Client Logo

# Growth Strategy Playbook

Client Company

**Date Created: May 2025**

**Prepared By:**

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## CONTENTS

# Introduction

This Growth Strategy Playbook distills our recent assessment of `Client C...`'s market, customers, and go-to-market execution into a single, actionable guide. Drawing on Dayta's analysis—spanning competitive positioning, branding, storytelling, website performance, lead generation, and sales execution—this playbook lays out a unified narrative and tactical framework to help `Client C...` accelerate growth, deepen customer engagement, and hit its $`Red` ARR goal.

## How to Use This Document

- Align the team around growth priorities
- Follow step-by-step recommendations
- Use the roadmap for quarterly planning and resource allocation

**Turn these insights into action! With the right team** `Client C...` can tell a more compelling story, generate higher-quality leads, and close deals faster. **It's Possible. Let's get started.**

Client Company

Client Logo

# Executive Summary

## Company Overview

Client C... is an all-in-one web and mobile platform that streamlines scheduling, communication, and ACH payments for sports officials. Since date , Client C... has grown to serve 700+ leagues and ████████████████████ track to hit $ R... ARR in 2025—all while imposing no fees on referees.

## Key Company Callouts

- #1–rated mobile app in the officiating space (4.9★ █K+ reviews)
- Seasonal lead volume peaks in spring/fall fueling 35% trial-to-paid conversion
- Lean and agile team of five individuals + contractor partnership

## Goals & Challenges

| Short Term Goals | Long Term Goals |
|---|---|
| **Tell a stronger story & boost positioning**. Refine website messaging and imagery so Client ... is positioned as a significant player in officiating for any sport. <br><br> **Align initiatives to seasonality**. Align marketing and sales strategy with spring/fall peaks in sign-ups. | **Lay foundation for long-term growth beyond $ Re ARR.** Opportunities include: <br><br> • Expand into new verticals <br> • Increase Average Revenue per Customer (ARPC) <br> • Scale sales & marketing |

### Challenges

**Over-reliance on inbound.** Growth is largely passive—driven by SEO and word-of-mouth—with no outbound or targeted segment campaigns to broaden reach.

**Weak emotional hook.** Website and collateral explain features but don't lead with customer pain or a clear "why us" story.

**Team bandwidth constraints.** Key team members are stretched across marketing, sales, and development.

**Lack of focused sales & marketing strategy.** Outside of spending approx $500-$1,000 on search campaigns, no formal segment targeting, ABM tactics, or nurture flows for pipeline growth or beyond the trial period.

# Analysis

## Market Positioning

A concise evaluation of how ██Client C...██ differentiates itself in the officiating software market.

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### Market Problem

██████████ and small- to mid-sized sports leagues are buried in manual, error-prone workflows—juggling spreadsheets, emails, and texts to schedule officials, track availability, and reconcile payments—which creates stress, volunteer burnout, and the constant risk of missed games.

### Core Promise: Your Value Proposition

██Client C...██ is the all-in-one officiating platform that turns scheduling stress into a single, worry-free experience: intuitive web and mobile tools for drag-and-drop assignments, real-time messaging, and fast ACH payouts with no fees to officials, so leagues save time, cut chaos, and professionalize operations.

### Competitors

| | |
|---|---|
| ██Competitor██ | Enterprise-focused, custom-priced platform with strong school and collegiate penetration. ███████████ |
| ██Competitor██ | Long-standing self-serve solution favored by medium-sized assignors; more limited mobile tooling. █████████████████ |
| ██Competitor██ | Outbound sales-driven, combines scheduling with referee recruitment features. ████████████████ |
| ██Competitor██ | Enterprise approach with dedicated sales; emphasis on high-volume associations. ███████████████ |
| **Other Alternatives** | ███████████████, ███████████ and niche tools like ████████—each varying in pricing transparency, integration flexibility, and user experience. |

# Ideal Customer Profile

## Firmographics

| | |
|---|---|
| **Organization Type & Size** | **Small Size /Volunteer** ▇▇▇▇▇▇: Single-club operations (e.g. youth soccer, baseball, softball) managing 25–30 officials and 100–200 games per year. |
| | **Mid-Size / Part-Time** ▇▇▇▇▇▇: Multi-club or travel leagues handling 50–150 officials across 1,000–3,000 games per year. |
| | **Enterprise** <br> • **Regional Associations / Full Time** ▇▇▇▇▇▇: LLCs or sole proprietors assigning 200–500+ officials over 5,000–50,000+ games annually. <br> • **State-Level Associations / Full Time** ▇▇▇▇▇▇: Umbrella organizations (e.g. state referee committees) overseeing thousands of officials and 50,000+ games across regions. |
| **Geography** | Predominantly U.S.-based, with meaningful adoption in Canada, the U.K., and Australia. |
| **Roles & Titles** | Volunteer ▇▇▇▇▇▇ Club Administrators, Referee Coordinators, Part-Time ▇▇▇▇▇▇, Professional Assignor Business Owners, State Referee Administrators. |
| **Business Maturity** | From grassroots/volunteer-run leagues to formally structured small businesses and state associations with governance requirements. |

## Psychographics

| | |
|---|---|
| **Pain Points** | Manual scheduling <br> Constant last-minute changes <br> Stressed by chasing payments and reconciling finances <br> Scattered communications |
| **Motivations** | Time savings and predictability <br> Reliable, centralized system |
| **Retention Drivers** | Instant stress relief through streamlined scheduling <br> Dependable, no-fee payouts for officials <br> Responsive support |
| **Churn Drivers** | Seasonal inactivity periods reduce engagement and visibility |

# Total Addressable Market & Industry Trends

## TAM

In the U.S., roughly 70.8 million people played team sports in 2023—driving millions of games each year. Official assignments for games tournaments were organized by over **40,000+** youth and amateur sports organizations (spanning soccer, baseball/softball, basketball, hockey, football, lacrosse and more). Even at a conservative **$700–$1,000** ARR per organization, that represents a **$20–30 million** market for referee-assigning SaaS. This sits
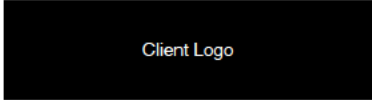
within the broader youth-sports software sector, valued at **$2.5 billion** in 2023 and projected to reach **$5 billion** by 2032.

