



Digital Marketing & Client Acquisition Playbook

69dynamics

Version 1.0 | March 2026 | Internal Team

*Objective: Acquire 20+ paying clients in 90 days
through structured digital marketing*

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1. EXECUTIVE SUMMARY

69dynamics is a talent-driven digital solutions studio offering:

- Custom Websites (from ₹25,000)
- Quantum Growth Infrastructure (CRM+ERP at ₹3,000/mo)
- E-commerce Platforms (69shop.in)
- Digital Marketing & Performance Ads
- Branding & Design
- App Development

Target Market: SMBs (India, US, UK, UAE, Australia) doing ₹10L–10Cr revenue, needing digital transformation.

Goal: 20+ clients in 90 days at a Customer Acquisition Cost (CAC) under ₹5,000/client.

2. CLIENT ACQUISITION FLOWCHART

3. PHASE 1 — TRAFFIC GENERATION

3.1 Google Ads Strategy

Campaign Structure:

Campaign	Type	Target Keywords	Daily Budget	Goal
Brand	Search	"69dynamics", "69dynamics website"	200	Brand protection
Web Dev - India	Search	"custom website development India", "website design company", "build my website"	800	Lead gen
Web Dev - International	Search	"affordable web development", "hire web developer", "custom website USA/UK/UAE"	500	Lead gen
Quantum CRM	Search	"CRM software for small business", "ERP for SMB", "affordable CRM India"	500	Lead gen
E-commerce	Search	"ecommerce website development", "online store development", "shopify alternative India"	400	Lead gen
Remarketing	Display	Visitors who didn't convert	300	Retargeting
YouTube	Video	"how to build a website", "digital marketing tips"	300	Awareness

Total Google Budget: 3,000/day = 90,000/month

Key Settings:

- Location: India (primary), US, UK, UAE, Australia, Singapore, Canada
- Bidding: Maximize Conversions — Target CPA 500 after 50 conversions
- Ad Extensions: Sitelinks (Pricing, Contact, Quantum, Portfolio), Callout (Free Consultation, 7-Day Delivery, No Templates), Call Extension (+91 6381688804)
- Landing Pages: /lp/google for search, /lp/google-b for brand

Ad Copy Templates:

Headline 1: Custom Websites from 25,000

Headline 2: No Templates — 100% Custom

Headline 3: Free Consultation — Book Now

Description: Get a high-performance website built by 69dynamics. CRM, e-commerce, marketing — all under one roof. 25K starter, 3K/mo Quantum bundle. Talk to us today.

3.2 Meta Ads Strategy (Facebook + Instagram)

Campaign Structure:

Campaign	Objective	Audience	Daily Budget
Awareness	Reach	Lookalike (1-3%) of website visitors, Business owners 25-55	400
Lead Gen	Lead Form	Custom: SMB owners, entrepreneurs, startup founders	800
Retargeting	Conversions	Website visitors (30 days), Page engagers (60 days)	400
Social Proof	Engagement	Testimonials, case study videos	200

Total Meta Budget: 1,800/day = 54,000/month

Creative Types:

1. Carousel: Before/after website transformations (3-5 cards)
2. Video (15-30s): "We built this website in 7 days" — screen recording with voiceover
3. Single Image: Pricing comparison (69dynamics vs. agencies vs. freelancers)
4. Lead Form: "Get a Free Website Audit" — collects name, email, phone, business type
5. Reels/Stories: Quick tips on web design, SEO, digital marketing

Targeting (India):

- Interests: Entrepreneurship, E-commerce, Digital Marketing, Shopify, WordPress, Small business
- Behaviors: Business page admins, Small business owners
- Demographics: Age 25-55, All genders
- Placement: Feed, Stories, Reels, Audience Network

Targeting (International):

- Same interests + "Outsourcing", "Web development agency"
- Highlight "India pricing, global quality" angle

3.3 Organic SEO Strategy

Current Status: 10+ pages "Discovered - currently not indexed" in Google Search Console.

