be interesting to their audiences and then go outbound.

Pitch yourself as a guest. The three keys to this approach:

- The pitch has to be personalized
- The topic needs to be interesting for their audience
- Share some proof as to why you are qualified to talk about this topic

WHY IT WORKS:

Often the toughest thing for start-ups is just building brand awareness. This is a great way to tap into other people's audiences.

CHANNEL: CONVERSION
RATE OPTIMIZATION

COST: LOW

TECH NEEDED:

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Exit Intent Pop-Up

HOW IT WORKS:

Just because someone is leaving your site without taking action, doesn't mean they are unhappy. Adding an exit-intent lightbox on your website is a great way to catch more folks on their way out.

Instill FOMO, highlight an eye-opening industry stat, show a compelling offer, etc . You can do all of that right before someone leaves a page.

The key to success is intent- for example:

- Ask people on the blog to subscribe to the blog, not get a demo.
- Only offer discounts to those abandoning the checkout process.

WHY IT WORKS:

CHANNEL: OUTBOUND

COST: LOW

TECH NEEDED:
[HTTPS://PHANTOMBUSTER.COM/](https://phantombuster.com/)

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LinkedIn Job Scraping

HOW IT WORKS:

One of the easiest ways to understand if a company is investing in a department or initiative is to see what they are hiring for.

- Let's say you sell a Sales Ops tool.
- Leverage a tool like Phantom Busters to scrape a list of all companies hiring for sales ops leaders
- Use that list as a basis for companies to do outreach to, target in ads etc.

WHY IT WORKS:

If they are hiring in a specific area, most companies are also investing in making sure the role has all the tools they need to be successful.

Permissionless Co-Marketing

HOW IT WORKS:

This concept is simple. Simply mention popular people organically in your blog posts, social posts, podcasts etc.

It gets your name in front of popular influencers in your space and if they engage or share you are tapping into their audience now as well. I never knew this concept had a name until I heard [Amanda Natividad coin the phrase earlier this year](#). See what I did there?

WHY IT WORKS:

Often the toughest thing for start-ups is just building brand awareness. This is a great way to tap into other people's audiences.

CHANNEL: BRAND
AWARENESS

COST: LOW

TECH NEEDED:
NONE

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CHANNEL: DIRECT MAIL

COST: LOW

TECH NEEDED:
NONE

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Send a Book

HOW IT WORKS:

Most direct mail is boring and unmemorable. Marketers spend thousands every holiday season sending cookies, chocolates etc only for it to be ignored.

Want to stand out? Send them a book with a sticky note picking out a specific part for them. If you understand your buyer persona you can do this at scale pretty well.

WHY IT WORKS:

It is crazy personalized. You not only picked out a book for them but you also picked out a specific section to call out for them. It is memorable, but like any direct mail the key to success is in the messaging and the follow up.

CHANNEL: SOCIAL

COST: LOW

TECH NEEDED:
[HTTPS://PHANTOMBUSTER.COM/](https://phantombuster.com/)

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Connect With Commentors

HOW IT WORKS:

Not every connection on LinkedIn is equal. You need to identify folks who are interested in the topic you talk about – let's pick growth marketing as an example. Here is the breakdown of the play:

- Find a popular posts about growth marketing – [like this one](#).
- Use a script to scrape and connect with all 830 commenters.
- You now have an audience of 830 active people who have already identified themselves as interested in a topic you will be talking about.

WHY IT WORKS:

You are tapping into an active social network that is engaged with topics very similar to what you will be creating or working on.

CHANNEL: CONVERSION
RATE OPTIMIZATION

COST: LOW

TECH NEEDED:
NONE

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Moneyback Gauruntee

HOW IT WORKS:

You don't see many SaaS companies doing this but the tactic is simple – offer a 110% moneyback guarantee.

If you aren't satisfied with your purchase we will give you your money back plus some. Only a fraction of customers take a company up on a money-back guarantee, and an even smaller percentage of these people are dishonest about it.

WHY IT WORKS:

It reduces the risk in making a potentially big decision for the buyer. It builds confidence in them about the solution, "if a company is willing to be that bold their product must be good."

**Disclaimer – your CFO will hate this idea due to recognized revenue.*

CHANNEL: SOCIAL

COST: NONE

TECH NEEDED:
NONE

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Linkedin Give-Away

HOW IT WORKS:

You should know – it's likely how you ended up here :)

Create something awesome and just give it away for free. But rather than posting it on your blog or Linkedin Page and hope people find it, build in a hook:

- Commenting works really well as it expands the reach of who see's it
- Or you can ask people to take action like subscribe to your newsletter.