## Key Industry Trends:

1. **Digital shift -** Moving off paper/spreadsheets to cloud-based, mobile-friendly tools
2. **SaaS growth -** Niche platforms (██Competitor██ ██Competitor██ ██Competitor██, ██Client C...██) offer auto-assign, availability updates, mobile alerts, payment integration
3. **Consolidation -** Big players (██Compe...██ Sports, SportsEngine) bundle scheduling into all-in-one suites
4. **Automation -** Conflict-checking and smart fill to mitigate no-shows
5. **Volunteer-centric UX -** Simple, self-service workflows that part-time ██████████ can adopt quickly

# Branding

A snapshot of ██Client C...██'s visual identity and how it supports (or undermines) their market standing.

| | |
|---|---|
| **Company Name & Domain** | • Concise, tech-savvy spelling that aligns with modern SaaS conventions.<br>• ██Client...██.com is memorable, SEO-friendly, and directly tied to the core function. |
| **Logo** | Client Logo — Refreshed in 2019–2020, bold, rounded ████████ with a simple icon element.<br>Scales cleanly across web & mobile |
| **Visual Brand** | • Primary palette of ████████████████████, with a vibrant ██████ accent —stands out in a field of red-heavy competitors.<br>• Custom rounded-corner line icons (calendar, chat, payments) share consistent stroke weight and radius, humanizing the UI.<br>• Hero shots of real referees (especially soccer) reinforce niche expertise. |
| **Voice** | • Friendly and jargon-light, speaking directly to volunteer and pro ██████.<br>• Balances approachable ("time-savings, reduced chaos") with authority (top-rated app, track record). |
| **Brand Guide** | No formal, published guide; visual and verbal rules are applied ad-hoc across the site and materials. |

# Storytelling

An overview of Client C... 's narrative approach, from elevator pitch to customer-facing anecdotes.

| | |
|---|---|
| **Primary Message (Elevator Pitch)** | " Client ... is the all-in-one officiating platform that saves ██████ hours each week by streamlining scheduling, communication, and payments—no more spreadsheets or chasing checks." <br><br> → Clear, benefit-led, speaks directly to core pain (time wasted, manual work) and offers a simple solution. |
| **Pitch Deck** | Client ... does not have a pitch deck. |
| **Website** | **Overall Story Arc:** Linear flow—Problem → Product → Features → Trial—which clearly lays out what it is and how to try it. However, it leans heavily on "here's what we built" rather than guiding prospects through empathy → envisioning → proof → action. Shifting will deepen engagement and drive higher conversion. <br><br> • **Problem Framing** - Jumps quickly to "all-in-one officiating platform," with minimal emphasis on the pain of juggling spreadsheets, no-shows, and late payments. <br><br> • **Solution Positioning** - Describes Client ... 's capabilities up front ("streamline scheduling, communication, payments") but in generic terms. <br><br> • **Action Driving Cues** - "Start Free Trial" and "Request Demo" buttons appear intermittently, without context around the surrounding content. |
| **Content** | Sporadic posting, mix of feature announcements and general news. Content underscores time-savings, professionalism, and community support. <br><br> • Blog - Posts center on officiating challenges. <br><br> • Social - Mixes product updates, customer spotlights (case studies from youth leagues), and thought-leadership angles (trends in volunteer officiating, managing seasonal peaks). |

# Website Functionality

A focused assessment of ███ Client C... ███ 's online presence, structure, and conversion-driving elements.