Immediate Actions (Week 1-2):

1. Request indexing for each page in Google Search Console URL Inspection Request Indexing
2. Submit updated sitemap (already done — sitemap.xml updated March 9, 2026)
3. Build 10-20 quality backlinks from directories, guest posts, and partner sites
4. Publish 2 new blog posts/week targeting long-tail keywords

Target Keywords by Page:

Page	Primary Keyword	Monthly Volume	Difficulty
/ (Home)	custom website development India	1,900	Medium
/pricing	website development pricing India	720	Low
/products/quantum	CRM software for small business	2,400	High
/products/shop	ecommerce website development	1,600	Medium
/services/web-design	web design company India	3,600	Medium
/services/digital-marketing	digital marketing agency India	9,900	High
/about	69dynamics	Branded	Low
/blog	web development blog	590	Low

Blog Content Calendar (Monthly):

Week	Topic	Target Keyword
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1	"10 Must-Have Features for Your Business Website in 2026"	business website features
2	"Quantum vs Salesforce vs Zoho: CRM Comparison for Indian SMBs"	CRM comparison India
3	"How to Reduce Website Development Costs Without Sacrificing Quality"	affordable website development
4	"Complete Guide to Google Ads for Small Businesses"	Google Ads small business
5	"Why Custom Websites Beat WordPress Templates (With Data)"	custom vs template website
6	"E-commerce Setup Checklist: Everything You Need Before Launch"	ecommerce checklist
7	"Digital Marketing ROI: How to Measure What Matters"	digital marketing ROI
8	"69dynamics Case Study: How We Grew [Client] Revenue by X%"	web development case study

Technical SEO Checklist:

- [x] Sitemap.xml submitted with all pages
- [x] Robots.txt properly configured
- [x] Canonical URLs on all pages
- [x] Structured data (Organization, LocalBusiness, Service, BlogPosting)
- [x] Meta descriptions on all pages
- [x] OG tags on all pages
- [] Build 20+ backlinks (directories, guest posts)
- [] Internal linking strategy (every page links to 3+ other pages)
- [] Image alt tags audit
- [] Page speed optimization (target <2s)

3.4 Social Media Strategy

Platforms & Frequency:

Platform	Content Type	Frequency	Best Time
LinkedIn	Thought leadership, case studies, company updates	5x/week	8-10 AM IST, Tue-Thu

Instagram	Reels (tips), Carousels (tutorials), Stories (behind-scenes)	Daily	12-2 PM IST, 6-8 PM
X (Twitter)	Quick tips, industry news, engagement threads	3-5x/week	9-11 AM IST
YouTube	Tutorials, product demos, client testimonials	2x/month	Any

Content Pillars:

1. Educational (40%): Web design tips, SEO how-tos, marketing strategies
2. Social Proof (25%): Client testimonials, before/after, case studies
3. Behind the Scenes (20%): Team culture, work process, tool stack
4. Promotional (15%): Service highlights, pricing, offers

3.5 Referral Program

URL: <https://69dynamics.in/refer>

Structure:

- 10% commission on first project (websites, branding)
- 15% recurring on Quantum subscriptions (monthly)
- 20% for 3+ referrals in a quarter (bonus tier)
- Tracking via unique referral codes in CRM

Promotion:

- Email existing clients asking for referrals
- Social media posts about the program
- Add referral CTA to all email signatures
- Post-delivery follow-up: "Know someone who needs a website?"

3.6 Cold Outreach Strategy

Target Lists (Build via LinkedIn Sales Navigator, IndiaMART, JustDial):

Segment			Size	Source	Priority
Local	businesses	without	500	JustDial, Google Maps	High
websites					

Startups/new businesses (0-2 years)	300	LinkedIn, Startup India	High
Businesses with outdated websites	200	Manual audit	Medium
E-commerce businesses on Shopify/WooCommerce	200	BuiltWith, SimilarTech	Medium
International SMBs seeking affordable dev	200	LinkedIn, Clutch, Upwork	Medium

Outreach Channels:

1. Email: 50-100 cold emails/day using personalized templates
2. WhatsApp Business: Direct messages to business numbers
3. LinkedIn: Connection requests + personalized InMails
4. Phone: Cold calls to qualified leads (see scripts in Section 8)

