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Business Model

Lead Generation Automation Algorithm

Analysis of Data Points

Use System

↳ Access Available Info By Industry↳ (GMB) ~~map~~

↳ Scaled by Geography

↳ (Yelp) ~~map~~

↳ Dashboard of Results

Apple

↳ ~~Ranking~~ Deployment of marketing Info.

make sure it doesn't go into spam/junk

↳ Contact management CRM

↳ Sales pipeline

↳ Automatically contacts lead.

Process Data Points in my Business Model



Produces Ranking system of Leads

Business Model

GMB

Is this Business Listed? Y N

Verify N.A.P. Consistent? Y N

Is this Business Claimed? X N

Y N → Variations

Is Business Name Descriptive? Y N

Y N → List works.

Primary Category?

Y N → List PC.

Sub Categories?

Y N → List SC. Compare against GMB

List of Services

Y N → List service's lists

Products

Y N → List products

Posts

Y N → Number/Frequency

Service Areas

Y N → Number -f.

Photos

Y N → Number of

URLs

Y N → Links