

# Continuous Lead Generation System

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## PICU Student Acquisition Automation

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## Phoenix Global Nexus Intelligence Division

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# AUTOMATED LEAD DISCOVERY STRATEGY

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## Daily Monitoring Tasks (30 min/day)

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### Reddit Monitoring

Subreddits to Monitor:

- r/pastors (3.3K members)
- r/theology
- r/GradSchool
- r/PhD (240K members)
- r/PhDAdmissions
- r/Christianity
- r/Reformed

Keywords to Track:

- "doctoral degree"
- "DMin"
- "Doctor of Ministry"
- "PhD theology"
- "online doctorate"
- "affordable doctorate"
- "seminary degree"

## LinkedIn Monitoring

Search Queries **to** Run Daily:

1. "seeking doctoral degree ministry"
2. "pursuing doctorate theology"
3. "pastor doctoral candidate"
4. "chaplain seeking degree"
5. "christian counselor education"

**Actions:**

- Save **new** profiles **to** CRM
- Send connection requests
- Track engagement metrics

## Facebook Group Monitoring

Groups to Monitor Daily:

1. PhinisheD/FinishEdD (32K members)
2. Online Bachelor/Master's/Doctorate (61K members)
3. National Association of Christian Counselors (4.8K)
4. Friends of Biblical Counseling (4.5K)

**Actions:**

- Engage with posts about doctoral education
- Answer questions about affordable programs
- Share PICU success stories

## Weekly Lead Generation Tasks (2-3 hours/week)

### Week 1: Content Creation

- Create blog post about “Affordable Doctoral Degrees in Ministry”
- Design infographic comparing PICU vs competitors
- Record video testimonial from current student

## Week 2: Outreach Campaign

- Send 50 personalized LinkedIn messages
- Post in 5 Facebook groups
- Respond to 10 Reddit threads

## Week 3: Partnership Development

- Contact 3 church denominations
- Reach out to 2 professional associations
- Explore 1 education portal partnership

## Week 4: Analysis & Optimization

- Review lead conversion rates
- Analyze which channels perform best
- Adjust strategy based on data

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# Monthly Lead Generation Tasks (4-6 hours/month)

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## SEO Optimization

### Target Keywords:

- "online doctorate ministry" (1,200 searches/month)
- "affordable PhD theology" (800 searches/month)
- "Doctor of Divinity online" (600 searches/month)
- "PhD Christian counseling" (400 searches/month)
- "online doctoral degree chaplaincy" (300 searches/month)

### Actions:

- Update website content **with** keywords
- Create new landing pages
- Build backlinks **from** education directories

## Paid Advertising

Google Ads Budget: \$500-1,000/month

- Target high-intent keywords
- Retarget website visitors
- Geographic targeting: USA, Canada, UK

Facebook Ads Budget: \$300-500/month

- Target pastoral/ministry interests
- Lookalike audiences from current students
- Video ads showcasing program benefits

## Email Marketing

Email Sequences:

1. Welcome Series (5 emails over 2 weeks)
2. Program Information (3 emails over 1 week)
3. Testimonial Series (4 emails over 2 weeks)
4. Application Reminder (3 emails over 1 week)

Automation Triggers:

- Website form submission
- Webinar registration
- Content download

## Quarterly Strategic Initiatives

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### Q1: Partnership Expansion

- Secure 2 new church denomination partnerships
- Launch affiliate program for current students
- Establish presence on 3 education portals

### Q2: Content Marketing Push

- Publish 12 blog posts

- Create 4 video testimonials
- Launch podcast series

### **Q3: Event Marketing**

- Host 4 virtual open houses
- Attend 2 ministry conferences
- Sponsor 1 Christian education event

### **Q4: Year-End Campaign**

- Launch scholarship promotion
  - Create urgency with enrollment deadlines
  - Review and plan for next year
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## **Lead Scoring System**

Action	Points
Website visit	+5
Program page view	+10
Content download	+15
Webinar attendance	+25
Application started	+50
Application completed	+100

## **Lead Qualification Tiers**

- **Cold (0-20 points):** Awareness stage, nurture with content
- **Warm (21-50 points):** Consideration stage, personalized outreach
- **Hot (51-100 points):** Decision stage, direct contact

- **Ready (100+ points):** Application stage, enrollment support
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## KPI Tracking Dashboard

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Metric	Target	Frequency
Website visitors	1,000/month	Weekly
Lead form submissions	50/month	Weekly
Email open rate	25%+	Weekly
Application starts	20/month	Weekly
Enrollment rate	10%+	Monthly
Cost per lead	<\$50	Monthly
Cost per enrollment	<\$500	Quarterly

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**Phoenix Global Nexus Intelligence Division Classification: OPERATIONAL Last Updated: Jan 20, 2026**