4. PHASE 2 — LEAD CAPTURE

4.1 Landing Pages

Existing: /lp/google, /lp/meta, /lp/google-b, /lp/meta-b, /lp/quantum

Key Elements Every LP Must Have:

- Single focused CTA (Book Call / Get Quote / Start Free)
- Hero with clear value proposition
- Social proof (logos, testimonials, numbers)
- Pricing transparency
- Trust signals (SSL badge, client count, years in business)
- WhatsApp click-to-chat button
- Form: Name, Email, Phone, Business Type, Budget Range
- Exit-intent popup with discount/lead magnet

4.2 Website Conversion Optimization

Contact Points on 69dynamics.in:

1. Header: "Book a Call" button [Calendly](#)
2. Sticky CTA Bar: "Ready to grow?" [/contact](#)
3. Chatbot: Instant FAQ answers [Lead capture](#)
4. WhatsApp Float: Direct chat [Instant response](#)
5. Contact Page: Full form with budget selector [/contact](#)
6. Demo Page: Schedule a product demo [/demo](#)
7. Onboard Page: Self-serve onboarding form [/onboard](#)
8. Footer: CTA in every page footer

4.3 Lead Magnets (Free Resources to Capture Emails)

Lead Magnet	Format	Capture Method
"Website ROI Calculator"	Interactive tool	Email gate
"2026 Digital Marketing Checklist"	PDF	Download form
"Free Website Audit Report"	Personalized PDF	Scheduled call
"CRM Implementation Guide"	PDF	Email gate
"Google Ads Setup Playbook"	Guide page	Newsletter signup

5. PHASE 3 — LEAD QUALIFICATION & COLD CALLING

5.1 Lead Scoring Model

Signal	Points	Category
Visited pricing page	+20	High Intent
Submitted contact form	+30	High Intent
Clicked WhatsApp chat	+15	Medium Intent
Booked a demo/call	+40	Very High Intent
Opened 3+ emails	+10	Engagement
Budget > 50,000	+25	Qualification
Has existing website (redesign)	+15	Qualification
International client	+20	Revenue Potential
Referral lead	+30	Trust
Downloaded resource	+10	Awareness

Scoring Tiers:

- **HOT (70+ points):** Immediate call within 1 hour | Custom proposal within 24 hours
- **WARM (40-69 points):** Call within 4 hours | Nurture email sequence + follow-up call
- **COLD (<40 points):** Add to email drip | Retarget with ads | Monthly check-in

5.2 CRM Workflow (Quantum)

5.3 Follow-Up Cadence

Day	Action	Channel
0 (Lead comes in)	Acknowledge + qualify	WhatsApp/Email
0 (+1 hr)	First call attempt	Phone
1	Follow-up if no answer	Email + WhatsApp
3	Value-add message (case study, resource)	Email
5	Second call attempt	Phone
7	"Last chance" + social proof	Email
14	Re-engage with new offer	Email
30	Monthly newsletter/update	Email

6. PHASE 4 — CONVERSION & DIFFERENTIATION

6.1 Proposal Template

Every proposal should include:

1. Understanding — Restate the client's problem/goals in their own words
2. Solution — What we'll build, specifically for them
3. Scope — Detailed feature list, page count, integrations
4. Timeline — Week-by-week milestones
5. Pricing — Transparent breakdown (no hidden fees)
6. ROI Projection — "Your X investment generates Y leads/month at Z conversion rate"
7. Why 69dynamics — Differentiators (see Section 9)
8. Case Study — Similar client, similar results

9. Next Steps — Sign contract Pay advance Kick off in 48 hours

6.2 Demo Framework

15-Minute Demo Structure:

- 0-2 min: Greet + confirm their needs
- 2-5 min: Show a live site we built (closest to their industry)
- 5-10 min: Walk through Quantum CRM if applicable
- 10-12 min: Show their competitor's website vs what we'd build
- 12-15 min: Pricing + next steps + schedule follow-up

6.3 Closing Techniques

1. Urgency Close: "We have 2 project slots available this month — after that, the next opening is in 4 weeks."
2. ROI Close: "At 25K for a website that generates even 5 leads/month, your CAC is effectively 0 after 2 months."
3. Risk Reversal: "We offer a 7-day satisfaction check — if you're not happy with the direction after the first milestone, full refund."
4. Social Proof Close: "We just delivered [similar project] for [client] — same scope, finished in 10 days."
5. Bundled Value: "If you sign up for Quantum + website together, we include 3 months of maintenance free."