The key to any of this though is the content must actually be perceived as valuable and if you ever want to do it again, must deliver on it.

WHY IT WORKS:

People love free stuff :).

Review / Alternative Searches

HOW IT WORKS:

Instead of focusing your paid search campaigns on broad category terms or very top of the funnel topics instead focus on people in market. How?

Focus your searches on anyone looking for terms like:

- "Competitor Alternatives"
- "Competitor Reviews"

The key to success though is the ad and landing page ust actually directly address why someone would consider your product as a better alternative. Lean heavily into social proof here if possible.

WHY IT WORKS:

If someone is looking for alternatives or reviews there is built in intent and they are most likely in market for a solution, unlike probably the other 95% of people in your ICP.

CHANNEL: PAID SEARCH

COST:
DEPENDS ON AD SPEND

TECH NEEDED:
ADWORDS ACCOUNT

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Social Proof on Sign-up Page

HOW IT WORKS:

B2B companies are great at leveraging social proof on their sites. You can't go anywhere without seeing a homepage filled with G2 badges, testimonials, customer counts etc...

But for some reason it is really rare to see on an actual product sign-up page. Companies seem to forget you actually aren't signed up yet.

Include social proof on your sign-up pages as well. I have seen this boost sign-ups by over 20%

WHY IT WORKS:

Just because people click get started doesn't mean they will follow through. Take every opportunity to keep them wanting to move through the funnel and social proof is a great way to do that.

CHANNEL: CONVERSION
RATE OPTIMIZATION

COST: LOW

TECH NEEDED: NONE

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CHANNEL: PAID MEDIA

COST: LOW

TECH NEEDED:
PAVED.COM

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Newsletter Sponsorship

HOW IT WORKS:

Simply go to a site like [paved](#) and find newsletters that sell to your persona.

It is a great way to build up awareness with audiences that probably don't know about you yet.

The key to success though is in the offer – don't expect to run a demo campaign and see amazing results, instead bring people into your universe by promoting your newsletter or a piece of content they would engage with

WHY IT WORKS:

The most captive audiences are now owned by influencers and thought leaders. This is a great way to tap into that trust.

CHANNEL: CONVERSION
RATE OPTIMIZATION

COST: LOW

TECH NEEDED: NONE

Use First Person Language

HOW IT WORKS:

Start my trial vs Start your trial.

I am sure this will drive a lot of split opinions but from my experience using first person language in sign-up flows usually increases conversions. I have even seen a case study where ContentVerve said they saw a 90% increase in click-through rate by using first-person phrasing.

WHY IT WORKS:

It allows people to read copy as their own rather than as if someone is speaking to them. This tends to lead to people being able to envision taking the action you are asking for in the copy

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CHANNEL: DIRECT MAIL

COST: LOW

TECH NEEDED:

Remove Navigation from LP

HOW IT WORKS:

How it works is as simple as it sounds. Simply remove the navigation from the headers of your conversion pages.

A company I am working with recently saw a 34% increase in conversions by simply removing the navigation options.

WHY IT WORKS:

This limits the actions people can take and potential distractions before taking the action you want them to.

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Day Parting Search Ads

HOW IT WORKS:

Many people simply don't know you can actually do day parting for search ads. Look at your conversion data in google to understand when folks are converting at the highest rate and adjust your ads accordingly.

WHY IT WORKS:

If you are in B2B a lot of the times the quality of leads dips like crazy post 9 pm and on the weekends. You get a lot of random submissions or hobbyist. This is an easy way to add in a big efficiency boost to your paid campaigns.

CHANNEL: PAID SEARCH

COST: LOW

TECH NEEDED: NONE

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Personalized Ad Campaign

HOW IT WORKS:

Engage prospects with ads automatically personalized to them by using Dynamic Ad's directly on LinkedIn. The ads help you capture attention with personalized ads featuring each professional's own LinkedIn profile data, like photo, company name, job title, and more.

WHY IT WORKS:

Not many marketers are leveraging personalized ads so when you see one with your own photo on it, it grabs your attention for sure.

