



ACQUISITION OR CONVERSION?

Do you need more leads - or a better system for the leads you already have?

LEAD GENERATION

Create new demand

- ☐ Targeting and audience
- ☐ Offer and creative
- ☐ Ads, outreach or content
- ☐ Landing and capture

Use when there are not enough relevant enquiries entering the pipeline.

LEAD CONVERSION

Protect existing demand

- ☐ Fast first response
- ☐ Qualification
- ☐ Follow-up and booking
- ☐ CRM and handoff

Use when enquiries arrive but are handled slowly or inconsistently.

Many businesses need both - but not at the same time.

Fix the largest leak first. More advertising can amplify a weak response process, while perfect automation cannot replace a weak offer or absent demand.

Diagnostic question: Which problem is bigger today - not enough enquiries, or too many enquiries being lost after they arrive?

Map the first fix

Rainlight builds lead generation, response and backend automation as separate scopes.

Ask Leon