

LEAD GENERATION FOR SERVICE BUSINESSES

More Than Clicks.

How to turn attention into enquiries worth having,
and enquiries into real conversations.

01

ATTRACT

The right person

02

QUALIFY

A clear offer

03

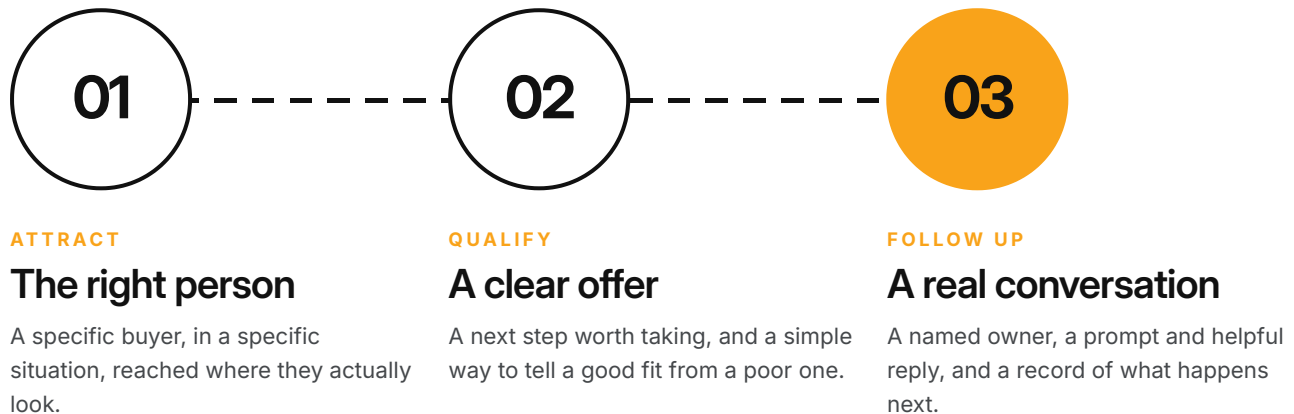
FOLLOW UP

A real conversation

WELCOME — BEFORE YOU START

Clicks don't pay the bills. Customers do.

Often the problem isn't traffic. It's the journey. The wrong people arrive, the right people aren't sure what to do next, and good enquiries go cold while they wait for a reply. This playbook helps you fix that, one stage at a time.



WHO THIS IS FOR

Owners of service businesses: B2B firms, property businesses and any team that sells through conversations. No advertising jargon needed. You just need three things:

- ☐ A clear service you want to sell more of
- ☐ Someone who can handle enquiries
- ☐ A way to record what happens next

Short on time?

Read it in order, or jump straight to your bottleneck: buyer and offer (pages 7, 10), channel and page (8, 11), quality and follow-up (12, 14), measurement (15–16), action plan (17–18).

The goal isn't more enquiries. It's more of the **right** ones, handled well.

