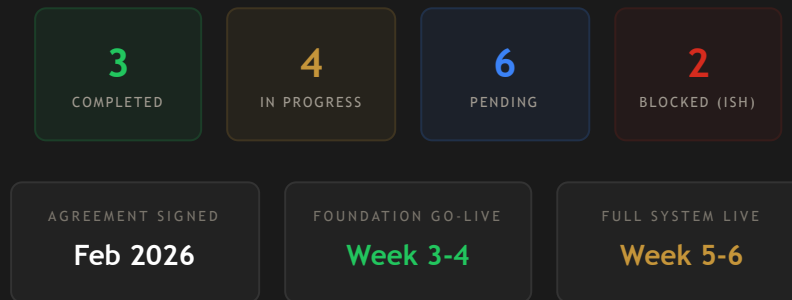# Digital Lead Generation
Execution Plan

What has been completed, what happens next, the timeline for delivery, and what Aleph needs from ISH to execute at full speed.

3	4	6	2
COMPLETED	IN PROGRESS	PENDING	BLOCKED (ISH)

AGREEMENT SIGNED	FOUNDATION GO-LIVE	FULL SYSTEM LIVE
Feb 2026	Week 3-4	Week 5-6

Internal Document   Not for Distribution   Prepared by Aleph Creative-Hub

What's Been Completed

Work already delivered or in progress before the kickoff meeting

Completed Items

✅ **Services Agreement (7 pages)** - Full commercial terms, commission structure (5% net profit per project), KPI targets, scope boundaries, ownership terms, and legal protections. Ready for signature.

✅ **ISH Brand Identity Refresh** - New ISH Crown logo in multiple variants (White/Gold for light backgrounds, White/Red for Aleph partnership materials). SVG vector files for print and digital.

✅ **Domain Access Secured** - GoDaddy account access received. Existing domain infrastructure reviewed and ready for configuration.

In Progress

☐ **Website Design & Development** - Professional ISH website showcasing services, completed projects, credentials, and contact. Mobile-optimised, SEO-ready.

☐ **Business Email Setup** - Professional @isgcawusomnotho.co.za email for tenders, client communication, and credibility. Requires domain DNS configuration.

☐ **Document Templates** - ISH branded letterhead, quotation template, and procedure document template with new crown logo. Requested by Ronald.

☐ **Project Portfolio Content** - Collecting completed project summaries and photographs from ISH for website and social media content.

Blocked - Needs ISH Input: Two items require action from the ISH team before Aleph can proceed. See page 4 for full action items list.

Project Photos & Evidence

Ronald has committed to sending completed project photographs. These are essential for the website project showcase section and social media content. **Without photos, the website cannot go live and social media cannot launch.**

Completed Project Summaries

A document listing ISH's completed projects was promised. This feeds into the website, social proof content, and credibility positioning. **Summary document is in progress on ISH side.**

Domain & Email Activities

What Aleph will do with the GoDaddy domain access received from ISH

Domain Audit (Aleph)

- Audit current DNS records and hosting configuration
- Check domain expiry date and renewal status
- Identify any existing website or parking page
- Identify any existing email accounts or forwarding rules
- Extract and document all current DNS settings before changes

Configuration (Aleph)

- Configure A/CNAME records for new ISH website hosting
- Set up MX records for professional email routing
- Configure SPF, DKIM, and DMARC for email security
- Create professional email accounts (info@, ronald@, etc.)
- Coordinate OTP verification with Ronald for email activation
- Test email delivery and configure on Ronald's devices

Execution Timeline

Week-by-week breakdown of what gets built, launched, and activated

WEEK 1-2 FOUNDATION	**Foundation Infrastructure**
	Website: Design homepage, services page, projects page, contact page. Build responsive layout. Integrate ISH branding, crown logo, and colour scheme. Deploy to hosting.
	Email: Configure domain DNS records (MX, SPF, DKIM). Set up professional email accounts. Test delivery and configure on Ronald's devices.
	Google Business: Create profile, add business details, photos, services, operating hours. Submit for verification (may take 5-14 days for postcard).
	Document Templates: ISH branded letterhead, quotation template, and procedure template with new crown logo.

WEEK 2-3 CONTENT	**Content Creation & Social Media Setup**
	Social Accounts: Create/optimise Facebook Business Page and Instagram Business Account. Apply ISH branding, cover images, and profile content.
	Content Bank: Create branded content templates for project showcases, before/after posts, testimonials, service highlights. Build 2-3 weeks of scheduled content.
	Website Content: Populate project showcase with completed project photos and descriptions. Write service descriptions tailored to Northern Cape market.
	SEO Foundation: Optimise all pages for "construction Kuruman", "building contractor Northern Cape" and related search terms.