## SEMRush Audit

### Organic Traffic
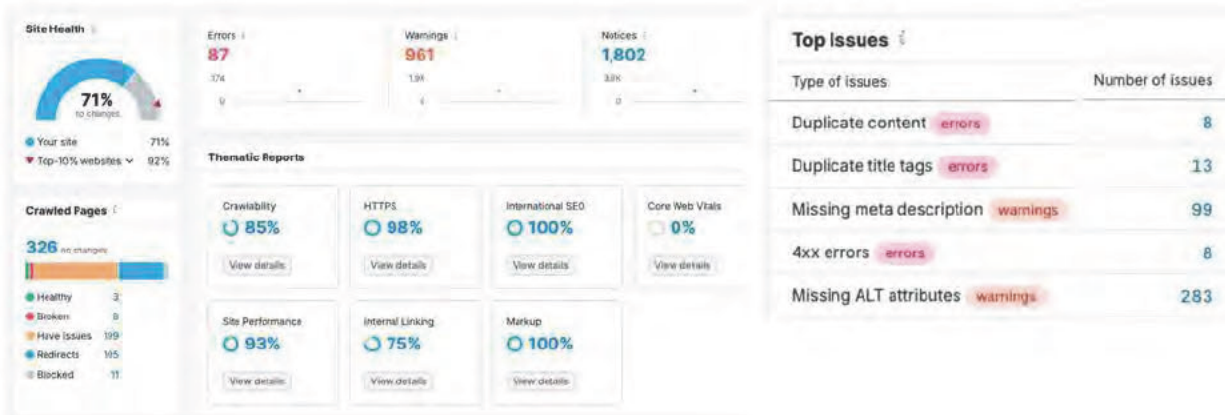


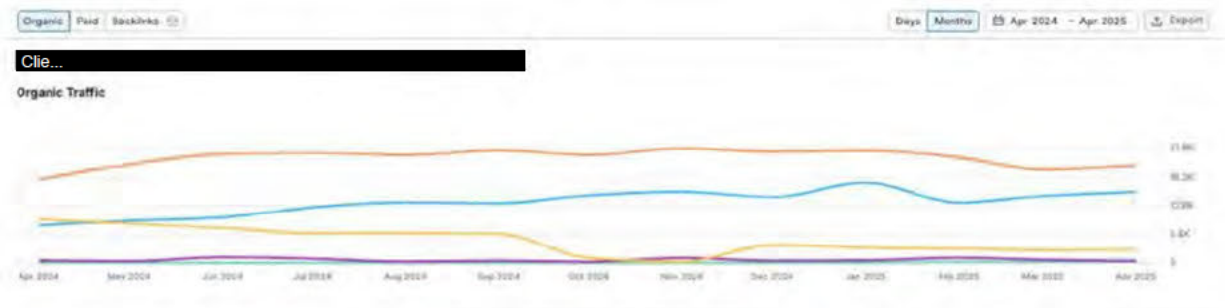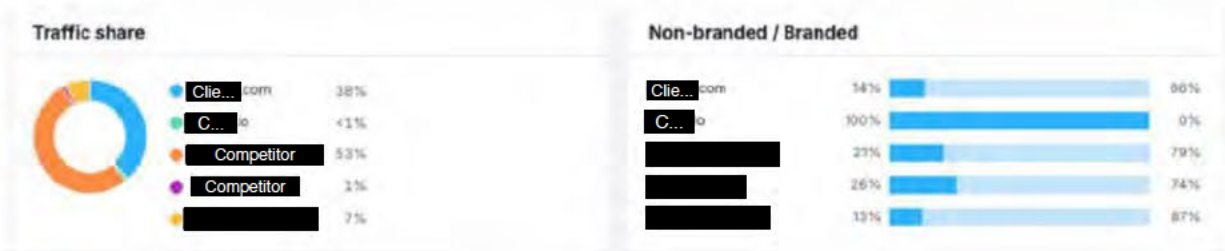| Organic Visibility & Keywords | ███ Client... ███ dominates branded searches (" ███ Client... ███ ," " ███ Client... ███ scheduling") but captures few non-brand terms like "referee scheduling software" or "sports officiating platform." |
|---|---|
| **Technical Health** | A recent audit uncovered duplicate-content errors and title tags, missing meta descriptions, pages returning 404 errors, and many images without ALT text. Prioritizing fixes will improve page crawlability. Hard-coded UTM parameters hinder GA4 from capturing true lead source data. |
| **Content Gaps** | Core landing pages (e.g. /assigning-referees-and-umpires/) lack H1 headings and keyword focus. Blog could benefit from non-branded topics (E.g. "best practices for referee payments"). |

## Competitor Insights

| Domain | Authority Score | Semrush Rank | Org. Traffic | Org. Keywords | Backlinks | Ref. Domains | Paid Keywords | Paid Traffic Cost |
|---|---|---|---|---|---|---|---|---|
| Clie... | 35 | 181.1K ↑ | 13.3K ↑ | 3.1K ↑ | 1.8K | 405 | 5 ↓ | $4 ↓ |
| Com | 23 | 2.2M ↑ | 304 ↑ | 456 ↓ | 23.5K | 1.3K | 1 ↑ | $0 |
| Competitor | 31 | 158.7K ↑ | 18.4K ↑ | 3.8K ↑ | 3.4K | 567 | 8 ↑ | $520 ↑ |
| Competitor | 25 | 1.9M ↓ | 378 ↓ | 145 ↑ | 465 | 91 | 4 ↑ | $843 ↓ |
| Competitor | 31 | 569.8K ↑ | 2.5K ↑ | 697 ↑ | 22.4K | 850 | 0 | $0 |

### Traffic share



- Clie...com — 38%
- C...o — <1%
- Competitor — 53%
- Competitor — 1%
- ▇ — 7%

### Non-branded / Branded

| Domain | Non-branded | Branded |
|---|---|---|
| Clie...com | 14% | 86% |
| C...o | 100% | 0% |
| ▇ | 21% | 79% |
| ▇ | 26% | 74% |
| ▇ | 13% | 87% |

Organic | Paid | Backlinks        Days | Months | 📅 Apr 2024 – Apr 2025 | ⬇ Export

Clie...

**Organic Traffic**



| **Relative Performance** | Client... leads ▇ and Competitor in overall organic rankings—claiming every keyword those competitors do. |
|---|---|
| **Keyword Mix** | Over 70% of Client... 's traffic-driving terms are brand-centric, whereas peers like Notch and ▇ secure a higher share of non-branded, feature-driven searches. |
| **Paid Search Strategy** | Redacted Area leverages paid search more aggressively on non-branded terms. |
| **Backlink Profile** | With just 1.9 K referring domains—below most competitors. |