7. PHASE 5 — RETENTION & GROWTH

7.1 Client Onboarding (Automated — Already Live)

When a client is approved in the admin panel, a 7-step onboarding workflow auto-starts:

1. Welcome Email
2. Collect Documents
3. Brand Assets Upload
4. Portal Access Setup
5. Kickoff Call
6. Requirements Review
7. Project & Timeline Setup

7.2 Upsell Paths

After Delivering...	Upsell To...	Timing
Starter Website	Growth Suite (multi-page + SEO)	Month 2
Any Website	Quantum CRM (3K/mo)	Month 1
Website + CRM	Digital Marketing Retainer (35K/mo)	Month 3
E-commerce Build	69shop.in Integration	During build
Any Project	Annual Maintenance Plan (15K/yr)	On delivery

7.3 Reviews & Testimonials Strategy

- Send Google Review request 7 days after project delivery
- Offer 2,000 discount on next project for a video testimonial
- Create case study from every completed project
- Post testimonials on social media weekly

8. COLD CALL SCRIPTS & OBJECTION HANDLING

8.1 Opening Script (First Contact)

"Hi [Name], this is [Your Name] from 69dynamics. I'm reaching out because I noticed [personalized observation — e.g., 'your business doesn't have a website yet' / 'your current website could be generating more leads']. We help businesses like yours get a professional online presence that actually brings in customers. Do you have 2 minutes to hear how?"

If they say YES:

"Great! So we specialize in building custom websites — no templates, everything built specifically for your business. Our starter package is 25,000 and most sites are ready in 7-10 days. We also have a Quantum growth suite at 3,000/month that includes website + CRM + marketing tools. What's your biggest challenge with your online presence right now?"

If they say NO / BUSY:

"I completely understand. Can I send you a quick 1-page overview on WhatsApp? It'll take 30 seconds to look at, and if it's relevant, we can chat when it's convenient. What's the best number?"

8.2 Discovery Questions (After Opening)

1. "What does your business do, and who are your typical customers?"
2. "Do you currently have a website? How is it performing?"
3. "Where do most of your customers come from right now?"
4. "What would having a great website (or better website) mean for your revenue?"
5. "Have you worked with a web developer or agency before? How was that experience?"
6. "What's your timeline — do you need this in the next 2-4 weeks?"
7. "What's your budget range for a solution like this?"

8.3 Objection Handling

"It's too expensive."

"I understand budget matters. Let me put it this way — at 25,000, if your website brings in just 1 new client worth 50,000, you've already doubled your investment. And unlike agencies that charge 1-5 lakhs, we give you the same quality at India-first pricing. We also have a 3,000/month Quantum bundle that includes everything — website, CRM, hosting, and ongoing support."

"I already have a website."

"That's great! Can I take a quick look? [Review it live] — I see a few areas where we could improve your conversions. For example, [specific issue — speed, mobile responsiveness, no CTA, outdated design]. We do website redesigns too, and the improvement in leads alone usually pays for the project in 2-3 months."

"I'll think about it."

"Of course — this is a business decision that deserves thought. Can I send you a no-obligation proposal so you have all the details? I'll include a timeline and pricing breakdown. Also, we're currently offering [offer — free consultation / free audit / 10% off this month]. When would be a good time to follow up — later this week?"

"I'm using WordPress/Wix/Squarespace."

"Those are fine for starting out. But here's the thing — template sites all look the same, they're slow, and you're paying monthly fees forever without owning your code. Our custom websites are 3-5x faster, designed specifically for your brand, and you own everything. Plus, our Quantum platform gives you CRM + website + marketing in one place — something WordPress can never do."

"I don't need digital marketing."

