

1. Executive Summary

Classic Paving Ltd stands as a trusted leader in premium landscaping materials across the United Kingdom. With a commitment to quality and ethically sourced natural stone from India, the brand is perfectly positioned for strong digital growth.

To elevate brand visibility, generate consistent leads, and build long-term customer acquisition pipelines, we propose a complete 360 Lead Generation Growth Package—a full-funnel marketing solution designed to maximize sales, boost customer engagement, and expand digital presence across Google, Facebook, Instagram, and more.

2. Goals & Objectives

- ✓ Increase high-quality leads from homeowners, builders, contractors, and landscapers
- ✓ Improve brand recognition across the UK
- ✓ Drive consistent website traffic with strong tracking infrastructure
- ✓ Build automated systems for follow-ups, nurturing & retargeting
- ✓ Create festival, seasonal & discount campaigns for higher conversion

3. 360 Lead Generation Growth Package (Complete Breakdown)

◇ A. Tracking & Infrastructure Setup

Integration of Wishpond Tracking Technology with your website

Real-time visitor tracking, lead scoring & conversion monitoring

Analytics dashboards for complete customer journey insights

◇ B. AI Sales & Customer Support System

Fully automated AI inbound & outbound calling system