

IF WE WERE YOUR TEAM, HERE'S HOW WE'D FIX THE LEAKS

Between Awareness and Action in 30 Days





Most nonprofits don't have a traffic problem. They have a **conversion problem hiding in plain sight**. Because between the moment someone discovers your mission... And the moment they take action... A lot gets lost.

| The Funnel Most Teams Focus On

When performance slows, the instinct is to ask:

- How do we get more traffic?
- How do we lower cost per click?
- How do we scale reach?

But here's the reality: More traffic doesn't fix a leaky funnel. It just sends more people into it.

| Where Value Is Actually Lost

For most ministries and nonprofits, the biggest gaps happen after the click:

- Landing pages that don't match the message
- No clear next step for engaged visitors
- Weak or generic calls to action
- No follow-up path after initial engagement
- One-size-fits-all experiences for very different audiences

The result: Interest without action

What We'd Do in the First 30 Days

If we were embedded with your team, we wouldn't start by scaling spend. We'd start by fixing the leaks.

| Week 1: Identify Where People Drop Off

- Map your current funnel (ad → landing page → action)
- Identify where engagement breaks down
- Look at behavior, not just surface metrics

Not just “how many clicks?” but “what happens next?”.

| Week 2: Align Message to Experience

- Ensure ad messaging matches landing page content
- Tighten headlines and value clarity
- Remove friction and confusion

The goal: When someone clicks... it feels like a continuation, not a reset

| Week 3: Strengthen the Path to Action

- Clarify the primary action (donate, sign up, engage)
- Simplify the journey to get there
- Introduce stronger, more intentional CTAs

Make the next step obvious—and easy

| Week 4: Build Momentum Beyond the Click





- Introduce follow-up paths (email, retargeting, re-engagement)
- Capture intent, not just visits
- Create a system for continued engagement

Every click should lead somewhere—not end somewhere.

| The Shift That Changes Everything

Most campaigns are optimized for:

- Clicks
- Impressions
- Traffic

But high-performing organizations optimize for:

- Actions
- Engagement
- Long-term value

The difference isn't volume. It's what happens after the click.

| What This Looks Like in Practice

When the full funnel is working:

- More visitors take meaningful action
- Cost per result decreases (without increasing spend)
- Campaigns become more efficient over time
- Growth becomes predictable—not reactive

| Why This Gets Missed

Because most partners focus on:

- Driving traffic
- Reporting performance
- Optimizing top-of-funnel metrics

But not:

- Fixing the experience after the click
- Connecting each step of the journey
- Building systems that convert attention into action



| A Different Approach

Radiant Digital focuses on the full path:

- From first impression → to final action
- From audience → to engagement → to conversion
- From clicks → to outcomes

We don't just drive traffic. We help turn it into results.

| The Question to Ask


If your campaigns are generating traffic...


But results aren't keeping pace...

It's worth asking:

Where is your funnel leaking?

Want to walk through where your biggest funnel opportunities might be hiding? Let's take a look together. Contact us today at www.radiantdigital.com.

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