LONG TERM

Sustainable growth

* + Opportunity
    - Good conversion rate
    - Increase volume and rely on high conversion
    - Evaluate customer interest to increase conversion
  + Approach
    - Advertise to target
    - Increase SEO
    - Increase conversion
  + Advertising
    - Direct
      * Email
        + 50% do not have a phone lead
        + Need to work to pass spam filter
        + Create personalized
    - Indirect
      * Podcast
        + New form of advertising
        + Highest conversion
        + Easily discernable customer segments
      * Pay per click ads
  + Website
    - Improve SEO
    - Improve website hardware
  + Measure KPIs
    - Track customer activity to id better conversion potential
    - Use Clearbit to easily track traffic