CHANNEL: PAID ADS

COST: LOW

TECH NEEDED: NONE

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Target Event Agenda with Ads

HOW IT WORKS:

This is one of my favorites. During a trade show event you are exhibiting at run paid ads for the show, especially the show agenda. The ad should actually supply the agenda but also include an offer or compelling reason to swing by the booth.

WHY IT WORKS:

We have all been at trade shows where we google the agenda of the show. It is a super easy and low cost way to get in front of actual attendees.

CHANNEL: PAID ADS /
EVENTS

COST: LOW

TECH NEEDED: NONE

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Loops! Email to Social to Email

HOW IT WORKS:

People always think product when they think growth loops. It also applies to content engagement.

- Ask you newsletter subscribers to join the conversation on one of your posts on LinkedIn.
- Make sure the LinkedIn post is asking folks to subscribe to the newsletter.
- As subscribers engage on social it expands the reach of your post leading to more subscribers
- More subscribers = more people to engage on the next post

WHY IT WORKS:

It is using one audience to build the other and the asks are easy and compelling. If you re looking for a real life example of this - [Eddie Shleyner](#) is a master of this

CHANNEL: EMAIL /
SOCIAL

COST: LOW

TECH NEEDED: NONE

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Speaking Event to Social Proof

HOW IT WORKS:

When you are speaking at an event, give folks a reason to talk about it on social. Simply ask them to tweet or post on LinkedIn 1 thing they learned from your presentation and you will send them X.

WHY IT WORKS:

It is an easy ask and give and take if what you are offering is compelling. It also greatly expands the reach of your event to the social networks of the people attending.

Bonus – it is great social proof you can use for your next speaking event.

CHANNEL: EVENTS /
SOCIAL

COST: LOW

TECH NEEDED: NONE

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High Intent Content

HOW IT WORKS:

Instead of creating content that is focused on high traffic volume like many content teams, instead focus on intent. Product or solution oriented posts, alternative posts are just a few examples of that type of content.

The effort to produce them is the same and although traffic might be significantly lower the conversion rate should be wildly higher.

WHY IT WORKS:

[Grow and Convert](#) recently shared a case study showing that BOTF Posts had a Significantly Higher Conversion Rate (25X Higher) than TOF Posts

CHANNEL: DIRECT MAIL

COST: LOW

TECH NEEDED:

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CHANNEL: DIRECT MAIL

COST: LOW

TECH NEEDED:
[HTTPS://WWW.PINATAGRAMS.COM/](https://www.pinatagramrams.com/)

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Send a Pinatagram

HOW IT WORKS:

Most direct mail is boring and unmemorable. Marketers spend thousands every holiday season sending cookies, chocolates etc only for it to be ignored.

Want to stand out? Send them a piñata instead.

<https://www.pinatagrams.com/>

WHY IT WORKS:

It is ridiculous and memorable. The key is coming up with a creative hook back into why you might be doing this. At G2 we used "Beating Your competition on G2 is way more fun than beating this cute piñata"

Website Reveal – Outbound

HOW IT WORKS:

Clearbit reveal, or a tool like Leadfeeder can tell you what companies are visiting your website in real time. There is even a free version which will give you weekly summaries.

From there you can trigger sales alerts and workflows, prioritize the highest value accounts, deliver personalized experiences, and build your outbound and ad campaigns accordingly

WHY IT WORKS:

In a world where maybe only 5% of your ICP is actually in market this is a great way to understand who those companies might be.

CHANNEL: CRO

COST: LOW

TECH NEEDED:
CLEARBIT

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Customized Landing Pages

HOW IT WORKS:

Leverage a tool like [Hyperise](#) to deliver customized experiences on your landing pages, add in tons of dynamic information. Personalize your website's text, images, and CTAs for your visitors all without writing a single line of code.

WHY IT WORKS:

Hubspot published a stat that Personalized CTAs convert 202% better than default versions.

CHANNEL: CRO

COST: LOW

TECH NEEDED:
HYPERISE

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Make Your Creative Stand-Out