WEEK 3-4 SYSTEMS	**CRM & Lead Management Deployment**
	CRM Setup: Deploy lead management dashboard. Configure pipeline stages (New, Qualified, Quoted, Negotiating, Won, Lost). Set up team access for Ronald and key staff.
	Client Engagement: Configure intelligent messaging system for after-hours enquiry capture. Set up lead qualification flows and routing to ISH team inbox.
	Integration: Connect website contact forms to CRM. Connect social media enquiries to CRM. Set up email notifications for new leads.

WEEK 4-5 TRAINING	**Training & Handover**
	CRM Training: Walk Ronald and team through the dashboard - how to view new leads, update pipeline stages, respond to enquiries, and track conversions.
	Social Media Training: Show how to share/approve content, respond to comments, and use project photos for quick posts between scheduled content.
	Email & Google Business: Ensure all accounts are accessible on Ronald's devices. Train on responding to Google reviews and updating business info.

WEEK 5-6 LAUNCH	**Full System Launch & Optimisation**
	Go-Live: All systems active. Social media posting schedule running. Client engagement system live. CRM capturing all enquiries. Google Business verified and visible.
	First Month Review: Analyse early metrics, adjust content strategy based on engagement data, refine lead qualification criteria, and optimise posting times.
	Ongoing: Aleph manages all systems, creates content, monitors performance, and provides monthly reports. ISH responds to qualified leads and updates pipeline.

Timeline depends on ISH delivering project photos and summaries. If received within 7 days, this timeline holds. Delays in content from ISH will push the website and social media launch accordingly.

What Aleph Needs From ISH

Complete information collection checklist - the sooner these come in, the sooner the system goes live

Items marked URGENT are blocking multiple deliverables. The website, social media, and Google Business profile cannot launch without project content. Everything else Aleph can work around, but content is the critical path.

1 Project Content & Evidence (URGENT - Blocking Launch)

- **Completed project photographs** - Minimum 5-10 photos of finished work. Site progress shots, completed buildings, infrastructure. Phone camera quality is fine - Aleph will professionally edit and brand all images. **BLOCKING WEBSITE + SOCIAL**
- **Project completion summaries** - For each project: client type (residential / commercial / mining / government), brief description of work done, location, approximate contract value range. Ronald indicated a document is in progress. **BLOCKING WEBSITE**
- **Company profile document** - Ronald mentioned a document prepared for a specific application. Please share so Aleph can extract relevant content for the website and marketing materials. **IN PROGRESS**
- **Testimonials or client references** - Even 2-3 short quotes from satisfied clients. Can be collected via WhatsApp - just a quick voice note or message from a client saying they were happy with the work. Aleph will format professionally. **NICE TO HAVE**
- **Before/after photos** - If available, transformation shots are the highest-performing social media content in construction. Empty site to completed building is powerful. **NICE TO HAVE**

2 Registrations & Compliance

These registrations appear on the website footer, Google Business profile, and tender/proposal materials. They signal credibility to prospects.

- **CIPC registration number** - Company registration for website footer and all official documents.
- **NHBRC registration** - National Home Builders Registration Council. If registered, this is a major trust signal for residential clients.
- **CIDB grading level** - Construction Industry Development Board grading (e.g., GB 3, CE 4). Determines which contracts ISH can bid on and signals capability to prospects.
- **B-BBEE level / certificate** - Broad-Based Black Economic Empowerment level. Critical for government and mining sector work. If certified, share certificate.
- **Tax clearance status** - Valid tax clearance pin or certificate. Required for tenders and signals compliance to commercial clients.
- **Coida / Compensation Fund** - Letter of good standing from the Compensation Fund. Required for tenders and shows ISH covers its workers.
- **Professional indemnity / liability insurance** - If ISH has construction insurance, this adds credibility on the website.
- **CSD registration number** - Central Supplier Database registration for government work. If registered, include on the website.

3 Business Details

- **Full list of services offered** - All construction services ISH provides. Examples: new residential builds, commercial construction, renovations, project management, civil works, structural steel, paving, fencing, painting, plumbing, electrical. Be comprehensive - each service becomes a keyword target.
- **Target market segments** - Which clients does ISH want to attract? Rank in priority: residential homeowners, property developers, mining companies, government/municipalities, commercial businesses, other contractors (subcontracting).
- **Operating regions** - Confirm service area: Kuruman, Kathu, Postmasburg, Vryburg, Upington? Broader Northern Cape? Nationally? This sets SEO and Google Business targeting.
- **Company founding year** - "Established 20XX" is a credibility marker on the website.
- **Number of employees / team size** - Gives scale context for prospects. Approximate is fine.
- **Key differentiators** - What makes ISH different from other Kuruman contractors? On-time delivery, quality, safety record, specific expertise?

