Lead_Strategy-Recovery-Plan_May-2025

🕐 Created	@May 16, 2025 3:47 PM
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Lead Strategy Recovery Plan – May 2025

1. Quick Context

We paused Facebook ads too frequently, which prevented Meta from completing its learning phase.

Performance dropped due to lack of optimization and rising cost-per-lead.

Current budget is $25/week, which is too low to allow meaningful learning or lead generation.

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2. Current Facebook Status

- Facebook ad is drafted and pending approval.
- At $25/week (~$3.50/day), we expect only 1–2 leads/week.
- Meta requires ~50 leads/week to stabilize and exit the learning phase.
- **Action:** Pause Facebook campaigns for now. Do not delete past ad sets; they may be reused later for lookalike targeting.

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3. Google Search Campaign – MCA_Search_Intent_01

Objective: Drive low-volume, high-intent leads efficiently.

- **Daily Budget:** $8/day (run in 4-day bursts)
- **Geography:** Only fundable states

- **Ad Groups:** 'Business Loans Now', 'Same-Day Funding', 'MCA Fast'
- **Keywords (Exact + Phrase):** [business loan fast] [merchant cash advance today] [get working capital now]
- **Negative Keywords:** free, grant, startup, sba, bad credit, no collateral
- **Landing Option:** Google Form or Typeform with Name, Phone, Monthly Revenue
- **Conversion Tracking:** Track Form Submit as a Lead + enable Call Extensions

4. Budget Requirements & Learning Math

Meta requires ~50 conversion events per week to exit learning.

If each lead costs $10–20, you'd need $500–1,000/week.

Budget Estimations:

- $10/lead → $500/week
- $15/lead → $750/week
- $20/lead → $1,000/week

Rule of Thumb: Weekly Budget = Cost Per Lead × 50

Each +$5 in CPL adds $250 in required weekly spend.

Google Search has lighter learning requirements, ideal for lower budgets.

5. Action Guidelines – Do & Don't

DO:

- Launch Google Search in $32 burst tests
- Respond to leads within 5 minutes
- Track every call in a shared sheet or basic CRM (e.g. HubSpot Free)

DON'T:

- Waste $3/day on Meta campaigns that won't optimize
- Send cold traffic to an untrustworthy or slow site

- Re-enable FB ads until $100–150 test spend is available

6. Immediate Next Steps

Task	Owner	Deadline
Approve Search settings	John	Day 1
Build & link lead form	You	Day 2
Launch 4-day Search burst	You	Day 3
Daily lead response & log	John	Day 3–6
Review & optimize campaign	Both	Day 7

7. 90-Day Recovery Roadmap

Phase	Timeline	Goal	Success Criteria
Stabilize	Week 1–2	Validate leads <= $20	3+ leads per test
Optimize	Weeks 3–6	Refine keywords, improve CRM flow	CPL down 20%
Scale	Weeks 7–12	Reintroduce FB at $150/test	10+ leads/week