## User Experience
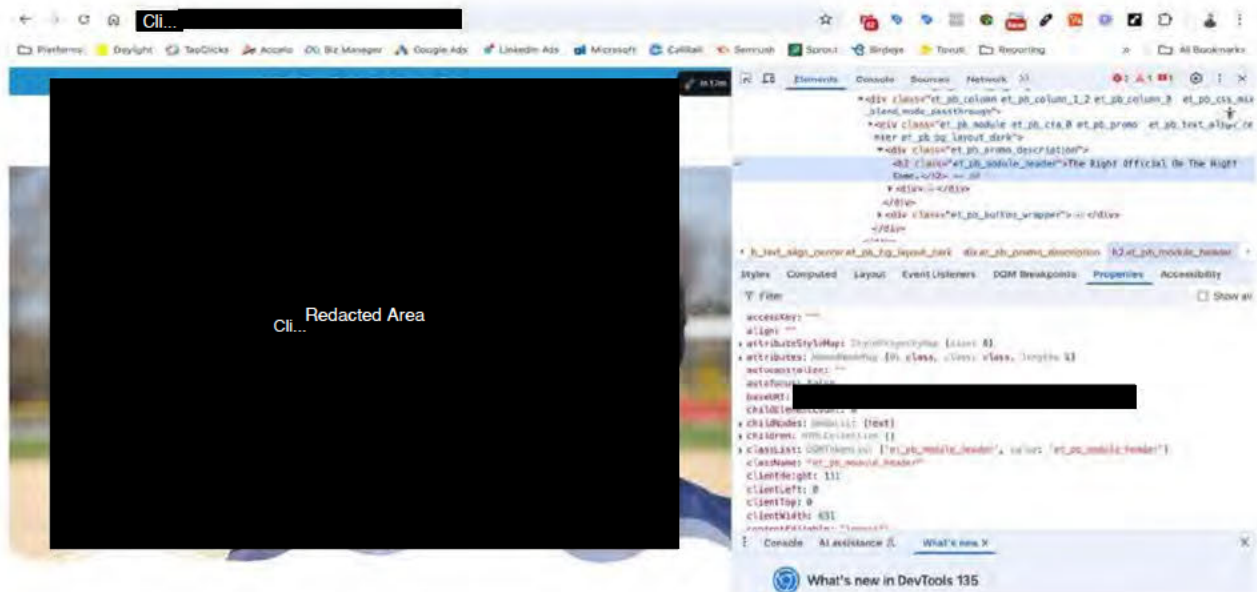


| | |
|---|---|
| **Navigation & Hierarchy** | The top-level menu cleanly separates "Features," "Pricing," and "Resources," but the lack of a prominent "Use Cases" or "Why Client... ?" section means new visitors must hunt for emotional/pain-point messaging. |
| **Platform & Theme** | Client... runs on a common WordPress theme with most defaults intact—reliable and easy to maintain, but it gives the site a generic, slightly dated feel that undercuts the brand's distinctive positioning. |
| **Visual & Interaction Design** | Custom rounded-corner icons and real-referee hero images create a friendly, trustworthy feel. Trial CTA buttons are consistently styled, but could be more contextually sprinkled within feature sections to reduce scroll abandonment. |
| **Emotional Engagement** | Copy focuses on feature description ("scheduling, communication, payments"), but falls short on tapping into assignors' frustrations and stressors. |
| **Mobile Experience** | The responsive layout maintains legibility and tap-target size, but the hero banner pushes key CTAs below the fold on smaller screens. |

# Lead Generation

A brief review of the channels and tactics Client C... uses to attract and qualify prospects.

## Inbound

| | |
|---|---|
| **SEO** | Strong domain authority drives high organic traffic—mostly branded terms—yet there's an opportunity to capture broader, non-branded search demand by optimizing for pain-point keywords. |

| | |
|---|---|
| **Paid Digital** | Google Ads (Search) generates traffic, but currently links to the login portal instead of a marketing landing page, undermining conversion and ROI. |
| **Software Review Sites** | The ▇Client …▇ mobile app boasts a 4.9 rating with over 5,000 reviews, providing powerful social proof; however, there's no coordinated effort to amplify or syndicate these reviews on industry platforms like G2 or Capterra. |

## Outbound

| | |
|---|---|
| **Target List** | No formalized prospect list today; potential targets include state referee associations, mid-size ██████, and regional leagues identified in the ICP. |
| **ABM Tactics** *(Ex: Email, Phone, Direct Mail, LinkedIn)* | Limited use of personalized outreach—current touches include one-off cold emails (e.g. competitor Notch-style campaigns), ad hoc phone calls via Dialpad, and sporadic LinkedIn connection requests. |
| **Nurturing** | A basic Intercom email sequence (4–5 messages) engages free trials, but follow-ups in Pipedrive are irregular and lack segmentation by role or sport. |

## Events

| | |
|---|---|
| **Strategy** | 3 Main Tradeshows for 2025. Periodic in-market demo days (dates vary by region; typically late Q2/Q3), promoted via email and social channels. |
| United Soccer Coaches Convention | When: January 8–12, 2025<br>Where: Chicago, IL<br>Link: https://unitedsoccercoachesconvention.org/ |
| NASO Sports Officiating Summit | When: July 27–29, 2025<br>Where: Renaissance Montgomery Hotel & Spa at the Convention Center, Montgomery, AL<br>Link: https://naso.org/page/Summit2025 |
| ABCA Convention | When: January 4–7, 2025<br>Where: Washington, D.C. (Walter E. Washington Convention Center)<br>Link: https://www.abca.org/Convention |

## Attribution

| | |
|---|---|
| **Lead Tracking** | Tracking is fragmented. Hard-coded UTM parameters across subdomains prevent clean source-to-signup reporting, making CAC optimization and channel ROI analysis difficult. |
| **CRM Usage** | Pipedrive is used to track enterprise-level (>$5K) customers, but adoption is inconsistent—team engagement drops off when fewer large deals are in play. Automated email workflows in Pipedrive are not leveraged but instead through Intercom. Dialpad handles all phone calls (sales & support), with recordings and AI summaries feeding back into CRM records. |

# Sales Execution

A high-level summary of ▢Client C...▢'s sales team structure, processes, and tools.

## Team

| | |
|---|---|
| **Founder & Head of Sales/Marketing** | ▮▮▮▮▮ drives demand generation, ad campaigns, content and key enterprise deals. |
| **Customer Success Manager (CSM)** | Proactively nurtures trial users, handles onboarding touchpoints and supports renewals. Respond via Intercom chat/email, maintain knowledge base and handle day-to-day support tickets. |

