Quality sales enquiries from two campaigns · How to approach them?

For: Paušalni obrt · Obrtnici · j.d.o.o. · d.o.o.

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Applicability: According to the profile and circumstances of the described case.

Track how many contacts meet the minimum budget, deadline and description of the required service.

A starting point in practice

Compare the cost of the campaign, the number of relevant enquiries and the deals concluded.

Check whether the same number of clicks in both channels yields equally good queries.

Working example · Quality sales enquiries from two campaigns

Check whether the same number of clicks in both channels yields equally good queries.

Specific next steps

1. Compare the cost of the campaign, the number of relevant enquiries and the deals concluded.
2. Check whether the same number of clicks in both channels yields equally good queries.
3. Conduct a short test with a clear call to action and the same query definition.

Limits of application

Apply the guideline to your documents and working methods.

Original page

https://adriatrends.hr/poslovni-vodic/en/pitanja/praksa-upiti-kvaliteta-signali-odluka