



Presence. Performance. Progress.

GLOBAL DIGITAL STANDARDS

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## THE REXLIC GROWTH ROADMAP & CHECKLIST

12 HIGH-TICKET SCALE BENCHMARKS // ZERO WASTED SPACE // 1000% ACCURATE FRAMEWORKS

### 01 // SPEED OPTIMIZATION

Mobile page load time under 1.8 seconds. Slow speeds slash paid booking conversion rates by 50%+.

### 02 // CONVERSION UX

Remove header menus on ad landing pages to eliminate exit points. Single highly prominent CTA above the fold.

### 03 // 5-MIN RESPONSE

Automated SMS/Email follow-up triggered under 5 minutes of form lead submission. Delaying bookings drops rate 80%.

### 04 // TRACKING INTEGRITY

Meta Conversions API (CAPI) side-by-side with browser Pixel. Direct server-side signals bypass iOS ad-blockers.

### 05 // CREATIVE HOOKS

Video ads use native short-form. Start with 3s local pain hook, follow with case story, and close with entry offer.

### 06 // HYPER-LOCAL GEOCON

Restrict ad targeting to a 5-15 km radius. Service brands waste budget targeting outside driving distance.

### 07 // AUDIENCE RETARGET

Warm ad loops active for page visitors and 50%+ video viewers. Focus on social proof, testimonials, and reviews.

### 08 // GOOGLE MAPS SEO

Claimed, active, optimized GBP. Daily geo-tagged photo uploads, service keywords, and auto review requests.

### 09 // LOCAL KEYWORD SEO

Dedicated local treatment landing pages ranking for high-intent search queries like '[treatment name] near me'.

### 10 // CRM AUTOMATION

Incoming leads mapped directly to visual tracking pipelines. Automated desk task reminders prevent booking slips.

### 11 // DATABASE REACTIVE

Quarterly cold lead SMS reactivation campaigns offering VIP events. Book empty calendar slots in 48h with zero ad spend.

### 12 // LTV MAXIMIZATION

Package bundling, recurring monthly memberships (e.g. Skin Club), and checkout upsells to double average client value.

## 3-STAGE SCALING ROADMAP

### STAGE 1 // FOUNDATION

Validate entry offers. Build dedicated landing pages with load speeds under 1.8s. Deploy Conversions API server-side tracking to secure conversion signal attribution.

### STAGE 2 // ACQUISITION

Deploy targeted native short-form video ads. Limit driving radius to a tight 5-15 km. Set up instant SMS automation follow-up within 5 minutes of form submissions.

### STAGE 3 // CRM & SCALING

Centralize contacts inside automated pipelines. Run quarterly SMS database reactivation campaigns to reactivate old leads. Launch membership models to double LTV.

READY TO SCALE YOUR BRAND?

BOOK YOUR FREE 20-MINUTE GROWTH STRATEGY CALL AT REXLIC.COM