## Sales Process and Journey

### Free Trial Customer
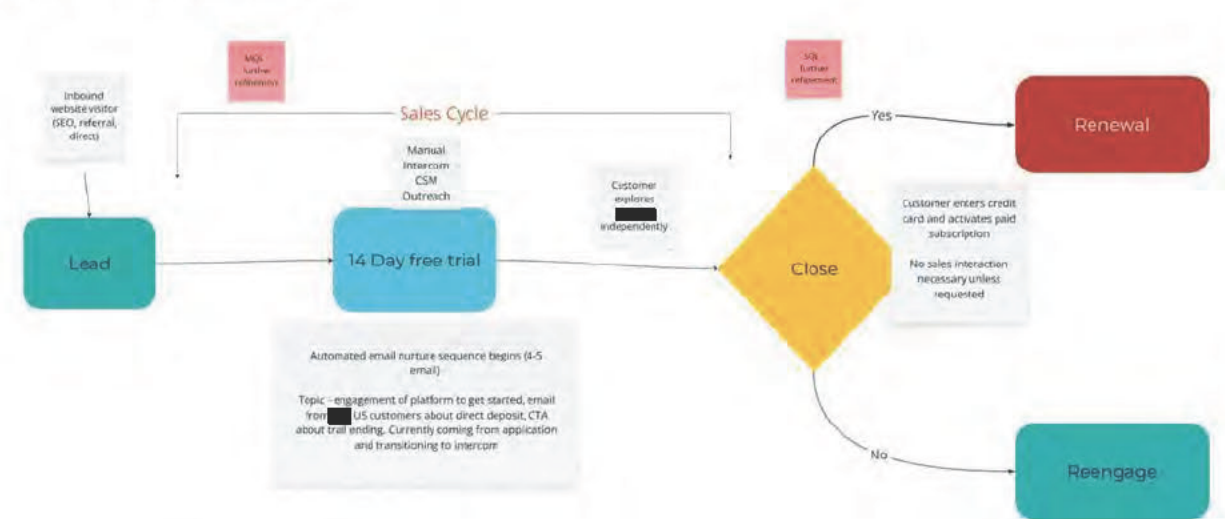


### Enterprise Customer
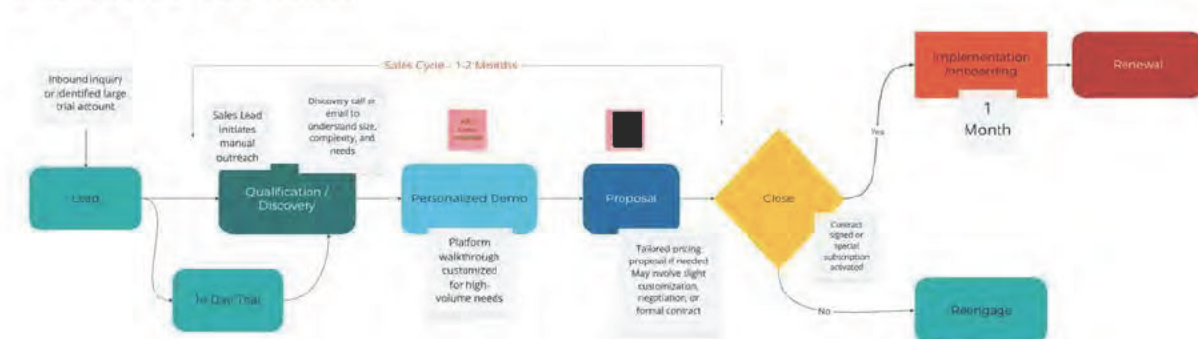
## Sales Cycle

| Self-Serve (SMB) | Mid-Market / Enterprise |
|---|---|
| 14-day trial → automatic conversion at trial end<br><br>Typical conversion time: 2–4 weeks | Discovery call → tailored demo → proposal → negotiation → signature<br><br>Average length: 1–2 months |

### Seasonality

Sign-up peaks align with sports seasons—early spring and early fall—so prospecting and follow-up cadence ramps up accordingly.

## Tech Stack

| Function | Tool / Platform |
|---|---|
| CRM & Pipeline | Pipedrive |
| Chat & Email | Intercom (support + automated nurture flows) |
| Voice Calls | Dialpad (incoming/outgoing + call recordings) |
| Website & CMS | ████████ |
| Ads & Analytics | Google Ads (Search), Ahrefs periodically for SEO insights |
| Payments | Stripe Subscriptions + ████ for ACH payouts |
| API & Integrations | Open REST API, webhooks for league-system integrations |

## Customer Success Overview

| Onboarding | Service Support |
|---|---|
| **Automated welcome** via Intercom with "Getting Started" links, video tutorials & best-practice tips<br>  ➔  CSM kick off for larger customers<br><br>**Implementation checklist** & self-guided steps (import officials, configure availability, launch assignments)<br><br>**Training resources** on-demand video library, searchable help center, live Q&A office hours | **Real-time chat & email** (Intercom, <4 hr SLA)<br><br>**Phone support** (business hours via Dialpad)<br><br>**Docs & KB** (step-by-step guides, FAQs, API docs)<br><br>**In-app feedback & NPS** surveys, user-group webinars<br><br>**Escalation path** for complex/enterprise issues to founder or lead developer |

