

WildonMedia — Canada growth quick wins

Playbook • 2026-02-12



30 days

Focus window

200 leads

Targets for sprint

2 landing pages

Outbound assets

1) The “one niche + one offer” rule

For the next 30 days, sell **one specific outcome** to **one specific niche**. Don’t sell “marketing.” Sell a result with a clear promise.

2) Client acquisition funnel (simple, fast)

List build

200 Canadian SMBs in 1 niche

Loom audit

60–90s personalized video

Book call

15-min audit slot

Starter offer

3) 2-week outbound sprint checklist

\$499 fixed scope to start

When	What
Day 1–2	Pick niche + offer + 3 proof points
Day 3–4	Create 2 landing pages + Calendly + 3 qualifiers
Day 5–10	Send 40–60 DMs/day (email + LinkedIn). Loom audits for best leads
Day 11–14	Follow-ups + close starter deals + collect testimonials

4) Productized pricing (example cards)

Starter
CAD \$499

- Setup + tracking
- 1 channel live
- 7-day support

Growth
CAD \$1,499

- 2 channels
- 2 landing pages
- Weekly reporting

Scale
CAD \$3,500+

- Full funnel
- Creative testing
- Monthly strategy

Where early wins usually come from (suggested focus)

