

Conductor Product Launch & Growth Strategy

Objective

Conductor is uniquely positioned at the forefront of a major shift: the evolution from traditional SEO to **AI-powered search ecosystems** (ChatGPT, Perplexity, Google SGE, etc.).

My objective for Q2 is as follows:

- Build a **multi-channel growth engine** that drives qualified enterprise pipeline
- Position Conductor as the **#1 enterprise AEO (Answer Engine Optimization) platform**
- Capture both:
 - **Existing demand (high intent)**
 - **Emerging demand (AI search education + category creation)**

This requires balancing **efficient acquisition** with **market-shaping initiatives**.

Channel Strategy & Budget Allocation (Part One)

Budget Overview (\$150K Quarterly)

- Paid Search — **\$60K (40%)**
- Paid Social — **\$35K (23%)**
- Influencer / Creator — **\$20K (13%)**
- Partner / Affiliate — **\$20K (13%)**
- Sponsored Content / Email — **\$15K (10%)**

Strategic Rationale

1. Capture Existing Demand (Performance Core)

- Paid Search prioritized due to **high commercial intent**
- Focus on bottom-funnel keywords tied to:
 - Enterprise SEO platforms
 - AI search optimization
 - Competitive alternatives

2. Create & Shape Demand (Growth Layer)

- Paid Social + Influencer drive **category education**
- Position Conductor as:
 - “The platform to win in AI search”

3. Leverage Trust & Distribution

- Partner + influencer channels extend reach through **borrowed credibility**

Testing vs Scaling Framework

- **70% → Proven channels (Search, high-performing paid social)**
- **20% → Optimization (creative, audiences, landing pages)**
- **10% → Experimental (influencers, emerging placements)**

Channel Strategy & Budget Allocation (Part Two)

3. Campaign Strategy

Channel Focus #1: Paid Search (Demand Capture Engine)

Target Audience:

- Enterprise marketing leaders
- SEO / digital strategy heads
- CMOs navigating AI disruption

Core Messaging:

- “Get found in AI search”
- “Measure and optimize visibility across ChatGPT, Google, and beyond”
- “Future-proof your search strategy”

Example Campaign:

- **“Own the Future of Search”**
 - Bottom-funnel keyword targeting
 - Dedicated enterprise landing pages
 - Strong proof points (case studies, ROI metrics)
 - Conversion: demo / consultation

Channel Focus #2: Paid Social (Demand Creation Engine)

Platforms:

- LinkedIn (primary)
- Meta (retargeting layer)

Target Audience:

- VP / Director-level marketers
- Enterprise growth & digital teams

Core Messaging:

- “Search is no longer just Google”
- “AI is rewriting how brands get discovered”
- “Are you visible in ChatGPT results?”

Measurement & Optimization Framework

4. Measurement & Optimization Framework

Primary Metrics

- Pipeline generated (\$ value)
- Cost per qualified lead (CPL)
- Customer acquisition cost (CAC)

Secondary Metrics

- CTR / CVR
- Engagement rates
- Content consumption depth

Optimization Approach

- **Weekly:** Channel + creative performance review
- **Monthly:** Budget reallocation toward highest ROI segments
- **Quarterly:** Scale top-performing channels, sunset underperformers

Example:

- Shift budget from low-converting paid social audiences → high-intent search
- Scale creative themes driving strongest engagement + conversions

AI Usage

Paid Social Split Testing Framework (AI Demonstration)

How AI Was Used

I used AI to:

- Generate **creative hypothesis variations at scale**
- Identify **message angles aligned with audience pain points**
- Build a **testing matrix across multiple variables**

Testing Framework Developed with AI

Variables Tested:

1. **Messaging Angle**
 - Fear-based: “You’re invisible in AI search”
 - Opportunity-based: “Win the next era of search”
 - Educational: “Here’s how AI search works”
2. **Creative Format**
 - Founder POV video
 - Data-driven carousel
 - Static insight graphic
3. **Hook Style**
 - Question-based
 - Bold statement
 - Stat-driven
4. **Audience Segments**
 - SEO leaders
 - CMOs
 - Growth marketers

Paid Social Split Testing Framework (Continued)

1. Testing Philosophy

The goal is to systematically answer:

“What message, format, and audience combination drives the highest-quality pipeline?”

Rather than testing randomly, all experiments are:

- **Hypothesis-led**
- **Isolated by variable**
- **Measured against pipeline impact (not just engagement)**

2. Core Variables Tested

Each test cycle focuses on one primary variable while holding others constant:

- **Messaging Angle**
 - Fear-based: “You’re invisible in AI search”
 - Opportunity-driven: “Win the next era of search”
 - Educational: “How AI search is reshaping discovery”
- **Creative Format**
 - Short-form video (thought leadership)
 - Carousel (data + insights)
 - Static (single insight or stat)
- **Hook Type**
 - Bold claim
 - Question
 - Statistic-led
- **Audience Segments**
 - SEO leaders
 - CMOs / VPs of Marketing
 - Growth / digital teams

Paid Social Split Testing Framework (Continued)

3. Testing Structure

- Launch tests in **controlled batches (3–5 variations per test)**
- Allocate **equal budget per variant initially**
- Run tests until reaching **statistical significance or directional clarity**

Cycle cadence:

- Weekly: creative performance review
- Bi-weekly: introduce new variations
- Monthly: consolidate learnings + scale winners

4. Measurement Framework

Primary success metrics:

- **Cost per qualified lead (CPL)**
- **Pipeline generated**

Secondary indicators:

- CTR (hook effectiveness)
- Engagement rate (creative resonance)
- Conversion rate (landing page alignment)

Paid Social Split Testing Framework (Continued)

5. Optimization & Scaling

- Rapidly **pause underperforming variants**
- **Reallocate budget** toward top-performing combinations
- Build a **creative “winner library”** to inform future campaigns
- Iterate by evolving winning themes rather than starting from scratch

6. Role of AI

AI accelerates this framework by:

- Generating **multiple creative hypotheses quickly**
- Identifying **new messaging angles to test**
- Supporting **rapid iteration cycles**

However, all outputs are refined through:

- Enterprise buyer context
- Performance data
- Strategic judgment

Final Notes

The Plan For Q2 & Beyond

This plan is designed to accomplish the following:

- Capture high-intent demand efficiently
- Establish Conductor as the **leader in AI search visibility (AEO)**
- Build a **repeatable, scalable growth engine**
- Continuously improve through **structured testing and optimization**

Thank You