# Key Metrics

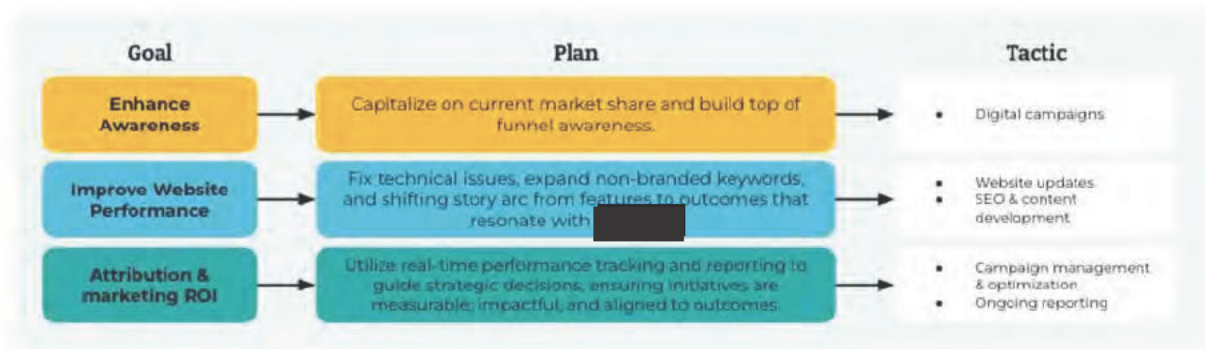| Metric | Value / Insight |
| --- | --- |
| **Annual Recurring Revenue (ARR)** | ~$███K in trailing-12-month revenue (targeting $<span style="background:black;color:white">Red</span> for current year)<br>~ ███ % of total revenue comes from transaction fees (in addition to platform subscriptions) |
| **# of Customers** | ~██ active subscribing organizations |
| **Average Revenue per Customer** | ~$████/year (implied by $████ ARR ÷ 900 customers) |
| **Churn Rate** | ~3 % annual churn (i.e. ~97 % retention) |
| **Lifetime Value (LTV)** | █-year LTV ████████ *(circle back on this stat)* |
| **Customer Acquisition Cost (CAC)** | Not explicitly reported (but Google Ads spend runs approximately $500–$1 000/mo, with ~750 new leads/year) |
| **Lead Volume** | ~750 inbound leads per year |
| **Trial → Paid Conversion Rate** | ~35 % of free (14-day) trials convert to paid subscriptions |
| **Sales Cycle Length** | ~1–2 months for enterprise deals<br>Self-serve trials convert in ~14 days |
| **Seasonal Signup Peaks** | Early spring and early fall sign-up surges aligned with sports seasons |

# Recommendations

The following outlines recommended priorities based on your current sales and marketing health and opportunity for improvement. After reviewing the Analysis of the main marketing and sales categories, our team has developed a comprehensive marketing strategy for Client C...

## Client Company Goals > **Marketing Vision**

| | |
|---|---|
| Enhance Awareness | Ongoing Awareness |
| Improve Website Performance | Ongoing Website Enhancements |
| Attribution & marketing ROI | Ongoing Reporting |
| | Strengthen Positioning & GTM |
| | Digital presence & online reputation |
| | Sales enablement & support material |

Month 1 — Month 3 — Month 6 — Month 9 — Month 12+

# Marketing Vision Priorities

### Step 1: Foundational Marketing Strategy Kick-Off

**Timing: 3 to 6 Months**

| Goal | Plan | Tactic |
|---|---|---|
| **Enhance Awareness** | Capitalize on current market share and build top of funnel awareness. | • Digital campaigns |
| **Improve Website Performance** | Fix technical issues, expand non-branded keywords, and shifting story arc from features to outcomes that resonate with ▓▓▓ | • Website updates<br>• SEO & content development |
| **Attribution & marketing ROI** | Utilize real-time performance tracking and reporting to guide strategic decisions, ensuring initiatives are measurable, impactful, and aligned to outcomes. | • Campaign management & optimization<br>• Ongoing reporting |

## Digital Campaigns

Client ...'s current spend on Google Search is $500/mo. Expanding budget and targeting high-intent, non-branded keywords presents a clear opportunity to reach new ███ actively searching for scheduling solutions.

→ **Easy Fix:** Direct campaigns to the marketing site, not your platform login page.

Dayta recommends (at minimum) maintaining your current budget consistently. Increasing budget $1,000 will increase the number of people exposed to Client C... . Pair Google Search with Microsoft campaigns to maximize exposure across search engines.

| Channel | Slow | Steady | Aggressive |
|---|---|---|---|
| Google Search & Remarketing | $1,000 | $2,000 | $3,000 |
| Microsoft Search / Bing | $500 | $1,000 | $1,500 |
| Google Performance Max | - | - | $500 |
| Boost - Facebook | - | - | $100 |
| **Total Monthly** | **$1,500.00** | **$3,000.00** | **$5,100.00** |

## Research

Your plan can get **27 conversions** for **$1K** with a **$34** average daily budget
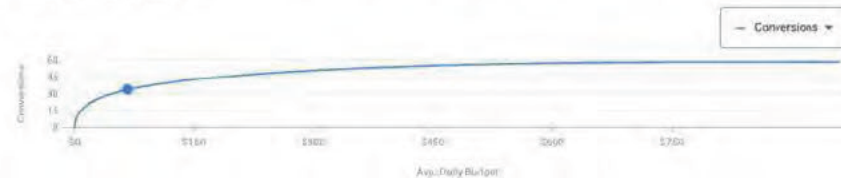
Estimated conversion rate : 2.61%
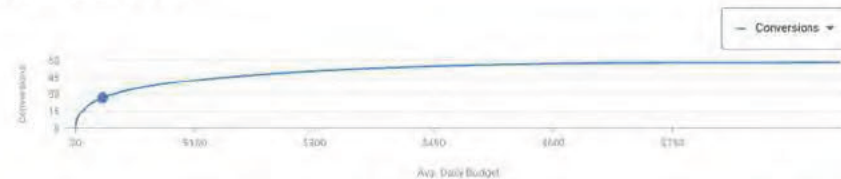


Maximize conversions optimizes bids to get the most conversions for your daily budget    Edit   Learn more

| Conversions | Avg. CPA | Clicks | Impressions | Cost | CTR | Avg. CPC | |
|---|---|---|---|---|---|---|---|
| 27 | $38 | 1K | 10K | $1K | 9.9% | $0.99 | + Add conversion metrics |

Your plan can get **34 conversions** for **$2K** with a **$67** average daily budget

Estimated conversion rate : 2.45%



Maximize conversions optimizes bids to get the most conversions for your daily budget    Edit   Learn more

| Conversions | Avg. CPA | Clicks | Impressions | Cost | CTR | Avg. CPC | |
|---|---|---|---|---|---|---|---|
| 34 | $60 | 1.4K | 15K | $2K | 9.0% | $1.46 | + Add conver metrics > |

