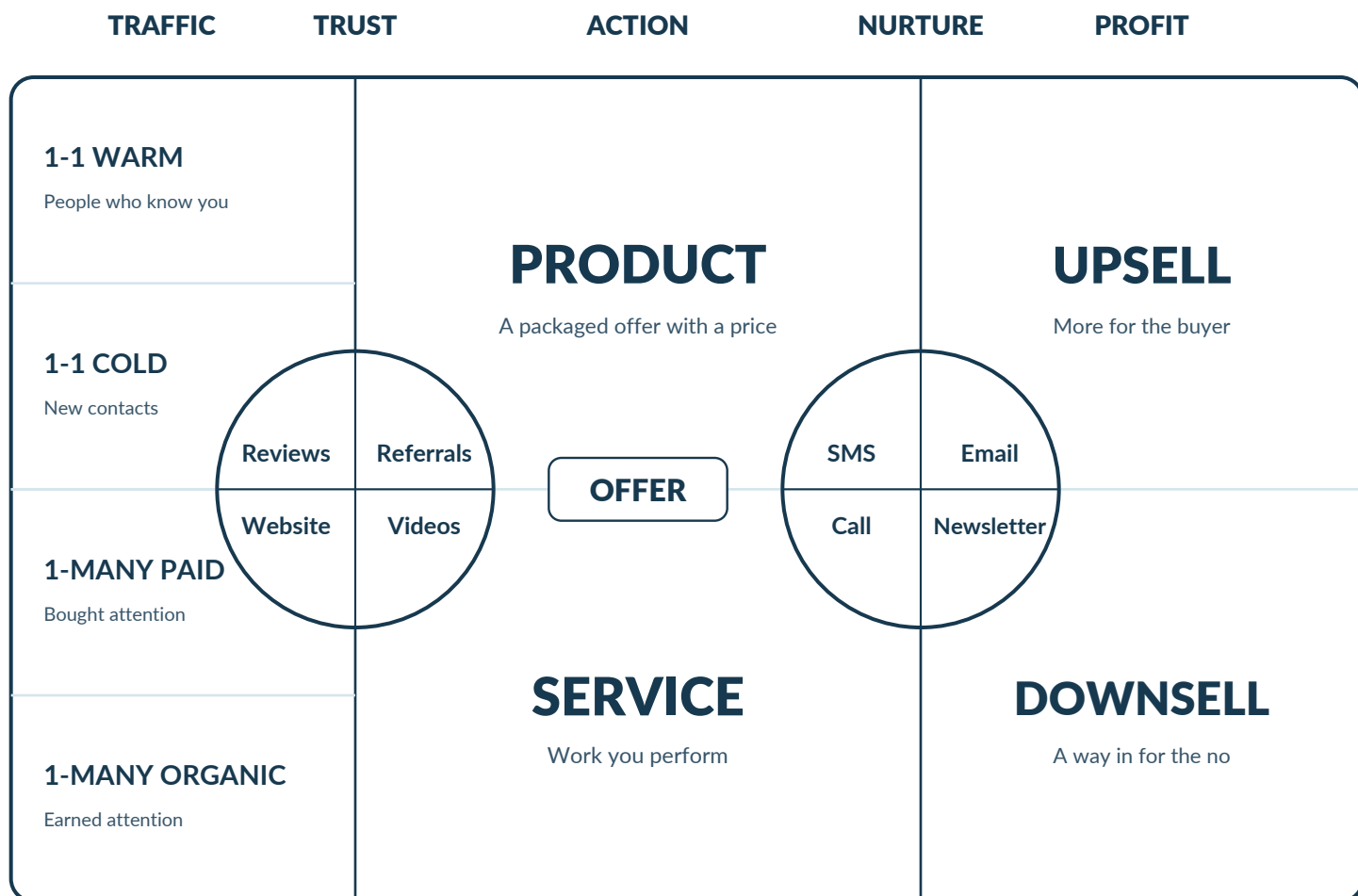


THE HIGH TIDE FRAMEWORK

Marketing Roadmap

Every business grows through five stages: attracting attention, building trust, making the sale, nurturing relationships, and increasing customer value. One weak stage can limit everything after it.



THE RULE

Your weakest stage sets the ceiling for what comes after it. Fix the first leak, not the loudest symptom.