CHANNEL: PAID ADS

COST: LOW

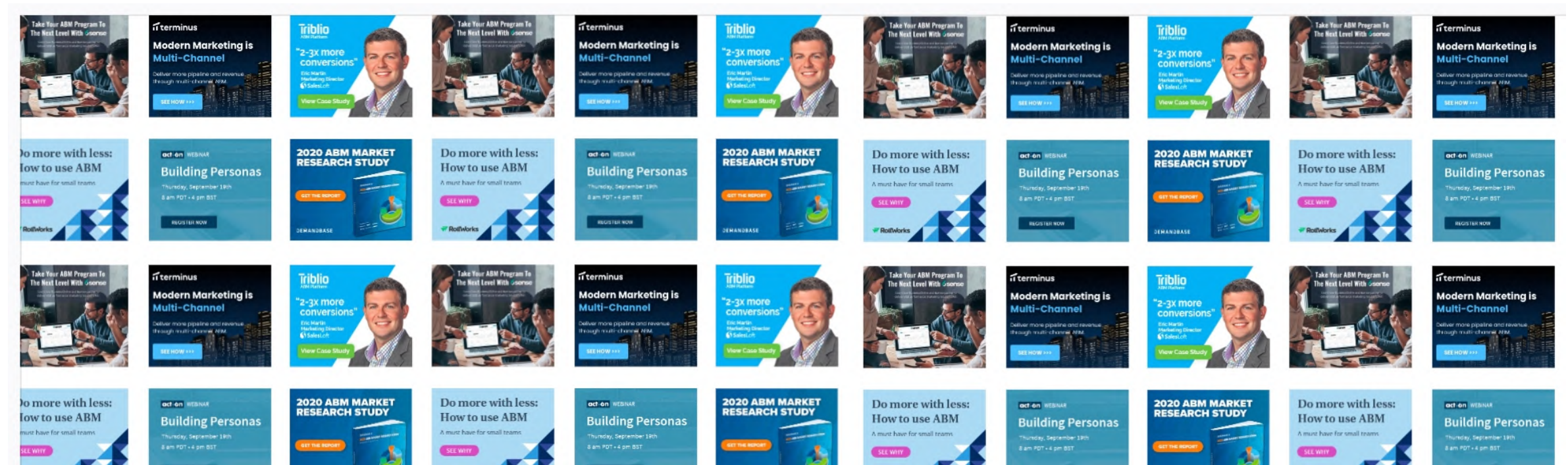
TECH NEEDED: NONE

HOW IT WORKS:

Use a [tool like Moat](#) to understand what type of creative all of your competitors are using. Then simply create creatives that stand out from that. It could be the color, the image you use etc.

WHY IT WORKS:

Because most ads look like this:



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Video First Social Strategy

HOW IT WORKS:

Focus all of your content on LinkedIn / Twitter and whatever other social channel on video. It is a great way for you as a company to stand out, out a face to the brand and get high engagement rates.

WHY IT WORKS:

Estimates by the Cisco Visual Networking index predict that video content will make up about [80% of the world's internet traffic](#) in 2022.

Other reports also show that **video is the most preferred content type for social media users, with 81% of internet users saying they prefer video over other types of social media content.**

CHANNEL: SOCIAL
MEDIA

COST: LOW

TECH NEEDED: NONE

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Pricing Page – High Anchor

HOW IT WORKS:

The concept is pretty simple. If you have 2 price points (\$10, \$20) most people will opt for the \$10 and think they can move up to \$20 down the road. However once you add in a 3rd price point that anchors much higher the rationale changes (\$10, \$20, \$75) Suddenly \$20 feels like a steal.

WHY IT WORKS:

Most people tend to choose the middle option, so make it easier for them by having a package that purposely anchors higher.

CHANNEL: CRO

COST: LOW

TECH NEEDED: NONE

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Social Proof Campaign

HOW IT WORKS:

Run a giveaway campaign to current customers. Ask them to tweet or post on LinkedIn the #1 thing they love most about your product and they will be entered into a drawing for the prize. You can leverage all of those tweets as social proof using a tool such as testimonial.to to increase website conversions, use in sales convos etc.

WHY IT WORKS:

People love contests and winning prizes. As long as the prize is compelling enough it is a very low ask of someone to send a tweet for a chance to win \$1,000 for example. And you just managed to generate 100 points of social proof for \$1,000. Pretty good ROI

CHANNEL: SOCIAL /
EMAIL

COST: LOW

TECH NEEDED: NONE

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Podcast Transcription

HOW IT WORKS:

Simply take any podcast you host and have the audio transcribed on rev.com and include it on your posts with them for the SEO boost.

WHY IT WORKS:

You have an hour long conversation between two people about topics related to your company, so it is a simple and easy no brainer to have that as searchable text for the site.