**Current Health Score:** 🔴    See Lead Generation analysis for details

## Website Updates: Storytelling

███Client C...███'s feature-based messaging and current linear flow (Problem → Product → Features → Trial) is a good foundation for communicating what the product is and how to get started. But most ███████ aren't buying features—**they're buying peace of mind.**

We recommend shifting to outcome-based storytelling by leaning on ICP values. Enhance messages with social proof. Follow a Story Arc – Empathy → Vision → Proof → Action

| ICP | Pain Point Solved | Message Hook |
|---|---|---|
| **Volunteer**████ | Burnout | "Import a season before practice ends. Manage from your phone." |
| **Part-Time**████ | Inefficiency | "Ditch spreadsheets. Automate schedules and payouts in minutes." |
| ████████ | Lack of Visibility | "Run 5,000+ games with zero surprises. Total oversight, no extra fees." |

### Examples

| Feature-Based Messages<br>*(Current)* | Outcome-Based Messages<br>*(Recommended)* |
|---|---|
| "███Client...███ is the all-in-one platform for scheduling, communication, and payments." | "Stop chasing refs and start running your league like a pro." |
| "Drag-and-drop assignments, real-time messaging, and ACH payouts with no fees to officials." | "Get back hours each week while officials get paid—fast and without fees." |
| "Used by over 900 ████ and ████" | "Trusted by assignees who need every game covered and every detail handled." |
| "Accessible on web and mobile." | "Manage your season from anywhere—even before practice ends." |
| "No spreadsheets or double entry." | "Say goodbye to chaos. ███Client...███ brings calm to your most stressful season moments." |

# Game On. Stress Off.

No more spreadsheets or last-minute texts. ███Client C...███ automates scheduling, messaging, and payments—so you stay in control without the chaos.

████████ tell us they save hours every week—time they used to spend chasing refs and fixing late changes.

→ **When refs don't show, everyone looks to you. ███Client C...███ keeps you covered.**

Ready to see what your season looks like with less chaos and more control? Start your free trial or book a quick demo today.

---

**Current Health Score:** See [Lead Generation](#), [Storytelling](#) & [Positioning](#) analysis for details

## Website Updates: Technical Fixes

`Client C...` needs to capture traffic from broader searches like "referee scheduling software." Some technical fixes on the website and a focused ongoing SEO strategy can help ▮▮▮▮▮ overcome content gaps, improve in competitor comparison and reach new prospects.

We recommend addressing technical issues in the first 1-3 months. Following, our team will enhance current website content by applying simple improvements to structure. `Client C...` has a strong authority score so restructuring content will be done strategically to not impact this negatively.

After about 6 months we can explore the development of new content. `Client C...` has a lower number of backlinks compared to competitors. We'd recommend incorporating a backlink budget as well if possible.

| SEO Strategy |
| :---: |

Focus #1: Technical Issues

Focus #2: Current Content Updates

Focus #3: New Content, Expand Backlink Profile

**Recommendation: $2,000-$4,000/mo**

*Backlinking can be added at $3,000/mo+*

## Examples

*Focus #1*

| Top Issues ⓘ | |
| :--- | :---: |
| Type of issues | Number of issues |
| Duplicate content `errors` | 8 |
| Duplicate title tags `errors` | 13 |
| Missing meta description `warnings` | 99 |
| 4xx errors `errors` | 8 |
| Missing ALT attributes `warnings` | 283 |

*Focus #2*

[This page](#) doesn't contain an H1 and is not keyword optimized.

**Our Flexible Approach to Assigning**

**Assignor Driven**

*Focus #3*

| Domain ⓘ | Authority score | Backlinks |
| :--- | :---: | :---: |
| Clie... .com | 35 | 1.9K |
| Co... .io | 23 | 23.5K |
| Competitor | 31 | 3.4K |
| ▮▮▮▮ | 25 | 465 |
| ▮▮▮▮ | 31 | 22.4K |

**Current Health Score:** 🔴 See [Lead Generation](#) & [Website Functionality](#) analysis for details

## Attribution & Tracking

[Client C...] needs reporting transparency from first click to paid subscription so future budget decisions can be driven by real CAC, ROAS, and LTV—not guesswork. That begins with a rock-solid data foundation: Consistent UTMs for tracking and conversion insights can help [Client C...] see which channels create revenue-producing referees and shift spend with confidence .

### Where To Start

➔ **Fix Tracking & UTMs** —Remove UTM Tags on buttons on the site. Use UTM Tags on campaign URLs so all traffic is tied to its true traffic source. Explore cross-domain tracking if needed.
  ◆ *If interested, implement a heat mapping tool or mouse flow to follow UX, button clicks and to understand what resonates with users.*
➔ **Merge web, ad, and revenue data in Daylight** to view live CAC / ROAS / LTV dashboards.
➔ **Share closed-loop purchase signals back into Google & Microsoft Ads** so the algorithms automatically prioritize the clicks that turn referees into paying subscribers.

| **Current Health Score:** | See [Attribution](#) analysis for details |
| --- | --- |

## Brand Guide Creation

The [Client C...] brand is strong, clean and professional. Dayta recommends documenting the brand in a formal brand guide. The brand guide will include logo usage, color pallet, typography, and iconography to ensure consistency across web, email, sales decks and events.
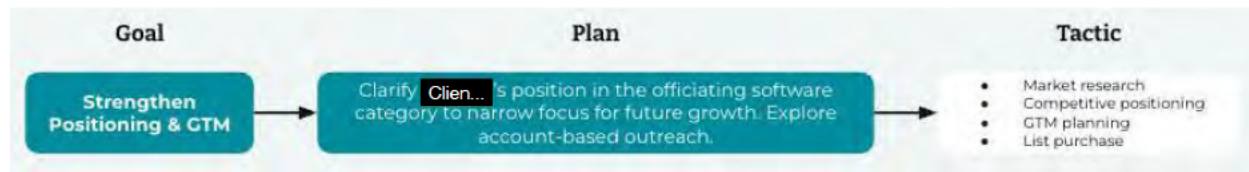
➔ **Future Opportunity to Explore:** Add distinctive orange accent into more areas throughout the website theme. Play with using the accent on CTAs or points of emphasis within the current color scheme.