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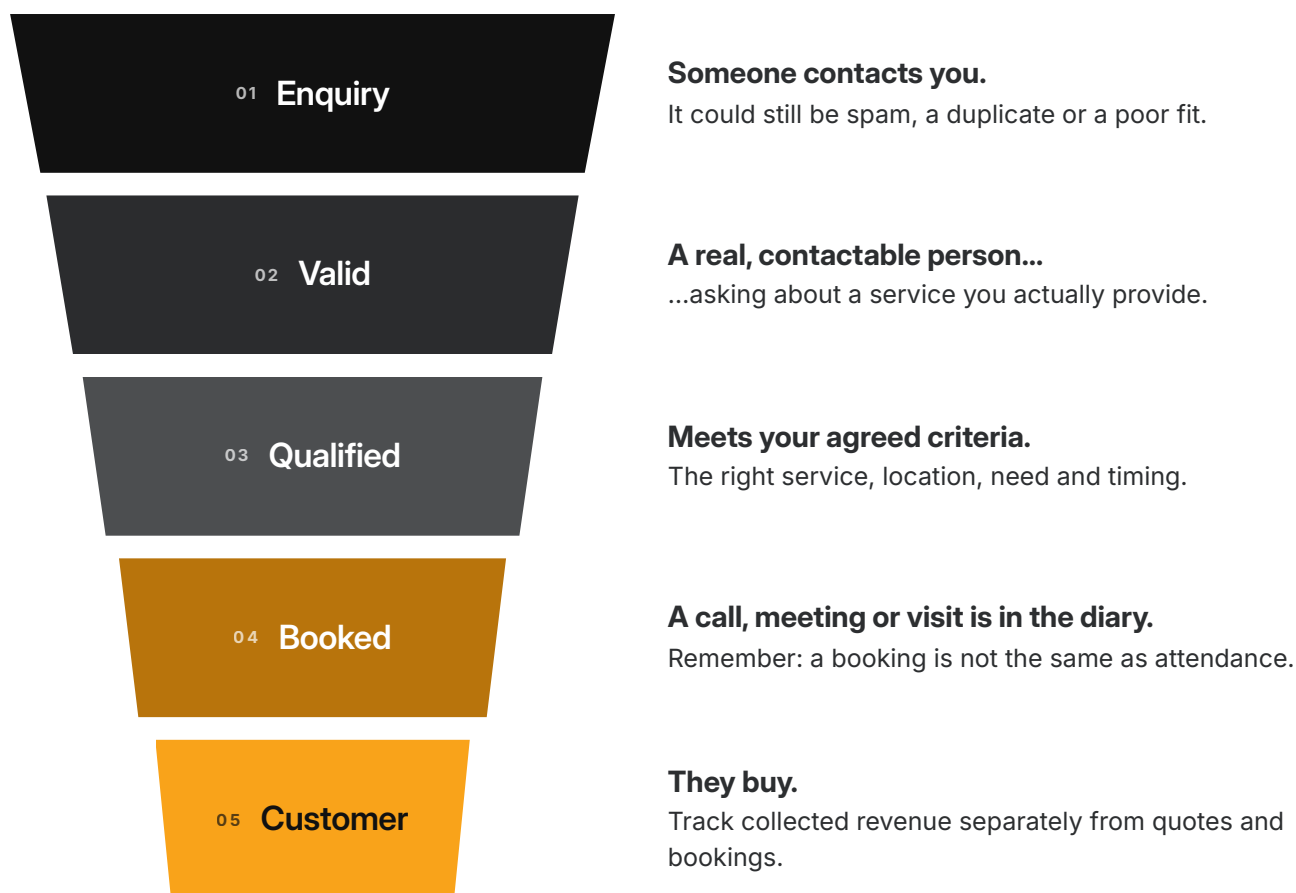
PUT IT TO WORK

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01 — START WITH THE REAL OUTCOME

An enquiry is a beginning, **not a result.**

A form submission only matters if it starts a conversation your business is ready to handle. So before you judge any campaign, get clear on the five stages between “someone got in touch” and “someone paid us”.



Agree what “qualified” means before you judge a campaign.

A low cost per enquiry can hide poor quality. An expensive enquiry can still be well worth it if it turns into profitable business. The only way to know is to define each stage, and then count it.

🎯 The goal of this guide

Not more clicks. More of the right enquiries moving cleanly from one stage to the next, with a person and a record at every step.

02 — FIND THE BOTTLENECK

Where does your journey **break**?

Before you spend more, find the first stage where people stop moving forward. Fix that stage, and everything after it gets easier.

WHAT YOU SEE

CHECK THIS FIRST

1	Very little relevant traffic	→	Are you reaching people who need this service, in a location you can serve?
2	Traffic, but almost no enquiries	→	Does the page match the ad? Is the offer clear, credible and easy to act on?
3	Enquiries, but few suitable prospects	→	Does the message attract the right buyer? Are the essential fit criteria visible?
4	Good prospects, few conversations	→	Who replies, how fast, on which channel, and with what next step?
5	Conversations, but few sales	→	Review expectations, price, trust, service fit and your sales process. Ads can't fix everything.
6	Sales, but an unclear return	→	Can you link each customer to its source, acquisition cost and contribution after delivery costs?