HOW TO USE IT

- 1 Review each stage.
- 2 Check the warning signs.
- 3 Fix the lowest score first.

HOW TO READ THE FRAMEWORK

Find the stage that is leaking

A business does not always have a lead problem. Often one stage is leaking while spending keeps flowing into the wrong place. Start with the symptoms you hear most, then use the checklists that follow.

WHAT YOU ARE HEARING	LOOK AT	LIKELY LEAK
"We just need more leads."	TRAFFIC	Not enough channels, or all eggs in one basket.
"The phone rings, but nobody books."	TRUST / ACTION	Weak proof, or an offer that is hard to say yes to.
"Competitors charge more and still win."	TRUST	They look safer to buy from than you do.
"We cannot explain what makes us different."	ACTION	The offer is not packaged.
"They ghosted after the estimate."	NURTURE	No follow-up system.
"We only hear from customers when something breaks."	NURTURE	Out of sight, out of mind.
"We are busy, but the margins are thin."	PROFIT	Every customer buys one thing, once.

START HERE

Score all five stages from 1 to 5. Start with your weakest score. If two scores tie, address the stage farther left on the Marketing Roadmap first.

STAGE 01 / TRAFFIC

Not enough channels

Attention drives the entire marketing system. Build at least one reliable source in each of the four Traffic categories.

WHAT BUILDS THIS STAGE

1-1 Warm

Direct, personal outreach to people who know you: past customers, your network and referrals. Texts, calls, DMs and face-to-face conversations.

1-1 Cold

Direct outreach to people who do not know you yet: cold calls, cold email, door knocking and LinkedIn outreach.

1-Many Paid

Buying attention at scale: Google Ads, Local Services Ads, Meta, YouTube, mailers, radio and billboards.

1-Many Organic

Earning attention without paying for every view: SEO, Google Business Profile, social content, videos, podcasts and PR.

SIGNS THIS IS YOUR LEAK

- ☐ More than half of your leads come from a single source (referrals, one ad platform, or word of mouth).
- ☐ Busy seasons and slow seasons swing hard, and you feel it in payroll.
- ☐ You cannot say with confidence where last month's leads came from.
- ☐ You do not reach back out to past customers or your network on purpose.
- ☐ You have never run paid ads, or paid ads are the only thing you run.
- ☐ Your Google Business Profile and social pages have not been updated in months.

CHECKED 4+?

This is likely a priority leak.

WHAT IT COSTS YOU

One channel is one point of failure. When it dries up, revenue drops before you can build a replacement.

THE FIX

Run at least one channel in each of the four Traffic boxes. Tag the source on every single lead to understand what earns the most revenue.

YOUR FIRST ACTION

STAGE 02 / TRUST

Not enough reviews or proof

Trust sits between attention and a sale. Buyers often check proof before they take the next step.

WHAT BUILDS THIS STAGE

Reviews

Public proof: volume, recency, star rating and how you respond. Often the first thing prospects see in search.

Referrals

Proof from someone the buyer already knows and trusts. Often your warmest leads.

Website

Your digital storefront should load quickly, clarify who you serve, show proof and make it easy to call or book.

Videos

Let people see your team, process, results and real customer experiences before they meet you.

SIGNS THIS IS YOUR LEAK

- ☐ You have fewer Google reviews than the top three competitors in your area.
- ☐ Your most recent review is more than 30 days old.
- ☐ There is no automatic request for a review after every job or purchase.
- ☐ Your website is slow, dated, or lacks a visible phone number and booking option.
- ☐ There are no videos of your team or customers anywhere online.
- ☐ Referrals happen by accident. There is no intentional program or ask.

CHECKED 4+?

This is likely a priority leak.

WHAT IT COSTS YOU

You pay to attract the click, then lose the sale to a competitor with stronger proof. Every dollar in Traffic becomes less effective.

THE FIX

Automate review requests, build a referral program, put credible proof on key website pages and capture short videos of your team and customers.

YOUR FIRST ACTION

STAGE 03 / ACTION

Hard time selling the offer

Traffic and trust only pay off when the offer is clear enough that choosing your business feels easy.

WHAT BUILDS THIS STAGE

Product

Something tangible or packaged with a clear price, scope and outcome. Easy to understand, compare and buy.

