

National Accounts Program

Sales Page

The National Accounts team is trying to get leads via contact form submissions for their ideal customer which is a property or portfolio manager at an established national account.

- ✓ **Primary Goal: Leads → Contact Form Submissions**
- ✓ **Primary Metric: Form Submissions**
- ✓ **Ideal Visitor: Property/Portfolio Manager at an Established Account**
- ✓ Secondary Metric: Leads → Sale Conversion Rate
- ✓ Secondary Metric: Page Traffic (Unique Pageviews & Entrances)
- ✓ Secondary Metric: Unique Pageviews → Sales Conversion Rate
- ✓ Secondary Visitor: Prospective Accounts (High-Level Contact)
- ✓ Secondary Visitor: Prospective Accounts (Engineers)
- ✓ National Accounts Weekly Curated Email Newsletter
- ✓ First Round Revisions Emailed to Teddy