⚡ Do this today

Pull up your most recent 20 enquiries, or however many you have. For each one, note:

☐ Source ☐ Fit ☐ First response ☐ Next step ☐ Outcome

Use the log on the next page. A small sample is a starting point, not a reliable benchmark.

TICK THE ONE YOU NEED MOST

- ☐ More relevant attention
 ☐ More enquiries from visitors
 ☐ Better-fit enquiries
 ☐ Better follow-up
☐ Clearer view of outcomes

Fix the constraint you can see. Don't diagnose performance from one quiet day, or from clicks alone.

Your last 20 enquiries, on one page.

One line per enquiry. Patterns show up fast: where leads come from, which ones fit, and where they stall.

#	DATE	SOURCE	FIT?	FIRST REPLY (WHEN / WHO)	NEXT STEP	OUTCOME	REASON
01							
02							
03							
04							
05							
06							
07							
08							
09							
10							
11							
12							
13							
14							
15							
16							
17							
18							
19							
20							

OUTCOME LABELS

NEW

VALID

QUALIFIED

BOOKED

ATTENDED

WON

LOST

DUPLICATE

SPAM

The pattern I can see:

Reason examples: outside area, wrong service, timing mismatch, no reply yet.

01

PART ONE

Attract

the right person.

Strong campaigns don't speak to everyone. They speak to one buyer, in one situation, with a real reason to act now, and they show up where that buyer is already looking.

03 · p.07

Choose the buyer

04 · p.08

Match the channel to the job

Worksheet · p.07

Your buyer statement

03 — CHOOSE THE BUYER

Be specific enough to be useful.

"Everyone who needs our service" is too broad to guide an ad, a page or a conversation. Describe a buying **situation**, not just an age group or an industry.



Who needs it?

The person or business with the problem.



What just happened?

The trigger that makes them look now.



Where?

The locations and needs you can actually serve.



Who decides?

The person who signs off.



Poor fit when?

The signs it isn't for you.

ILLUSTRATIVE EXAMPLE · B2B SERVICE

"We help owners of small Dubai companies who need a clear monthly bookkeeping process because their current records are disorganised."

Far more useful than "we target all businesses in the UAE". It shapes the ad, the page, the questions and the follow-up.

ILLUSTRATIVE TEMPLATE · PROPERTY

"We help buyers looking for a [type of home] in [community] for [own use / investment], within a realistic budget of [range]."

For property, separate the actual project, location, purchase purpose and realistic budget range.

WORKSHEET — YOUR BUYER STATEMENT

FILL IN

1 Our buyer is:

2 They start looking when:

3 We serve these locations and needs:

4 We're usually not the right fit when:

For B2B, think about the decision-maker, the business problem and the scope. Whatever you sell, ask only for the information you need to assess the request.

04 — MATCH THE CHANNEL TO THE JOB

Go where your buyer is already looking.

Start with a clear hypothesis: where can your buyers be reached, and what do they need to see before they get in touch?



Google Search ads

01

ASK

Are buyers actively searching for this service?

PREPARE

Relevant search themes, exclusions, location settings and a page that matches the search.



Meta ads

02

ASK

Can a clear visual message help the right people recognise the need?

PREPARE

Distinct creative, a clear offer, a suitable audience and lead-quality checks.



SEO & useful content

03

ASK

What do buyers ask before they choose a provider?

PREPARE

Useful service pages, honest expertise and content that answers those questions.



Referrals & relationships

04

ASK

Who already knows buyers who trust their recommendation?

PREPARE

A specific introduction request and a reliable way to hand over the enquiry.

These are planning questions, not proof that one channel always wins. Competition, demand, creative, geography, delivery capacity and your buying cycle all shape the result.



A practical starting test

1 service + 1 audience + 1 offer + 1 main channel = Evidence you can use

Agree the learning budget and stop conditions in advance. Don't split a small budget across so many campaigns that none of them can teach you anything.

Retargeting, influencer campaigns and extra channels can support the journey when they solve a specific problem. More channels aren't automatically a better plan.

02

PART TWO

Qualify

with a clear offer.

A clear offer gives the right person a reason to raise their hand, and gives everyone else a polite reason not to. Then a focused page and a written fit rule do the sorting for you.