"Fair enough — not every business needs paid ads. But even without ads, having a fast, SEO-optimized website means you show up when people search for what you offer. We've had clients get 50+ organic leads/month just from a well-built website with good SEO. No ad spend needed."

"Can you guarantee results?"

"We guarantee the build quality, speed, and support — no one can ethically guarantee specific revenue numbers because that depends on your product, market, and operations. But I can show you data from similar clients. For example, [Client X] saw a 3x increase in leads within 60 days of launching their new site with us. We also track everything through our client portal so you can see ROI in real-time."

"I know someone who does it cheaper."

"Price is important, but so is what you're getting. A \$5,000 website often means a recycled template, no SEO, no support after delivery, and no CRM. We build custom — no templates — include 90 days of free support, full SEO setup, mobile optimization, and you get a client portal to track everything. The question is: would you rather save \$20K now or make \$2L more in the next 6 months?"

8.4 WhatsApp Cold Message Templates

Template 1 — No Website:

Hi [Name]

I'm [Your Name] from 69dynamics. I noticed [Business Name] doesn't have a website yet — in 2026, 87% of customers check a business online before buying.

We build custom websites starting at \$25,000 (ready in 7 days). Want to see what we could create for [Business Name]?

69dynamics.in/pricing

Template 2 — Outdated Website:

Hi [Name]

I came across [Business website] and had a few ideas that could help you get more leads from it. Would you be open to a free 10-min website audit? No strings attached.

Let me know a good time — or you can book directly: 69dynamics.in/demo

Template 3 — Competitor Angle:

Hi [Name]

Just noticed your competitor [Competitor] recently launched a new website. First movers in your industry online tend to capture 2-3x more leads.

We specialize in helping [industry] businesses get a strong digital presence. Starting from \$25K — custom, no templates.

Worth a quick chat? 69dynamics.in

9. COMPETITIVE DIFFERENTIATION FRAMEWORK

9.1 Why 69dynamics Over Competitors

Factor	Freelancers (5-15K)	Template (50K-2L)	Agencies	69dynamics	Enterprise (5L+)	Agencies
Custom Design	Templates	Semi-custom		100% Custom	Custom	
Delivery Speed	2-4 weeks	4-8 weeks		**7-14 days**	8-16 weeks	
Pricing	Low	Medium-High		**India-first**	Very High	
CRM Included				**Quantum**	Sometimes	
Marketing Setup		Basic		**Full SEO + Ads**		
Client Portal				**Real-time**	Sometimes	
Post-Delivery Support	Usually none	30 days		**90 days free**	Contract-based	
Code Ownership				**You own it**	License	
Communication	Inconsistent	Email only		**Portal + WhatsApp**	Account manager	

9.2 Unique Selling Points (USP) — Use in Every Pitch

1. "No Templates, Ever" — Every pixel is designed for your brand. We don't use WordPress themes, Shopify templates, or page builders. Your website is as unique as your business.
2. "India Pricing, Global Quality" — Get Silicon Valley-level websites at Indian rates. 25K for a custom site that agencies in the US charge \$5,000+ for.
3. "Full Stack Under One Roof" — Website + CRM + Marketing + Hosting + Support. No juggling 5 different vendors. One team, one dashboard, one invoice.
4. "Quantum Growth Infrastructure" — Our proprietary CRM+ERP platform (3K/mo) that no freelancer or template agency can match. Automated invoicing, client portals, project tracking, marketing analytics — all built-in.
5. "7-Day Delivery Promise" — Starter websites delivered in 7 days or less. Growth suites in 14 days. We move fast because we're a focused team, not a bureaucratic agency.
6. "Transparent Pricing, No Surprises" — Our pricing page shows exact numbers. No "custom quote" games. You know exactly what you're paying before you commit.
7. "Client Portal Access" — Real-time project tracking, milestone updates, file sharing, invoices, and communication — all through your own portal at 69dynamics.in/portal.

9.3 Industry-Specific Pitches

For Restaurants:

"Your competitors are getting orders through Swiggy/Zomato and paying 20-30% commission. With a custom website + online ordering system from us, you keep 100% of the revenue. Starting at 35K — pays for itself in 2 months."

