

A large, bold, black letter 'M' logo, centered horizontally and vertically in the upper left quadrant of the page.

MATT MURPHY

**CLIENT:** Graphicmachine  
**PROJECT:** Sales landing page  
**OBJECTIVE:** Rewrite a direct-response landing page to drive conversion rates among a key audience  
**SUMMARY:** Digital-marketing agency Graphicmachine tasked me with updating its PPC landing page to increase downloads of a strategy guide for architects, afterwards immediately retaining me for additional lead-gen pages  
**WEBSITE:** <https://try.graphicmachine.com/selling-to-architects-ppc/>

# CONNECT WITH MORE ARCHITECTS, MORE EASILY, FOR MORE REVENUE

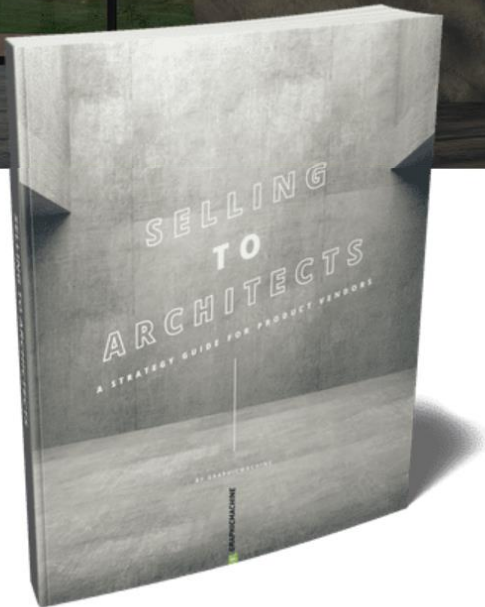
Architects are looking for turnkey building product solutions **right now**—be that solution by using the proven techniques in our **FREE** guide

First Name

Last Name

Email \*

**CLAIM YOUR FREE SALES STRATEGY GUIDE**



If you sell building products, you know that getting in front of architects is critical for success.

Unfortunately, they're not the easiest audience to reach.

Some suppliers waste thousands of dollars on advertising and untold hours seeking appointments to do just this.

The truth is, there's a wiser way to achieve your goals.

## Meet Architects Where They're Actually Looking For You

Traditional ads are costly and inefficient. In-person meetings were already on the way out even before the pandemic, which has all but eliminated them.

When your competitors stubbornly cling to these tactics, you have the edge...IF you take the right approach.

And that's exactly what our guide gives you.

*Selling to Architects: A Strategy Guide for Product Vendors* lays the foundation for a modern sales strategy that's been proven to work time and time again.

**Our guide offers a comprehensive look at how, when, and where to reach your audience along the buyer journey in the digital age without adding to your workload:**

- **Understand decision-makers.** Senior architects, general contractors, owners—these and others require very different approaches. We profile their needs and pain points.
- **Align marketing and sales.** The sales funnel is real, not agency speak. Using the same tactics top to bottom is dangerously counterproductive. We help you avoid this.
- **Know where to invest.** Even the biggest marketing budgets are finite. We lay out the 3 key questions to ask during the planning process for smart, highly-targeted spending.

## **Our Expertise Gives You The Advantage With Architects**

Having come from architectural firms ourselves, we know what your prospects are looking for. Our work with professional firms in engineering, law, finance, and other fields also means we understand what strategies work consistently across industries.

That's how we've helped our clients multiply their sales within a single year.

We've funneled this experience directly into *Selling to Architects*. Our free strategy guide gives you the tips you need to get your prospects' attention, keep it, and then convert it into sales.

### **This includes the 3 main things architects look for in their communications with you:**

- **Design:** Architects live and breathe design, but do you know what this means for your sales materials? (it may not be what you think)
- **Precision:** Attention to detail can make or break even the best offer, but do you know the most important places to check for this?
- **Reliability:** You won't get far without a dependable product, but do you know that reliability extends beyond what you're selling?

## **Short-Term Changes Lead To Long-Term Gains**

*Selling to Architects* contains insights that you can put into place right now.

The best part is, once you're in, you become the go-to solution. The less time architects spend detailing new or unfamiliar products into their drawings, the happier they are. Give them a good experience and you'll have a partner for a long, long time.

Simply put, our guide isn't just about increasing sales. It's about increasing sales whose lifetime value leads to growth and security for your business.

Stop worrying about where your next client is going to come from. Start increasing your sales opportunities today.

**CLAIM YOUR FREE  
SALES STRATEGY GUIDE**