Quality sales enquiries from two campaigns · What to do when the process stalls?

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.

If the queries are not relevant, clarify the terms in the advert and on the landing page.

When a plan meets an obstacle

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

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

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. Track how many contacts meet the minimum budget, deadline and description of the required service.
2. Compare the cost of the campaign, the number of relevant enquiries and the deals concluded.
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-problem