

# Create a winning marketing strategy



## Why your marketing feels busy but not effective

Your business invests in marketing. You have a website, you attend trade shows, you have a brochure, you may run online campaigns, and someone posts on LinkedIn. The sales team is chasing leads from every direction.

The problem is not effort, it is focus. Activity is spread across different channels, with no single, joined up view of how it all supports sales and revenue. There is no clear, agreed journey from first click to final proposal.

Each month you spend time and money on marketing, but it is difficult to say with confidence what is working and what is simply noise.

## Introducing the Lead Generation Playbook

The Lead Generation Playbook is a practical framework for B2B businesses that are tired of scattergun marketing, confusing websites that look good but do not convert, and agencies that talk about impressions instead of pipeline.

Together we build a simple, commercial growth system that your leadership, sales and marketing teams can own and run year after year.

This is not theory for its own sake or a slide deck that never reaches the frontline. It is a structured way to answer four important questions.

## The four questions at the heart of the Playbook

1. Where is growth really stuck
2. How are you going to win
3. What are you going to do about it
4. How will you know it is working

## What the Lead Generation Playbook gives you

By the end of the process you will have:

- A clear diagnosis of where money and opportunities are leaking out of your customer journey
- A one page strategy that a time poor MD or FD can read and say, “Yes, this is what we are trying to do”
- A small, coherent set of actions across brand, website, marketing and sales, rather than a random list of tactics
- A simple way to measure progress, so you can prove what works and stop what does not
- The option to test the approach with a focused 3 month or 6 month engagement

## The five pillars of the Lead Generation Playbook

### 1. Diagnosis, where growth is really stuck

Before any design or campaign, we start with the reality of how your business performs today. The aim is to give everyone a clear, shared picture of what is happening.

We look at:

- **Your numbers**, current and target revenue, profit, average deal size, win rate, conversion rates and sales cycle length
- **Where you win and lose**, who you beat, who you lose to, and what prospects tell you when they choose a different supplier
- **How buyers really buy**, the journey from first search or referral, through website visits and conversations, to a signed deal, including what pains they are trying to fix and how your offer helps
- **What your brand is doing today**, the impression your website, sales materials and proposals create, whether they feel clear, generic or confusing, and where you show up consistently or disappear
- **One team, one plan**, how well sales, marketing and operations work towards shared goals and targets, and where there are hidden disagreements

By the end of the diagnosis you gain:

- A clear view of where money is leaking out of the process

- A shared understanding of your real constraints, including budget, capacity and capability
- A simple, fact based problem statement that everyone can agree on

This becomes the starting point for all future decisions.

## 2. Strategy, how you will win

Many strategies are vague statements that avoid the hard choices. We keep it commercial and practical. Strategy is the set of choices about where you will focus and how you will win.

Together we define:

- **Priority segments and ideal customers**, the markets, sectors and account types that drive margin and strategic value, not just volume
- **Positioning in plain English**, who you are for, what problem you solve, what space you want to own in the market, and why you are the better choice, backed up with real proof
- **The role of your brand and website**, how your brand should help you, for example premium pricing, lower perceived risk, faster shortlisting or stronger preference, and what your website must do to support that, such as qualifying visitors and turning the right traffic into conversations
- **A clear promise**, the practical promise, what you help clients achieve or avoid, and the emotional promise, how working with you should feel

The output is a one page strategy that a busy MD, FD or Sales Director can read and say, “That is it.”

That single page then guides every website decision, every campaign, every sales deck and every piece of content.

### 3. Coherent actions, what you actually do

Tactics are not a shopping list of channels. They are the practical steps that bring your strategy to life across brand, website, marketing and sales.

We build a joined up system that covers:

- **Brand and message system**, a clear core story, simple messages for each key audience, and a small set of distinctive brand elements that appear everywhere online and offline
- **Your website as the conversion hub**, a job description for your site, priority journeys by audience, the pages that matter most, and calls to action that turn the right visits into conversations, so the site behaves like part of your sales process instead of a static brochure
- **Lead generation and nurture**, a balanced mix of long term brand building and short term demand activity, such as search, digital ads, email, LinkedIn, events and partner activity, mapped to how your buyers move from problem to decision
- **Sales and marketing on the same page**, shared definitions of what counts as a lead and an opportunity, clean handovers, standard sales decks and proposals, and a simple follow up rhythm that does not rely on one or two heroes
- **Retention and expansion**, onboarding steps, value reviews, referral prompts and a practical process for capturing proof, reviews and case studies

This is where the Playbook stops being a workshop and becomes a concrete plan, with clear ownership, timings and priorities.

## 4. Measurement and learning, how you know it is working

If you cannot measure it, it is hard to decide whether to continue, stop or invest more.

Measurement needs to be simple enough for the leadership team to use, and robust enough that sales and marketing trust the numbers.

We help you define:

- **A small set of meaningful metrics**, such as:
  - Brand, for example branded searches, direct website visits and basic awareness where it can be measured
  - Demand, volume and quality of leads by channel and by segment
  - Sales, win rate, deal value, sales cycle length and pipeline coverage
- **A simple dashboard and review rhythm**, monthly reviews for core numbers, quarterly sessions to spot patterns and make bigger decisions, and annual reviews to check brand health and direction, with weekly reports for marketing teams so momentum is maintained
- **A test and learn plan**, clear tests, such as new messages, offers, audiences or pages, what you will change, how long you will run it, and what success looks like

The goal is not perfection. The goal is to be able to say, with confidence, “this is working” or “this needs to change”, and to support that with evidence.

## 5. A 90 day roadmap and beyond

A Playbook only has value if it leads to action.

We finish by setting out a practical 90 day roadmap that usually includes:

- Immediate quick wins that remove obvious friction in your current journey
- Foundation work, such as key website pages, core messages and clean data
- One or two focused campaigns designed to prove the system in real conditions

From there we help you build a repeatable rhythm for the next 180 days and beyond, so growth comes from a system, not from one off pushes.

## Why choose Webstudio

You can buy a new website from many suppliers. You can buy more impressions and clicks from any number of media buyers.

What most B2B businesses lack is not another vendor. It is a partner who can connect brand, website, marketing and sales into a single commercial system, based on real experience and designed to be run by your own team.

Webstudio exists for that job.

- We work with owners and leadership teams, not only marketing departments
- We think in revenue, margin and pipeline, not just campaigns
- We bring structure, Diagnosis, Strategy, Coherent Actions and Measurement, and we keep everything practical
- We are clear about what will move the numbers and what will not, even if that means doing less rather than more

If you want a neat brochure site, we are unlikely to be the right fit. If you want a clear growth Playbook that your team can use to grow the business, we should talk.

## Your next step, book a short Clarity Session

We start with a short Clarity Session.

In this session we will:

- Map your current situation against the Lead Generation Playbook
- Highlight your biggest opportunities and the most serious gaps
- Outline what a realistic 90 day or 180 day plan with Webstudio could look like

There is no pressure and no hard sell, just a focused conversation to see whether our way of working fits your ambitions.