05 · p.10

Make the next step worth taking

06 · p.11

Build the page

07 · p.12

Define the fit

05 — MAKE THE NEXT STEP WORTH TAKING

Sell the next conversation, not the whole deal.

An offer is a concrete reason to act now. It doesn't have to be a discount. It just has to say who it's for, what happens next and what the person walks away with.

Keep the promise within your control. "Get a clear scope and next-step recommendation" is believable. "Double your revenue in 30 days" is not.

WEAK INVITATION

Contact us for the best service



Send your requirements to receive a scope review and a proposed next step.

Free consultation



Discuss your current enquiry process and leave with three priorities to investigate.

WhatsApp for more details



Ask about availability, fit and the information needed for an accurate quotation.

THE OFFER FORMULA · FILL IN THE BLANKS

For SPECIFIC BUYER facing SPECIFIC PROBLEM, we offer CLEAR NEXT STEP
so you can USEFUL IMMEDIATE OUTCOME. You'll need ESSENTIAL PREPARATION.



Remove the uncertainty

Before anyone enquires, they should be able to see:

- | | |
|--|--|
| ☐ Who the service is for | ☐ What's included |
| ☐ What happens after they enquire | ☐ Whether any fee applies |

Say "free" only when that step really is free. Skip fake countdowns, invented scarcity and guarantees you can't back up.

Test one offer with one audience first. If you change the audience, offer, page and follow-up all at once, you won't know what made the difference.

06 — BUILD THE PAGE

Make enquiring feel like the obvious next step.

Visitors should instantly recognise the service they clicked for, and understand why getting in touch is worth their time.



- 1 Lead with relevance**
Name the service, audience or problem in plain language. The page should keep the promise the ad made.
- 2 Explain the offer**
Show what happens, who it suits, what's included and what to do next.
- 3 Show credible evidence**
Use permissioned work, real people and verified results. Label creative examples as examples.
- 4 Answer the obvious objections**
Location, process, timing, fees versus ad spend, and who will handle the enquiry.
- 5 Choose one main action**
A short form, a call booking or a WhatsApp route, whichever suits the service.
- 6 Remove friction**
Check it on a phone: readable text, clear error messages and a visible confirmation.



The five-minute mobile check

Open the page on your own phone and tick each one honestly:

- ☐ A new visitor could explain the offer after reading the first screen
- ☐ They can enquire without hunting for the button
- ☐ They can tell what happens after they send it
- ☐ You've tested both the success and the error paths, for real

Useful form fields: contact details, the service requested and one or two essential fit questions. Ask for more only when it genuinely helps the next conversation, and explain how you'll use the information. A WhatsApp button click is a sign of interest. It doesn't prove a message was sent or that a qualified enquiry arrived.

07 — DEFINE THE FIT

Define the fit. Then write it down.

Good qualification makes it easier to help the right person, without turning the first conversation into an interrogation. Five checks cover most service businesses.

CHECK	A FRIENDLY WAY TO ASK
 Service	"What would you like help with?"
 Location	"Where do you need the service delivered?"
 Need	"What's the main problem you're trying to solve?"
 Timing	"When are you hoping to start or decide?"
 Scope or budget when relevant	"What scope or investment range are you considering? (Say why you're asking.)"

WORKSHEET — YOUR QUALIFICATION RULE

ONE SENTENCE

Example: "A contactable decision-maker seeking our service in a supported location, with a clear need and a realistic next step." Adapt it to your business. This isn't a universal definition.

An enquiry qualifies for us when:

Record the reason, every time

NEW

VALID

QUALIFIED

BOOKED

ATTENDED

WON

LOST

DUPLICATE

SPAM

For unsuitable enquiries, add a short reason: outside area, wrong service, timing mismatch. And don't call someone a "bad lead" just because they didn't buy straight away.

Review the patterns with whoever runs your campaigns. If the same mismatch keeps appearing, improve the message, page or targeting. A follow-up problem needs a different fix from an audience problem.

03

PART THREE

Follow up

with a real conversation.

