Growth Action Plan

PulseHR SaaS | Landing Pages

Lead: Nina Patel | Primary Goal: More qualified leads

Industry: B2B SaaS (HR Tech)
Team Size: 22 people

Traffic/Users: ~18,000 monthly sessions; 640 demo clicks/month
Expected first measurable gains: 2-6 weeks

1) Executive Summary

- Likely bottleneck: Message-to-audience mismatch on paid traffic landing pages.
- Fastest path: Build ICP-specific landing page variants by segment
- Expected impact: Raise qualified demo rate 15-25% (High confidence).
- Context: Paid traffic is growing but demo quality is inconsistent; positioning is broad and CTA path is unclear.

2) Opportunity Diagnosis

- Primary: Message-to-audience mismatch on paid traffic landing pages.
- Secondary: Form friction blocks high-intent visitors from booking demos.
- Assumption: Assumes traffic split by campaign intent is available in analytics.

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

Window	Focus	Action	Impact	Confidence
0-30 days	Messaging	Build ICP-specific landing page variants by segment	Raise qualified demo rate 15-25%	High confidence
31-60 days	Conversion	Shorten form + improve social proof sequencing	Lift CVR 10-18%	High confidence
61-90 days	Optimization	Run weekly A/B tests on headline and CTA framing	Sustain incremental gains	Medium confidence

4) Top 5 Priority Actions

1. Rewrite hero around one pain + one promised outcome for HR leaders.
2. Match ad promise to landing page headline and first CTA.

Projected KPI Direction (30/60/90)

3. Replace generic testimonials with role-specific proof.
4. Reduce form fields from 9 to 5 for initial qualification.
5. Add pricing guidance or qualification framing before form.

30d   60d   90d
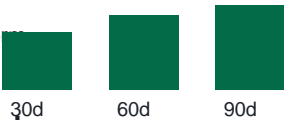
5) Offer Recommendation + KPI Scorecard

Recommended: Landing Pages (Primary), AI Automation (Secondary). Track weekly: Visitor-to-demo CVR, qualified call rate, CAC efficiency.

6) Risks & Mitigation

- Risk: Internal opinion loops. Mitigation: KPI-based decision criteria.
- Risk: Low sample size by segment. Mitigation: prioritize top 2 channels first.
- Risk: Slow design/dev. Mitigation: component-based page system.

7) Immediate Next Step

Ship one high-intent paid-search page with segment-specific proof and track qualified demos for 10 business days.

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

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