For Real Estate:

"Buyers search online first. A property listing website with virtual tours, lead capture, and CRM integration means you never miss a lead. We've built systems that generate 50+ buyer inquiries/month."

For Doctors/Clinics:

"Patients Google before they book. A professional website with online appointment booking, patient reviews, and SEO for 'best [specialty] near me' can fill your calendar. Starting at 25K."

For E-commerce:

"Shopify charges you forever and limits customization. We build custom e-commerce platforms that you own, with integrated analytics, inventory management, and marketing tools. Our 69shop.in platform handles payments, shipping, and everything else."

For Startups:

"You need to launch fast and look credible — not spend 6 months and 5L with an agency. Our Quantum bundle at 3K/month gives you a website + CRM + hosting + support. Launch in 7 days, iterate as you grow."

10. BUDGET ALLOCATION

Monthly Budget: 1,80,000 (Starting Phase)

Channel	Monthly Budget	% of Total	Expected Leads	Cost Per Lead
Google Ads	90,000	50%	60-90	1,000-1,500
Meta Ads	54,000	30%	40-70	770-1,350
LinkedIn Ads	9,000	5%	5-10	900-1,800
Content/SEO Tools	9,000	5%	Organic (long-term)	—
Cold Outreach Tools	9,000	5%	20-30	300-450
Referral Payouts	9,000	5%	5-10	900-1,800

****TOTAL****

**** 1,80,000****



****100%****

****130-210 leads****



**** 857-1,385 avg****

Revenue Projection (Conservative)

Metric	Month 1	Month 2	Month 3
Leads Generated	80	140	200
Qualified Leads (30%)	24	42	60
Conversions (15%)	4	6	9
Avg Deal Size	40,000	45,000	50,000
Revenue	1,60,000	2,70,000	4,50,000
Marketing Spend	1,80,000	1,80,000	1,80,000
ROI	-11%	50%	150%
Cumulative Clients	4	10	19

Recurring Revenue from Quantum subscriptions (3K/mo/client):

- Month 1: 2 Quantum clients = 6,000/mo recurring
- Month 3: 8 Quantum clients = 24,000/mo recurring
- Month 6: 20 Quantum clients = 60,000/mo recurring covers marketing cost

11. KPIs & TRACKING

Weekly Dashboard Metrics

KPI	Target	Tracking Tool
Website Visitors	2,000+/week	Google Analytics
Lead Form Submissions	30+/week	CRM (Quantum)
WhatsApp Inquiries	15+/week	WhatsApp Business
Chatbot Conversations	50+/week	Chatbot Analytics
Google Ads CTR	>3.5%	Google Ads
Meta Ads CTR	>1.5%	Meta Business Suite
Cost Per Lead	< 1,500	Ads Platforms
Lead Qualified Rate	>30%	CRM
Qualified Close Rate	>15%	CRM
Average Deal Size	> 40,000	CRM
Client Satisfaction	>4.5/5	Portal Feedback

Google Reviews	2+/month	Google Business
Referral Leads	5+/month	Referral System

Conversion Funnel (Track in CRM)

12. 30-60-90 DAY ACTION PLAN

Days 1-30: FOUNDATION

Week 1 (Mar 10-16):

- Set up Google Ads account, create 5 campaigns (see Section 3.1)
- Set up Meta Business Suite, create 4 campaigns (see Section 3.2)
- Request indexing for all un-indexed pages in Search Console
- Build first cold outreach list (200 businesses)
- Send 50 cold emails + 50 WhatsApp messages
- Set up LinkedIn company page if not active
- Post first 3 LinkedIn articles

Week 2 (Mar 17-23):

- Optimize ads based on first week data (pause low performers)
- Publish 2 new blog posts (SEO-optimized)
- Send second batch of cold outreach (100 emails + 100 WhatsApp)
- Make 50 cold calls from qualified responses
- Set up Google Business Profile (if not done)
- Create first case study from existing client

Week 3 (Mar 24-30):

- A/B test ad copies and landing pages
- Build 5 quality backlinks (guest posts, directories)
- Follow up all warm leads
- Create 2 social proof videos (testimonials/demos)
- Analyze and optimize lead scoring model