Information Needed (Continued)

Accounts, contacts, and domain configuration details

4 People & Contacts

- **Director / Owner details** - Full name, title, and a brief bio for the website "About" page. Photo strongly recommended (professional or smart casual, Aleph can edit).
- **Key staff names and roles** - Project managers, site foremen, estimators, admin. At minimum 2-3 names for the team section. Photos optional but recommended.
- **Public-facing phone number** - Confirm which number goes on website, social media, and Google Business. Options: 076 648 8375 or 076 648 8375 or other?
- **Public-facing email** - Once configured, likely info@isgcawusomnotho.co.za. Confirm.
- **Physical address for Google Maps** - Confirm: 3 Ranonkel Street, Kuruman, 8460. This becomes the Google Business pin location.
- **Operating hours** - Standard hours for Google Business. e.g., Mon-Fri 07:00-17:00, Sat 08:00-13:00, Sun Closed.

5 Social Media Accounts

- **Existing Facebook page?** - Does ISH already have a Facebook page? If yes, grant Aleph admin access (Settings > Page Roles > Add). If no page exists, Aleph will create one.
- **Existing Instagram account?** - Same as above. If existing, share login or grant access via Facebook Business Suite. If none, Aleph creates a business account.
- **LinkedIn company page?** - Useful for commercial and mining sector credibility. If none, Aleph can create.
- **WhatsApp Business?** - Is ISH using WhatsApp Business (not regular WhatsApp)? If yes, Aleph can integrate it into the client engagement system for automated greeting messages and catalogue.
- **Any existing Google reviews?** - If ISH has ever been reviewed on Google, there may already be an unclaimed business listing that needs to be claimed rather than created fresh.

6 Domain & Email Setup

GoDaddy domain access has been received. Below is what Aleph will do and what needs to be confirmed by ISH.

- **Aleph will audit the current domain** - Check existing DNS records, identify any active email accounts or forwarding, verify domain expiry date, and document everything before making changes. **ACCESS RECEIVED**
- **Extract existing emails** - If there are any existing email accounts on the domain, Aleph will identify them, extract any important data, and ensure nothing is lost during reconfiguration.
- **Email addresses to create** - Confirm which addresses ISH needs. Suggested: **info@** (general enquiries, goes to CRM), **ronald@** (director), **accounts@** (invoicing), **tenders@** (tender submissions). Any others?
- **Email forwarding rules** - Should any of the above forward to existing personal email addresses (e.g., info@ forwards to ronald's Gmail)? This ensures no leads are missed during transition.
- **OTP coordination** - Email activation may require an OTP sent to 076 648 8375. Aleph and Ronald will need to coordinate a time window (5 minutes) to complete this step together.
- **Device setup** - Confirm which devices need email configured: Ronald's phone (Android/iPhone?), laptop/desktop, any other team members' devices?

Everything else is on Aleph. Website design, CRM deployment, social media strategy, content creation, Google Business setup, SEO optimisation, client engagement system, document templates, and ongoing management are all Aleph's responsibility. ISH just needs to provide the information above and respond to leads once the system goes live.

How to send information: ISH can share items via WhatsApp (photos, voice notes, documents), email, or in-person. There is no specific format required - just send what you have and Aleph will organise and present everything professionally.

Ongoing Operations

How the partnership works once everything is live

Aleph Does This

- **Creates and publishes** social media content (3x/week minimum)
- **Manages** Google Business profile, reviews, and local SEO
- **Operates** 24/7 client engagement system for after-hours enquiries
- **Maintains** website, CRM, and all digital infrastructure
- **Captures and qualifies** all incoming leads from digital channels
- **Delivers** qualified leads to ISH team inbox with full context
- **Reports** monthly on KPIs, leads, engagement, and system performance
- **Optimises** continuously - improving content, targeting, and conversion

ISH Does This

- **Responds** to qualified leads within 4 business hours
- **Updates** lead status in the CRM dashboard
- **Provides** project photos and testimonials as work is completed
- **Reports** project completions for commission reconciliation
- **Answers** calls and WhatsApp messages routed by the system
- **Follows up** on quoted leads and updates the pipeline

That's it. ISH focuses on what they do best: building. Aleph handles the digital side entirely.

Monthly Rhythm

How each month flows once the system is operational

Week 1
Content Push

New content batch published. Social posts scheduled. Google Business updated with latest projects.

Week 2
Lead Review

Review pipeline with ISH. Check lead response times. Follow up on stalled quotes. Adjust targeting.

Week 3
Optimise

Analyse what content performs best. Refine SEO keywords. Boost high-performing posts organically.

Week 4
Report

Monthly performance report. KPI dashboard review. Commission reconciliation on completed projects.

Kickoff Meeting Agenda

Suggested topics for the first strategy alignment call

Review & Confirm

- Walk through the services agreement together
- Confirm all commercial terms are understood
- Sign agreement and confirm balance payment timeline
- Review this strategy document and timeline

Action Items & Access

- Confirm which project photos are available now
- Agree on email addresses to create
- Confirm social media account status (new or existing)
- Schedule OTP verification for email setup
- Collect business info (services, regions, registrations)
- Set next check-in date (end of Week 2)

ALEPH Creative-Hub
Bakiel | +27 65 938 7000 | bakielisrael@gmail.com

ISH - Isgcawu Somnotho Holdings
Ronald Radebe | 076 648 8375