CHANNEL: WEBSITE

COST: LOW

TECH NEEDED: REV.COM

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CHANNEL: CRO

COST: MEDIUM / HIGH

TECH NEEDED:
NAVATTIC, REPRISE,
WALNUT

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Product Tours

HOW IT WORKS:

Create a pre-built and ungated environment on the website for people to actually click around and see what the tool can do. I have seen companies increase their conversion rates to paying customers by over 50% by leveraging product tours

WHY IT WORKS:

People don't want to sit in on demos. They also don't want a free trial. Both are generally big time commitments for something they don't know if it will work for them. So make it easy for them to see what the product can do with a product tour.

CHANNEL: PAID ADS

COST: LOW

TECH NEEDED: A
CAMERA

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The Non Ad – Ad

HOW IT WORKS:

I met another CMO, and he mentioned that while he worked at Hubspot, they tested thousands of images in ads and found that one worked much better than any others.

The image? A picture of a real person at their desk looking at the camera. We decided to test this theory and replaced our fancy designed banners with simple shots of people at their desks. The result was a 24% drop in CPL.

WHY IT WORKS:

It might seem like a funny tip, but the impact it had was real – use real people. It catches people's attention.

They can spot the pretty ads a mile away. Plus, most people don't like seeing ads in the first place.

Let Them Book Time

HOW IT WORKS:

Most demo request flows looks like this:

- Fill out form > Wait hours for rep to follow up > go back and forth on time.

And along that journey tons of people drop of and move on. Instead allow people to book time at the moment they are requesting a demo.

WHY IT WORKS:

It increases the efficiency of your sales funnel and saves your reps tons of time from chasing prospects down to find a good time.

CHANNEL: CRO

COST: LOW

TECH NEEDED: CHILI
PIPER OR CALENDLY

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Curate Content Newsletter

HOW IT WORKS:

Some of the most popular newsletters in the world actually create 0 content. Instead they are masters of curating content. Too often start-ups who are light on content teams opt to just not doing anything. Instead become master curators, it is still an amazing way to add value to your audience.

WHY IT WORKS:

Everyone is producing content. Some of it is good, a lot of it is bad. Finding the good stuff is not easy, so being a curator for your audiences is a huge value add.

CHANNEL: EMAIL

COST: LOW

TECH NEEDED: NONE

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Scarcity Marketing

HOW IT WORKS:

Scarcity marketing is a technique marketing teams use to encourage customers to make a decision before the offer goes away. You can leverage this on pricing, events, giveaways etc.

Disclaimer - don't overuse this one or use it when clearly there is no scarcity.

WHY IT WORKS:

No one likes missing out, so there's just something utterly motivating about getting something you're about to miss by a moment. The basic rule of demand and supply.

Some studys have shown limited time offers can boost sales by 226%.

CHANNEL: CRO

COST: LOW

TECH NEEDED: NONE

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CHANNEL: DIRECT MAIL

COST: LOW

TECH NEEDED:

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Offer Benefits for Joining Your Mailing List

HOW IT WORKS:

Dangle a carrot – like this list of marketing tactics. 2 weeks ago I shared I had a newsletter, what it was about and asked people to sign-up. The result:

- 2,200 impressions
- 6 new sign-ups

Then I shared I was going to give away 50 of the best tactics I use to help the companies I work with scale – completely free to anyone who subscribed. The result:

- 16,000+ impressions
- 478 new sign-ups

WHY IT WORKS:

People love free stuff and especially free stuff of value and the ask to simply supply an email is incredibly low.

CHANNEL: INBOUND

COST: LOW

TECH NEEDED: NONE

Start-up Marketplaces

HOW IT WORKS:

There are tons of VC backed marketplaces where start-ups can go to find great deals on products and the latest start-up programs.

Getting listed on all of them can be a great source of inbound acquisition.

WHY IT WORKS:

Start-ups are trying to figure out a lot in their early days, especially their tech stack. Not only are they looking for a good price but also for companies other start-ups are leveraging. A presence in these marketplaces provides them with both.

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Content Recycling

HOW IT WORKS:

Content recycling is something everyone seems to talk about but very few actually do. The concept is simple – reposting previously used content—in the same or different format, across your social channels. So turning a blog post into a twitter thread and LinkedIn post etc.

WHY IT WORKS:

Half of the battle in content is in the creation of it. The other half is in distributing it and this is where a lot of marketing teams fall down. This strategy helps you turn 1 piece into potentially 10 or 20 different pieces.

