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Stop Guessing. Start Converting – Section 1

The Problem: Why Most Marketing Doesn't Work

- How many of you have spent money on marketing that didn't produce results? Or better yet you have no idea.

The Biggest Mistake Businesses Make

Most businesses do this backwards:

1. Run Ads
2. Post on Social Media
3. Try SEO

Before they have:

1. Clear messaging
2. Clear audience
3. Clear conversion path
4. Usable Website

Marketing amplifies your foundation

Without clarity, traffic won't convert

Marketing should follow structure, not guesswork



Marketing Without Foundation=Guesswork

Have you ever had a lot of traffic to your website but no leads?

Foundation Every Business Needs First – Sec 2

Define WHO you help

Define their problem

Define their desired outcome

Develop a:

1. Clear Audience
2. Clear Message
3. Clear Website Structure
4. Clear Conversion Path

Clear Audience – Audience Participation

Bad Example: We help everyone 😞 - No you do not

Good Ex: We help restoration companies generate more insurance repair leads.

Question for you:

Who specifically is your ideal customer?

Write down: Industry, Problem, Goal

Who would like to share?

Clear Message

Most websites talk about themselves and not who they sell to and their problems.

Bad: We are a full-service digital agency.

Good: We help service businesses turn their website into a consistent lead generator.

Good messaging:

1. Solves a customer's problem
2. Customer outcome
3. Clear solution

Website Clarity

Visitors decide within seconds

Make navigation simple

Guide visitors to next action

You have 60 milliseconds to make an impression

Website must answer immediately:

1. What you do
2. Who you help
3. Why you're different
4. What to do next

Conversion Path

Remove friction

Use clear calls-to-action

Make contacting you easy

Visitors must know exactly what to do:

1. Call now
2. Book consultation
3. Request quote

Rate your website 1-5 / What would make it a 5

Traffic Sources That Matter – Sec 3

5 Main Traffic sources:

Google Search (SEO)

Referrals

Google Ads

Email

Social Media

What Works Best for Most Businesses

Ranked by Effectiveness

1. Referrals
2. Google Search (SEO)
3. Google Ads
4. Email
5. Social Media

What channel brings your business the most leads?

What channel are you spending the most time on?

Conversion- Why Visitors Don't Become Customers- Sec 4

Clarity builds understanding

Trust builds confidence

Ease drives action

Conversion= Trust & Ease

Conversion Killers

1. Confusing messaging
2. Too many options
3. Weak call-to-action
4. Poor usability
5. No trust signals

Simple Strategy Framework: How It All Fits Together – Sec 5

Simple Marketing System

Foundation-Traffic-Conversion-Growth

Step 1: Build Foundation

Step 2: Add Traffic

Step 3: Optimize Conversion

Step 4: Scale

The Biggest Mindset Shift

Marketing is not:

Posting more

Running random ads

Marketing IS:

Improving clarity

Improving usability

Improving conversion

Exercise

What is ONE thing you will improve first?

Options:

- Audience Clarity
- Messaging
- Website usability
- Traffic
- Conversion

Action Steps & Q &A – Sec 6

Your next steps which is a simple checklist:

Clarify your audience

Improve website usability

Strengthen conversion paths

Focus on one high-ROI traffic channels

CueCamp Final Thought

“Marketing doesn’t fix broken foundations. It amplifies strong ones.”

Marketing amplifies clarity
Build the foundation first

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