The enquiries you've already paid for deserve a prompt, human reply. Give every lead a named owner, measure what happens after the form, and spend only what you can afford to learn with.

08 · p.14

Follow-up scripts

09 · p.15

Measure the useful stages

10 · p.16

Set sensible boundaries

08 — FOLLOW UP HELPFULLY

Every lead needs an owner.

Automation can support the reply, but a person should stay accountable for the conversation and its next step. Copy these, then make them sound like you.

01 SCRIPT

First response

⌚ As soon as the enquiry arrives, within the target you agreed

Hi **[name]**, thanks for asking about **[service]**. I'm **[person]** from **[business]**. So I can point you in the right direction, could you tell me **[one useful fit question]**?

02 SCRIPT

A useful follow-up

⌚ Once you've reviewed what they shared

Hi **[name]**, following up on your request about **[service]**. Based on what you shared, the best next step would be **[specific step]**. Shall we arrange that, or is there anything you'd like clarified first?

03 SCRIPT

BONUS SCRIPT

Confirm the booking

⌚ As soon as a call, meeting or visit is agreed

Hi **[name]**, confirming your **[call / visit]** with **[person]** on **[day]** at **[time]**. We'll cover **[agenda]**. If the time no longer works, just reply here and we'll rearrange.

04 SCRIPT

Close the loop

⌚ After your agreed number of follow-ups with no reply

I'll close this request for now so we don't keep interrupting you. If you'd like to pick it up later, just reply here. And let us know if you'd prefer no further messages.

🔄 Build a simple response routine

- ☐ Assign a named owner for every enquiry
- ☐ Set a response target your team can really meet
- ☐ Record the next action, every time
- ☐ Review missed follow-ups on a fixed day

An automatic acknowledgement should say it's automatic and explain what happens next. Never promise a response time you can't support.

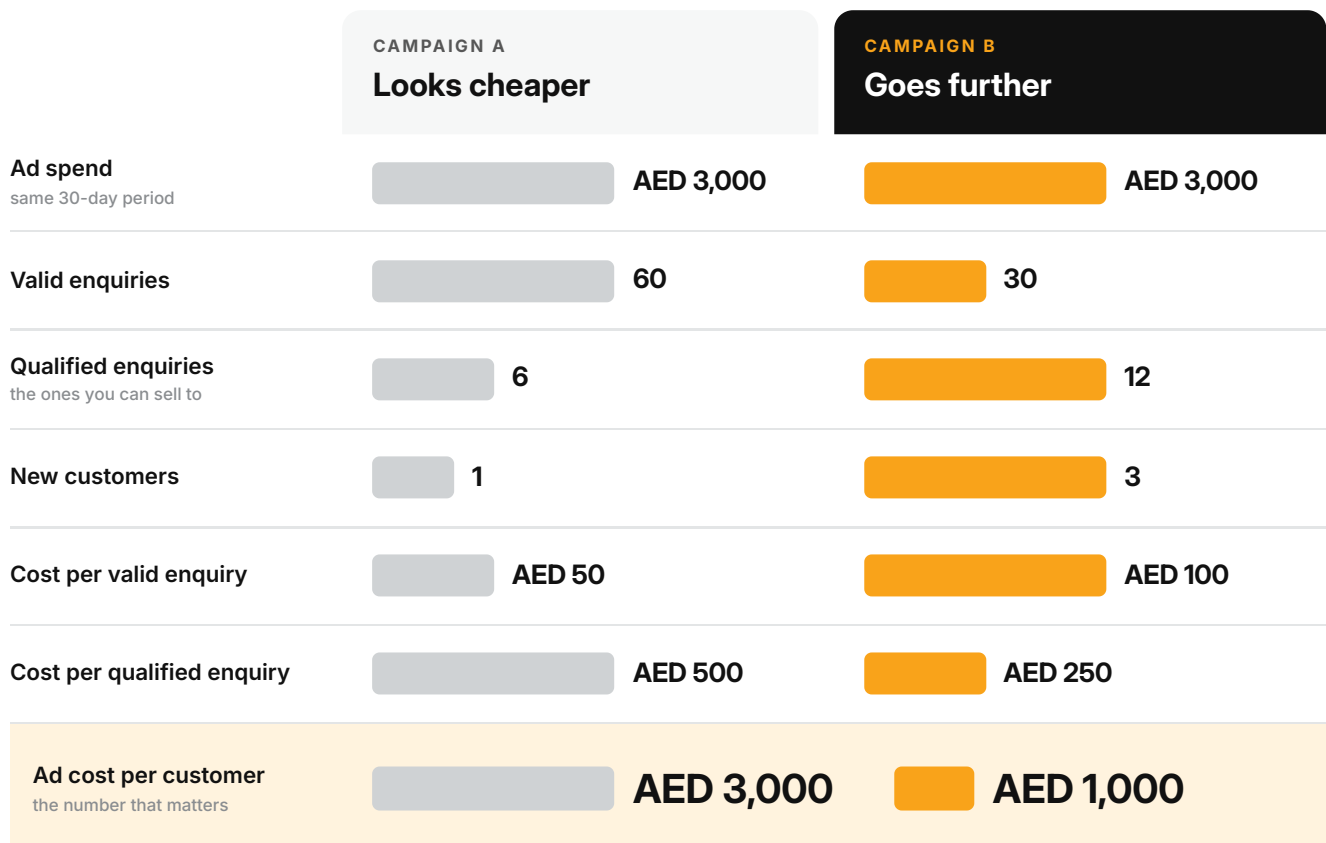
Use these scripts for relevant, expected conversations, never purchased contact lists. Get the right permission and respect opt-outs. On the WhatsApp Business Platform, approved templates are required outside the 24-hour customer service window; check current policy before automating. [2]

