GENUINE TECHNOLOGIES

Lead Generation: The Process

How Genuine Technologies gets a company found through AI results on Google, ChatGPT, Perplexity, Gemini, and other popular AI systems. Starting at $1,500 per month. Gives you the planning, buildout, and support for a full marketing strategy through the stages of attention grabbing, lead generating, nurturing, sales, and referrals and reviews. Most businesses begin to see results in as little as 3 months.

Step 1: Brand creation, strengthening, and spreading

Logo, colors, fonts, messaging, and values. Everything builds from here. With no foundational brand, marketing is chaotic and does not deliver clear messages to people or to the search engines and AI systems that recommend you.

Deliverables: brand guide, one sentence entity definition, website SEO audit and on page fixes, Organization, Service, and FAQ schema markup, Google Business Profile and directory consistency, robots.txt that welcomes Google, Bing, and AI crawlers.

Step 2: Drive attention and boost SEO, AI, and GEO

Blog posts, social media posts, collaborations, sponsorships, and advertisements that create content and noise about the brand that echoes in multiple areas instead of one. Every piece of content is reused across channels.

Deliverables: monthly authority articles with citations and FAQ schema, review generation workflow, case studies and past work pages, collaborations and local press, social distribution, hosted PDFs and structured pages that answer engines prefer.

Step 3: Drive traffic, convert, and utilize

Outreach campaigns, events, and network growing activities turn interest into meetings, meetings into revenue, and revenue into referrals. Credibility leads to work, work leads to collaboration, and collaboration leads back to credibility.

Deliverables: email and social outreach campaigns, automated lead follow up and appointment setting, customer reactivation campaigns, event and webinar funnels, referral and review requests, monthly reporting on AI referrals, rankings, and leads.

What the strategy covers

Five stages, run together rather than sold separately: attention grabbing, through brand foundation, authority content, and schema markup that get you cited; lead generating, through landing pages, forms, and offers; nurturing, through email, follow up, and automation; sales, through a CRM and pipeline where nothing is dropped; and referrals and reviews, through review requests and reactivation campaigns. A lead referred from AI is an inquiry, booking, or call whose source is an AI assistant (ChatGPT, Perplexity, Gemini, Copilot, Claude) or a Google AI feature, tracked in analytics, call tracking, and form source fields. Most businesses begin to see results in as little as 3 months.

Recent case study, three months: more than $300,000 in pipeline opportunities, 3x the web traffic from AI results versus an equal spend on search ads, 5x the conversion rate into a qualified lead and proposal, 10%+ monthly growth in Google ranking, and up to 133% monthly growth in engaged users. Pipeline opportunities are not realized revenue; results vary.

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