CHANNEL: CONTENT

COST: LOW

TECH NEEDED:
HYPEFURY OR ANOTHER
SOCIAL TOOL IS
HELPFUL BUT NOT
REQUIRED

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Bottom of page CTA

HOW IT WORKS:

This is one of those easy lay-ups if you aren't doing it already.

Simply add in a CTA to the bottom of the pages as well. Most marketing pages lead with them, then spend the rest of the page educating only for someone to hit the bottom and have no where to go.

WHY IT WORKS:

In theory if someone makes it to the bottom of a page they are more educated, qualified and ready to convert then when they first hit the page. Make it easy by adding in a compelling CTA.

I have seen this bump page conversion rates by over 31% in some cases.

CHANNEL: CRO

COST: LOW

TECH NEEDED: NONE

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Specificity

HOW IT WORKS:

In the last slide I shared how I have seen conversion rates jump over 31%. I could have easily said 30. Specificity though is more trustworthy so people are more likely to believe it. Make sure your case studies, customer quotes etc are as specific when it comes to numbers as possible. It will make them much more believable.

WHY IT WORKS:

Specificity is more trustworthy so people are more likely to believe it. A specific number feels like the research was actually done, who would make a stat like 31%? It feels too exact.

CHANNEL: CRO

COST: LOW

TECH NEEDED: NONE

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CHANNEL: DIRECT MAIL

COST: LOW

TECH NEEDED:
PHANTOM BUSTERS

Automate strategic connection requests

HOW IT WORKS:

Leverage a tool like phantom busters to Automate connection requests to the people you want in your network. Selling to CEO's of early stage start-ups. Simply build out tht search and input it into Phantom Busters and you can start automatically sending connection requests.

WHY IT WORKS:

It takes a lot of the manual work out of building your LinkedIn Network and to the person you are connecting with there is no difference - unless you decide to play the dangerous game of personalizing the request (tip - don't do that)

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CHANNEL: EMAIL

COST: LOW

TECH NEEDED: SIGSTR
OR JUST DO IT
YOURSELF

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User your email signature to promote an offer

HOW IT WORKS:

Tons of companies are sending emails daily – through outbound reps, marketing, etc. Leverage the email signature to promote an offer.

Be sure to make it timely, mix it up every few weeks and you should start to see decent results. It is a low lift effort

WHY IT WORKS:

While I wouldn't bank my monthly numbers on this tactic it is an easy way to drive engagement that you might not otherwise get. For the effort it takes is pretty minimal.

CHANNEL: CONTEN

COST: LOW

TECH NEEDED: NONE

190+ Catchy Headlines / Blog Titles To Get More Attention

HOW IT WORKS:

Speaking of curating content... <https://raelyntan.com/catchy-headlines/>

Raelyn put together this list of headlines and blog titles. Tons of great inspiration here to pull from.

WHY IT WORKS:

You don't always have to rely on coming up with the most amazing ideas or headlines. Instead find a great list like pulled together on this site and use it for inspiration.

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CTA's built into videos

HOW IT WORKS:

WHY IT WORKS:

Estimates by the Cisco Visual Networking index predict that video content will make up about 80% of the world's internet traffic in 2022.

Other reports also show that **video is the most preferred content type for social media users, with 81% of internet users saying they prefer video** over other types of social media content.

CHANNEL: DIRECT MAIL

COST: LOW

TECH NEEDED:

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CHANNEL: EMAIL

COST: LOW

TECH NEEDED: WIZA.CO

Use Wiza to find any email on LinkedIn

HOW IT WORKS:

It's times like this I wish I had an affiliate link :) [Wiza](#) helps you convert any LinkedIn search or saved list into an email list — Whether you're doing cold outreach or recruiting the best talent, Wiza helps you connect faster & easier.

WHY IT WORKS:

Append with accurate emails & phones, or simply export as a clean spreadsheet. This saves you hours and can help you scale outbound campaigns easily.

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Retargeting High Intent

HOW IT WORKS:

Often times companies run retargeting campaigns byt just going after eevryone who hit their website.

Instead only target high intent pages such as pricing, product pages, sign-up pages etc.

WHY IT WORKS:

You don't waste ad spend targeting people who were only engaging with very top of the funnel content and instead optimize it for actual conversions.

CHANNEL: DIRECT MAIL

COST: DEPENDS ON AD BUDGET

TECH NEEDED: NONE

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THANK YOU!

Would love to hear what you thought of this list.

Shoot me your thoughts at adam@curdis.co