09 — MEASURE THE USEFUL STAGES

Cheaper leads can cost you more.

This simple comparison shows why lead quality and sales follow-through belong in the same conversation as cost per lead.

👁️ ILLUSTRATIVE ONLY · INVENTED NUMBERS, NOT VYBINEX CLIENT RESULTS OR BENCHMARKS



Campaign A looks better at the enquiry stage. Campaign B looks better further down the journey. Even this doesn't prove profitability: you'd also need fees, creative and software costs, delivery costs, confidence in your attribution, and enough time for the buying cycle.

||| Use the same definitions every time

Cost per qualified enquiry

Relevant spend ÷ qualified enquiries.

Acquisition cost

All agreed acquisition costs ÷ new customers.

State the period, the cost scope and the definition every time. A zero denominator means "not calculable", not zero cost.

Google Ads supports qualified and converted lead stages. Where consent, data quality and the setup allow, verified later-stage outcomes can help connect campaign reporting to what actually happened in the business. [1]

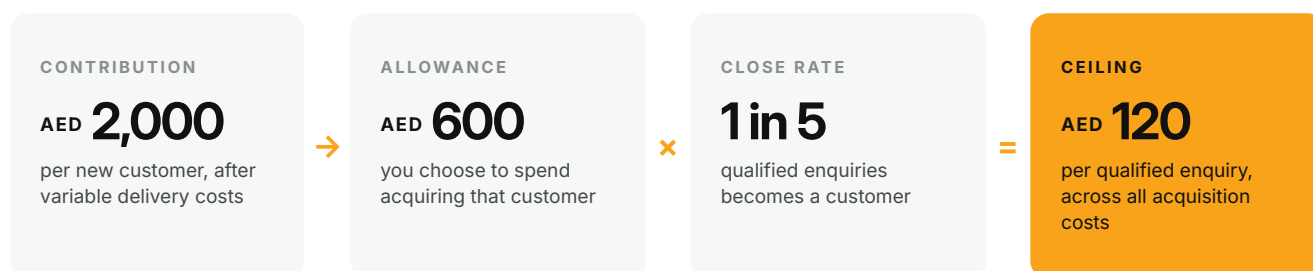
10 — SET SENSIBLE BOUNDARIES

Decide what you can afford to learn.

Budgets should follow your delivery economics, capacity and evidence. There's no universal profitable cost per lead, only what works for your margins.

Start with what a customer contributes after variable delivery costs. Then decide how much of that can go towards winning the customer, while leaving enough for overhead, risk and profit. Use your own records, and don't treat revenue as profit.

