

# Growth Action Plan

Vertex MSP | Landing Pages

Lead: Brianna Cole | Primary Goal: More qualified leads

**Industry: Managed IT Services**

Team Size: 27 employees

**Traffic/Users: ~8,900 monthly sessions; 170 inbound leads**

Expected first measurable gains: 2-6 weeks

## 1) Executive Summary

- Likely bottleneck: Landing pages don't speak to decision-maker pain for mid-market IT leaders.
- Fastest path: Launch segment-specific page for 100-500 employee companies
- Expected impact: Improve SQL rate 12-18% (High confidence).
- Context: Inbound forms generate mixed company sizes; enterprise leads are rare despite targeting mid-market accounts.

## 2) Opportunity Diagnosis

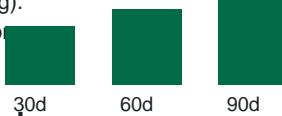
- Primary: Landing pages don't speak to decision-maker pain for mid-market IT leaders.
- Secondary: CTA flow lacks clarity on assessment value and next steps.
- Assumption: Assumes service packaging for target segment is stable.

## 3) 30-60-90 Plan (Outcome-Based)

Window	Focus	Action	Impact	Confidence
0-30 days	ICP Fit	Launch segment-specific page for 100-500 employee companies	Improve SQL rate 12-18%	High confidence
31-60 days	Offer	Frame assessment as outcome-driven with clear deliverables	Boost form completion 8-12%	Medium confidence
61-90 days	Testing	Run proof-order and CTA copy tests	Steady incremental CVR lift	Medium confidence

## 4) Top 5 Priority Actions

1. Rewrite hero to business risk and downtime cost language.
2. Add verticalized proof snippets by industry.
3. Clarify what prospects receive after submitting form.
4. Use role-based CTA variants (CIO vs COO messaging).
5. Track MQL-to-SQL conversion by landing page version



## 5) Offer Recommendation + KPI Scorecard

Recommended: Landing Pages (Primary), AI Automation (Secondary). Track weekly: SQL rate, form CVR, cost per qualified lead.

## 6) Risks & Mitigation

- Risk: Sales/marketing misalignment. Mitigation: shared qualification rubric.
- Risk: Underpowered tests. Mitigation: focus on highest-traffic pages.
- Risk: Proof scarcity. Mitigation: repurpose case snippets quickly.

## 7) Immediate Next Step

Ship the mid-market segment page and run a 14-day traffic split against your current generic page.

"If useful, I can turn this into a hands-on execution sprint with milestones, owners, and delivery dates."

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