



A Frequent Review of Messaging Always Improves the Quality of Leads

“Much like lettuce, sales & marketing images and messages for your signature services and programs should be refreshed often to effectively attract new leads.” gms 2020

Refresh with a 3rd Party Review. Update your lead generation strategy by incorporating a third-party review for continued productivity. Virtical conducts a comparative analysis involving one to three of your competitive communities. This evaluation will assist you in ascertaining whether retaining, refreshing, or revitalizing the content and messaging of one or more core signature services or programs would enhance both the quantity and caliber of sales leads.

Evaluation of Key Messaging. Our comparative study is centered on identifying platforms, including websites, social media channels, podcasts, blogs, videos, print materials, and sales presentations. Our aim is to evaluate the effectiveness of existing messaging against the potential for revitalizing images, content, language, and sales strategies to better attract and engage potential leads.

Advisory Consultations. Our consultations may involve both corporate and community leadership as we begin the process with a discovery Zoom with selected staff and interactive follow-up conversations. Upon completion the outcome will feature a Zoom advisory session with designated staff followed by a written report including:

- Comparative analysis of competitive imagery, messaging, and presentation
- Evaluation of the efficacy of sales and marketing language in lead generation
- Identification of elements to retain alter, adapt, or refine
- Suggestions for creative enhancement and implementation

For more information on this research program
please contact Gary@Virtical.Live.



Sales Assessments & Cultural Research

THIS OR This is a Signature Service of >Virtical featuring these 3 programs.
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