Week 4 (Mar 31-Apr 6):

-

[] Month-end review: leads, conversions, spend, ROI

- [] Document learnings and adjust strategy
- [] Goal: 4+ closed clients, 80+ total leads

Days 31-60: SCALE

Focus Areas:

- Double ad budget on best-performing campaigns
- Scale cold outreach to 200/day
- Publish 3 blog posts/week
- Start YouTube channel with first video
- Launch email drip sequence for warm leads
- Set up retargeting campaigns
- Goal: 6+ new clients, 140+ leads

Days 61-90: OPTIMIZE

Focus Areas:

- Optimize for profitability (reduce CAC by 30%)
- Build referral engine (target 20% of leads from referrals)
- Establish thought leadership on LinkedIn
- Create partnerships with complementary businesses
- Hire/contract a dedicated sales caller
- Goal: 9+ new clients, 200+ leads, positive ROI

APPENDIX A: TOOL STACK

Purpose	Tool	Cost
CRM & Lead Management	Quantum (own platform)	Free (internal)
Google Ads	Google Ads	Budget-based
Meta Ads	Meta Business Suite	Budget-based
SEO Analytics	Google Search Console + Analytics	Free
Cold Email	Lemlist / Mailshake	3,000/mo

WhatsApp Business

WhatsApp Business API



Free- 2,000/mo

Social Scheduling	Buffer / Later	1,500/mo
Keyword Research	Ubersuggest / Ahrefs	2,000/mo
Backlink Building	Manual outreach + HARO	Free
Video Editing	CapCut / DaVinci Resolve	Free
Design	Figma + Canva	1,000/mo

APPENDIX B: EMAIL TEMPLATES

B1. Cold Email — No Website

Subject: [Business Name] — your customers are searching online

Hi [Name],

I noticed [Business Name] doesn't have a website yet. In 2026, 87% of consumers check a business online before visiting or buying.

We're 69dynamics — we build custom websites (no templates) starting at 25,000, delivered in 7 days. Here's what you'd get:

- Custom design matching your brand
- Mobile-optimized + SEO-ready
- Contact forms + WhatsApp integration
- Google Business Profile setup

Would you have 10 minutes this week for a quick call? I can show you exactly what we'd build for [Business Name].

Best,

[Your Name]

69dynamics | 69dynamics.in

+91 6381 688 804

B2. Cold Email — Outdated Website

Subject: Quick idea to get more leads from [website URL]

Hi [Name],

I took a look at [website URL] and noticed a few things that might be costing you leads:

- [Specific issue 1 — e.g., "The site takes 8+ seconds to load on mobile"]

- [Specific issue 2 — e.g., "There's no clear call-to-action on the homepage"]
- [Specific issue 3 — e.g., "It's not showing up in Google for '[relevant keyword]'"]

We specialize in website redesigns that are built for conversions. Our clients typically see a 2-3x increase in leads within 60 days.

Would you be open to a free website audit? No commitment — just actionable insights you can use.

Book a call: 69dynamics.in/demo

Best,

[Your Name]

69dynamics | 69dynamics.in

B3. Follow-Up Email (3 Days After Cold Email)

Subject: Re: Quick idea for [Business Name]

Hi [Name],

Just following up on my previous email. I know you're busy — here's the TL;DR:

Custom website for [Business Name] 7-day delivery 25,000

Zero templates, 100% built for your brand

Free 90-day support included

Want to see what it would look like? I can share a mockup in 24 hours.

Reply "yes" and I'll get started.

Best,

[Your Name]

APPENDIX C: PARTNERSHIP OPPORTUNITIES

Build alliances with complementary businesses to generate referral leads:

Partner Type	What They Get	What We Get
CA Firms / Accountants	Free basic website	Client referrals
Marketing Consultants	White-label dev services	Marketing strategy clients
Graphic Designers	Development partner	Design-first clients
Business Coaches	Portal/tech solutions	Startup clients
Hosting Providers	Migration partner	Hosting referral fees

This document is a living playbook. Update monthly with performance data, new learnings, and adjusted targets.

Last Updated: March 9, 2026