



Workshop: Building a Measurable Customer Acquisition System

Stop collecting email addresses. Start generating market evidence.

Workshop Overview

A product should not be validated with a simple contact list.

It should be validated through a structured system capable of measuring real market interest and generating actionable business data.

The objective of this workshop is to help entrepreneurs build a professional digital infrastructure that attracts prospects, measures user behaviour and produces meaningful indicators to support business decisions.

Rather than simply creating a website, participants will build the foundations of a measurable customer acquisition system designed to support product validation, business planning and future growth.

What We Build Together

1. Strategic Positioning

- Define your value proposition
- Clarify your offer
- Identify your target audience

- Position your business for growth

2. Digital Infrastructure

- Business domain name
- Website hosting
- WordPress setup
- Technical foundations
- Professional website environment

3. Conversion-Focused Landing Page

- Landing page structure
- Clear value proposition
- Call-to-action strategy
- Lead capture forms
- Conversion-focused user journey

4. Customer Acquisition System

- Lead collection system
- Contact database
- Basic CRM organisation
- Email capture
- Google Analytics integration
- Google Search Console
- Google Business Profile
- Performance monitoring

5. Market Validation

Instead of saying:

"We collected 80 email addresses."

Participants will be able to demonstrate:

- Website traffic
- Conversion rate

- Acquisition channels
- Search keywords
- Landing page performance
- Geographic insights
- User behaviour
- Demand indicators
- Audience growth

The objective is to transform assumptions into measurable evidence.

6. Professional Reporting

By the end of the testing phase, participants will have meaningful performance indicators that can support:

- Business plans
- Product validation
- Funding applications
- Investor presentations
- Partnership discussions
- Strategic decision-making
- Future go-to-market strategy

6-Hour Workshop Agenda

9:00 – 9:45

Strategic Positioning

- Value proposition
- Target customer
- Positioning
- Offer refinement

9:45 – 10:30

Digital Foundations

- Domain name
- Website hosting

- WordPress
- Technical infrastructure

10:30 – 11:30

Building a High-Converting Landing Page

- Structure
- Call-to-action
- Lead capture
- Forms
- User experience

11:30 – 12:00

Break

12:00 – 1:00

Customer Acquisition & Analytics

- Google Analytics
- Google Search Console
- Google Business Profile
- Tracking pixels
- Key Performance Indicators (KPIs)

1:00 – 2:00

Building Your Customer Database

- Lead forms
- Simple CRM
- Email collection
- Database organisation
- Consent management
- Data structure

2:00 – 3:00

Market Validation & Professional Reporting

- Reading analytics
- Traffic analysis
- Acquisition sources
- Conversion rates
- Performance interpretation
- Professional reporting
- Using measurable data in business plans
- Supporting funding applications
- Supporting investor presentations

Workshop Outcome

Participants leave with:

- ✓ A clear business positioning
- ✓ A professional digital infrastructure
- ✓ A conversion-focused landing page
- ✓ A customer acquisition system
- ✓ A measurable lead database
- ✓ Analytics and performance tracking
- ✓ Actionable market intelligence
- ✓ A framework for validating product-market fit
- ✓ Professional reports to support business development and funding opportunities

Our Philosophy

The objective is not to build a website.

The objective is to build a measurable customer acquisition system capable of generating evidence of market demand and supporting strategic business decisions.

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