Service

Work you perform. Packaging services with a name, defined outcome and clear terms makes them easier to purchase.

SIGNS THIS IS YOUR LEAK

- ☐ Leads come in, but only a small share actually book or buy.
- ☐ You hear "let me think about it" far more than "let's do it."
- ☐ You win primarily when you are the cheapest option.
- ☐ You cannot explain what you do and who it is for in one sentence.
- ☐ Your main offer has no name, clear price or defined promise.
- ☐ It takes longer than five minutes to respond to a new lead.
- ☐ You do not know your close rate.

CHECKED 4+?

This is likely a priority leak.

WHAT IT COSTS YOU

Every lead that does not close represents money already invested in Traffic and Trust that did not produce a customer.

THE FIX

Package the offer with a name, price or price range and a defined outcome. Use one clear call to action, respond promptly and track close rate weekly.

YOUR FIRST ACTION

STAGE 04 / NURTURE

Leads go cold and customers forget you

Not everyone is ready the first time. Nurture keeps your business remembered and brings past customers back.

WHAT BUILDS THIS STAGE

SMS

Fast follow-up for reminders, quick conversations and time-sensitive offers.

Email

Automated sequences, education and offers that keep working over time.

Call

Personal follow-up for valuable leads, unsold estimates and customers who have gone quiet.

Newsletter

Consistent value on a schedule so your name remains familiar to your list.

SIGNS THIS IS YOUR LEAK

- ☐ Leads get one call or email and then nothing.
- ☐ Unsold estimates and quotes receive no follow-up.
- ☐ You have contact information for customers but never send them anything.
- ☐ There is no regular newsletter or touchpoint for past customers.
- ☐ Past customers have gone to a competitor the next time they needed you.

CHECKED 3+?

This is likely a priority leak.

WHAT IT COSTS YOU

You keep paying to acquire new leads while the people you already attracted buy from another company.

THE FIX

Put unsold leads into an appropriate SMS and email follow-up sequence. Personally call high-value quotes and send a useful monthly newsletter.

YOUR FIRST ACTION

STAGE 05 / PROFIT

Cannot upsell or downsell

Acquiring a customer is often the expensive part. Maximize the value you create through the relationship.

WHAT BUILDS THIS STAGE**Upsell**

Offer something additional or better to someone already buying: a premium tier, add-on, maintenance plan or membership.

Downsell

Provide a smaller entry offer for someone who says no to the main offer, with a chance to earn a larger sale later.

SIGNS THIS IS YOUR LEAK

- ☐ Nearly every customer buys the same single offer.
- ☐ There is no premium option, add-on or bundle.
- ☐ There is no membership, maintenance plan or recurring option.
- ☐ When someone says no to the main offer, the conversation ends.
- ☐ Your average ticket has not grown in the last year.

CHECKED 3+?

This is likely a priority leak.

WHAT IT COSTS YOU

You spent money to acquire a customer, but left a relevant additional sale on the table.

THE FIX

Present good, better and best options. Test a maintenance or membership plan, and create a smaller entry offer for qualified buyers who say no.

YOUR FIRST ACTION

THE MARKETING ROADMAP SCORECARD

Score your Marketing Roadmap

Rate each stage from 1 (broken) to 5 (strong). Start with your lowest score, then choose the first fix you can make.

STAGE	THE QUESTION	SCORE 1-5
TRAFFIC	Do you have steady leads from more than one channel?	<input type="text"/>
TRUST	Would a stranger trust you more than your top competitor?	<input type="text"/>
ACTION	Do most good leads turn into paying customers?	<input type="text"/>
NURTURE	Does every lead and customer hear from you without you thinking about it?	<input type="text"/>
PROFIT	Does each customer spend more with you over time?	<input type="text"/>
TOTAL SCORE		<input type="text"/> / 25

20-25 **Strong system**
 Grow Traffic and tighten Profit.

13-19 **Leaking**
 One or two stages are capping growth.

5-12 **Rebuild**
 Fix the earliest bottleneck first.

BIGGEST LEAK

FIRST FIX THIS MONTH



Have any questions?

Book a free discovery call with High Tide Marketing.

hightidemarketing.com/discovery-call