ILLUSTRATIVE PLANNING CALCULATION



A planning ceiling based on assumptions, not a promised campaign outcome.

💰 Now run your own numbers

Contribution AED _____ $\rightarrow$ Allowance AED _____ $\times$ 1 in _____ = AED _____ per qualified enquiry

Your ad spend has to fit inside that ceiling after agency, creative, software and other acquisition costs. If your close rate is uncertain, run a few scenarios and keep the learning budget small enough for the business to absorb.

🚩 Agree before launch

- ☐ Primary service and audience
- ☐ What qualifies an enquiry
- ☐ What you can afford to risk
- ☐ Review date and stop conditions

📊 Record during the test

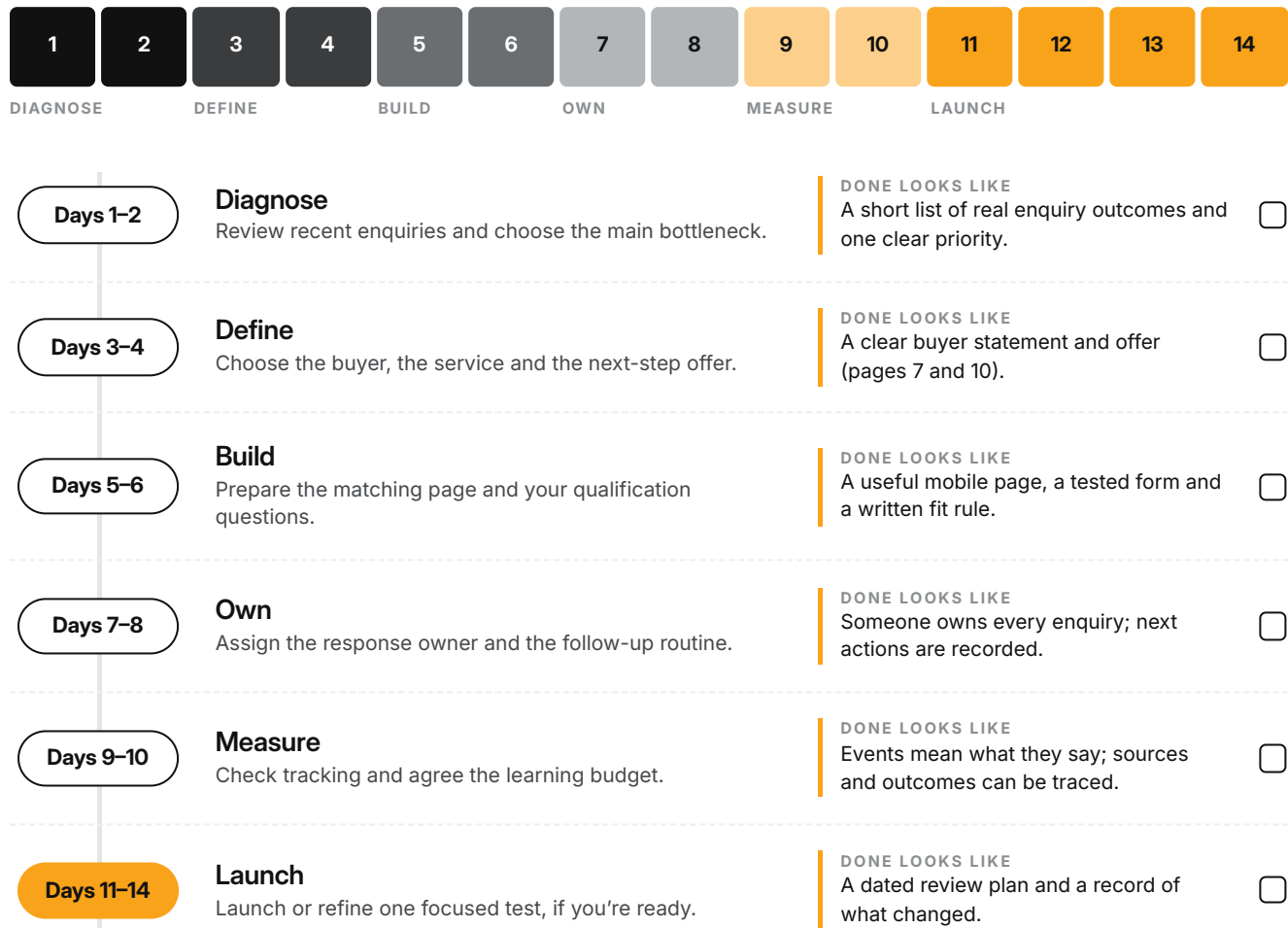
- ☐ Enquiry source and fit
- ☐ Spend and the full cost scope
- ☐ First response and next step
- ☐ Bookings, attendance, sales, collected revenue