| **Current Health Score:** | See [Branding](#) analysis for details |
| --- | --- |

## Step 2: Strengthen Positioning & Go-To-Market

**Timing: Month 6 to 9**

| Goal | Plan | Tactic |
|------|------|--------|
| **Strengthen Positioning & GTM** | Clarify [Clien...]'s position in the officiating software category to narrow focus for future growth. Explore account-based outreach. | • Market research<br>• Competitive positioning<br>• GTM planning<br>• List purchase |

### Research, Analysis, GTM

[Client ...] has achieved product-market fit in soccer (50% customers, 65% end-users), but future ARR growth requires identifying and reaching new markets. Conducting market research (market sizing, competitor scoring, persona deep-dive) will determine the most promising next sports, potentially creating more stable year-round workflows. These insights will inform sport-specific go-to-market strategies for ARR growth, premium add-on ideas for increased ARPC, and clearer sales positioning to reduce inbound reliance.

**Recommended next actions**

- **Conduct market research & with competitor analysis** across the top five non-soccer sports to quantify TAM, map share-of-wallet, and benchmark pricing / messaging gaps.
- **Validate and refine ICPs**—link pains to outcomes to inform new collateral
- **Pilot a sport-specific GTM plan** (e.g., basketball) with dedicated keyword sets, landing pages, and outreach offers; track CAC/LTV in Daylight. Test and add additional sports.

**Current Health Score:**    See [Positioning](#) analysis for details

### Account-Based Marketing

While inbound search drives trial sign-ups, key referee associations and state bodies don't actively seek solutions. A focused ABM approach allows [Client ...] to target the 1-2% of organizations with the potential for tenfold revenue growth per deal, particularly in emerging sports with lower brand recognition.

**Recommended next actions**

- **Build a target list** of 500 + referee associations and large leagues across priority sports (data scrape + LinkedIn + email/phone enrichment).
- **Launch multi-channel cadences in Pipedrive**—email, phone, LinkedIn—sequenced by sport and role, backed by sport-specific one-pagers, case studies and testimonials.

**Current Health Score:**    See [Lead Generation](#) analysis for details

## Step 3: Strategy Enhancement

### Timing: Month 9+
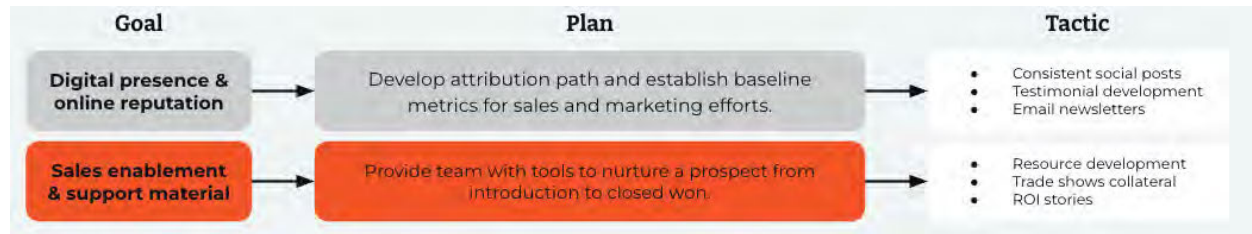


### Digital Presence, Online Reputation, Sales Enablement & Material support.

Having established attribution and refined the go-to-market strategy, the next critical step is converting increasing interest into consistent, year-round revenue. This involves strengthening ▮Client C...▮'s digital presence, enhancing social proof, and providing the sales team with the necessary materials and automated processes to secure larger, multi-sport accounts efficiently.

### Recommended next actions

- **Create and publish quarterly content** aligned with a content calendar. Target high-intent, non-branded keywords, such as "best practices for official payments," to enhance engagement with the Ideal Customer Profile (ICP) during their research phase.
- **Leverage the positive 5K mobile app reviews** by integrating these testimonials into landing pages and outbound communication.
- **Update the WordPress theme** for better conversion by adding a sticky "Start Free Trial" bar on mobile and contextual CTAs after benefit blocks to address scroll drop-off.
- **Equip sales with sport-specific resources** (one-pagers, case studies, SDR cadences), segmented by role and season, to convert enriched targets into booked demos.
- **Establish a consistent (2-4 monthly posts) social media presence** combining thought leadership with product tips, timed to support paid campaigns and engage trial users.
- **Execute a three-phase event strategy.** Pre-show outreach, on-site demos with tailored materials, and a 30-day post-event remarketing campaign for sustained brand visibility.

**Current Health Score:** / / See [Lead Generation](#), [Website Functionality](#), [Sales Execution](#) analysis for details

# Timeline & Pricing

## Timeline

Timeline is flexible and can adjust based on  Client C...  's priorities.



## Estimated Monthly Pricing

Pricing is flexible based on  Client C...  's priorities.

| Services | Slow | Steady | Aggressive |
| --- | --- | --- | --- |
|  | *Light project budget & campaigns* | *Mid-range project budget, campaign & SEO support* | *Heavier project budget, campaign & SEO support with social strategy* |
| Pod + Daylight | | | |
| Rolling Tactical Budget ▮▮▮ | | | |
| SEO | | | |
| Campaign spend | | | |
| Campaign attribution & management (20% of campaign spend) | | | |
| Social media management | | | |
| **Total Ongoing Monthly Pricing** | | | |
| **One-Time Setup Pricing*** | | | |

*\*Setup pricing includes initial partnership setup, brand guide creation, advertising account setup, and an initial addition of tactical budget for website updates and initial projects. This tactical amount can be adjusted as needed. Slow: 8 Hrs, Steady: 12 Hrs Aggressive: 16 Hrs*