Review at a pace that suits your buying cycle. Don't scale because of one good day, or keep spending indefinitely because "the algorithm needs time". Investigate tracking failures and obvious service mismatches immediately.

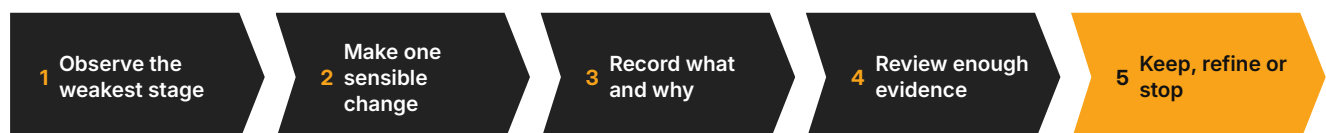
11 — PUT IT INTO PRACTICE

Your next 14 days.

Build a small process you can see working before you try to build a big one. Six short sprints, one outcome each.



THEN REPEAT THE LEARNING CYCLE



Already running ads? Fix the weak part of the current journey before adding campaigns. **Not yet?** Validate the offer and your capacity to respond before paying for traffic. A 14-day setup plan doesn't guarantee a profitable campaign in 14 days.

Your one-page enquiry plan.

Short, specific answers. Share it with everyone responsible for marketing and sales, and keep it where you'll see it.

Business	Plan owner	Date
01 The buyer, service and location we'll focus on:	02 The next-step offer and its useful immediate outcome:	
03 An enquiry qualifies when:	04 Our main bottleneck, and the first change we'll make:	
05 Response owner, response target and follow-up method:	06 Learning budget, full cost scope and stop condition:	
07 Review date, and the outcomes we'll measure:		

Keep the plan small enough to use. Replace assumptions with real records as you learn.

13 — YOUR NEXT STEP

Find your enquiry gaps, then close them.

Good marketing connects attention with a useful conversation, then makes the next step easier to manage. That's the work Vybinex does.

Vybinex focuses on performance marketing and qualified enquiries, connecting content, paid advertising, conversion pages and lead follow-up around a clear business problem. The final scope depends on what your business needs and what can be measured.

TALK TO US

Book a call with Vybinex

Tell us the stage where you're getting stuck: attention, enquiries, fit, follow-up or measurement. We'll talk it through with you.

[→ vybinex.com](https://vybinex.com)

PREFER TO START ON YOUR OWN?

Take the free audit

A quick starting point for deciding where to focus first. It isn't an inspection of your advertising accounts.

[→ vybinex.com/audit](https://vybinex.com/audit)**www.vybinex.com**

Book a call or take the free audit

**Vybinex Digital Solutions L.L.C.**

Al Durrah No.4, SBK Real Estate, near GGICO Metro Station, Garhoud, Dubai, UAE

More Than Clicks.

ATTRACT

QUALIFY

FOLLOW UP

SOURCES AND HOW TO USE THIS GUIDE

[1] Google Ads Help, “About qualified leads and converted leads”.

support.google.com/google-ads/answer/11459091

[2] WhatsApp Business Messaging Policy, sections 1–3; current policy checked 24 October 2026.

business.whatsapp.com/policy

The worksheets, examples and planning frameworks are editorial guidance from Vybinex. All numerical examples are illustrative. Adapt them to your service and your records; platform policies and features can change.

No guide, platform or agency can guarantee a specific number of customers.