

LDP DIGITAL

FULL-BLEED HERO IMAGE

The founder or team mid-work, shot dark and graded warm — not a stock boardroom. It has to feel like the people who will actually run this. Gold rim-light on the subject to tie to the identity.

LDP Digital

Marketing built to produce revenue, not just leads
One team. One closed loop.

**REVENUE
ENGINEERING**
Six divisions · Seven pillars

DIAGNOSE ENGINEER SCALE

Most marketing is bought in pieces and judged in pieces. An agency for ads, someone else for the website, a third party for content — and nobody accountable for whether any of it produced a sale.

Revenue Engineering is the opposite arrangement. One team, one measured path from first impression to closed sale, and one set of numbers everybody answers to.

THE RULE

**If it cannot be measured to a sale,
it does not count as marketing.**

PORTRAIT-ORIENTATION IMAGE

Something with visible craft — a screen of live dashboards, a whiteboard mid-session, hands on a keyboard. Dark, close, warm. Avoid anything that looks like a stock photo of "strategy".

THE WHOLE POINT, IN ONE PAGE

ABOUT REVENUE ENGINEERING

Engineering is the discipline of optimising a machine for maximum output. Applied to a business, the machine is the path a stranger takes from never having heard of you to paying you.

That path has parts, and the parts are interdependent. Better ads cannot rescue a website that does not convert. A faster response cannot rescue a lead that was never a fit. More budget cannot rescue a handover that drops people between marketing and sales.

So we do not sell the parts. We build the loop, instrument every stage of it, and then improve the stage that is actually costing you money — which is rarely the one you expected.

That is the difference between buying marketing and engineering revenue.

FULL-PAGE IMAGE, NO MARGIN

Silvermine uses these to let the eye rest between dense pages. Suggest: a wide, dark workspace shot, or an abstract macro of gold on black. Bleed to all four edges. No text on it at all.

Four struggles, and what each one costs

COSTS YOU MONTHS • TIME

Tech overwhelm

Which platform, how the site is built, what tracking, where the numbers land. Every answer arrives with three more attached, so the decision gets postponed — which is itself a decision.

COSTS YOU DIRECTION • TIME

Information overload

Every blueprint is the right one according to whoever is selling it. None of them tell you what to do on Monday, in your business, with your budget.

COSTS YOU THE PIPELINE • MONEY

Low lead quality — the most common

The enquiries arrive and never buy. Sales stops trusting marketing, marketing keeps reporting healthy numbers, and both are right — which is why it never gets resolved.

COSTS YOU THE MARGIN • MONEY

High cost of sale

Either you know what a customer costs and it is climbing, or nothing joins spend to sales at all — and the not knowing is heavier than the figure would be.

PORTRAIT IMAGE — THE COST OF NOT KNOWING

Someone at a desk with two screens that disagree, or a printed report being read late. Dark, gold rim-light, no stock optimism. This is the problem page; the picture should not look like a solution.

6 DIVISIONS UNDER ONE ROOF	7 PILLARS OF THE LOOP
3 STAGES: DIAGNOSE, ENGINEER, SCALE	1 SET OF NUMBERS, END TO END

THE SHAPE OF IT

Everything under one accountable roof

Six trading divisions — Marketing, Websites, Copywriting, Brand.It, Studio and Book a Stay — working to one method rather than six briefs.

Seven pillars covering every stage a customer passes through, so a weakness in one is visible against the others instead of hiding behind an average.

And one report. Not a report per supplier — one view, from first impression to closed sale.

HOW THE WORK RUNS

Three stages, in order, every time

DIAGNOSE

Before anything is built or bought. We instrument what exists, find where the engine actually leaks, and put a number on it. Most of what people expect to be wrong is not.



ENGINEER

Fix the stage that is costing you, not the stage that is easiest to sell you. Strategy, site, copy, campaigns and tracking rebuilt as one connected path.



SCALE

Only once the loop holds. Spend goes up against a known return, not against hope — and every increase is measured at the same points as the last.

The order is the product. **Scaling a machine that leaks just leaks faster** — which is why most businesses feel worse after they increase their budget, not better.

Seven pillars — each one holds the next honest

01

Real Strategy

A plan built from your numbers, not a template with your logo on it.

02

Lead Quality

Fewer, better-fitting enquiries — measured on what closes, not what arrives.

03

Conversion

A site and a message that turn attention into an enquiry worth having.

04

Response Time

The handover between marketing and sales, closed and timed.

05

Customer Retention

The cheapest revenue you will ever earn is the customer you already have.

06

Forecasting & Reporting

One view of what every rand did — so next month can be planned, not guessed.

07

Built to Scale

A machine that holds its shape when you double the spend.

Weak in one pillar and the six around it carry the loss quietly.
That is why they are measured together.

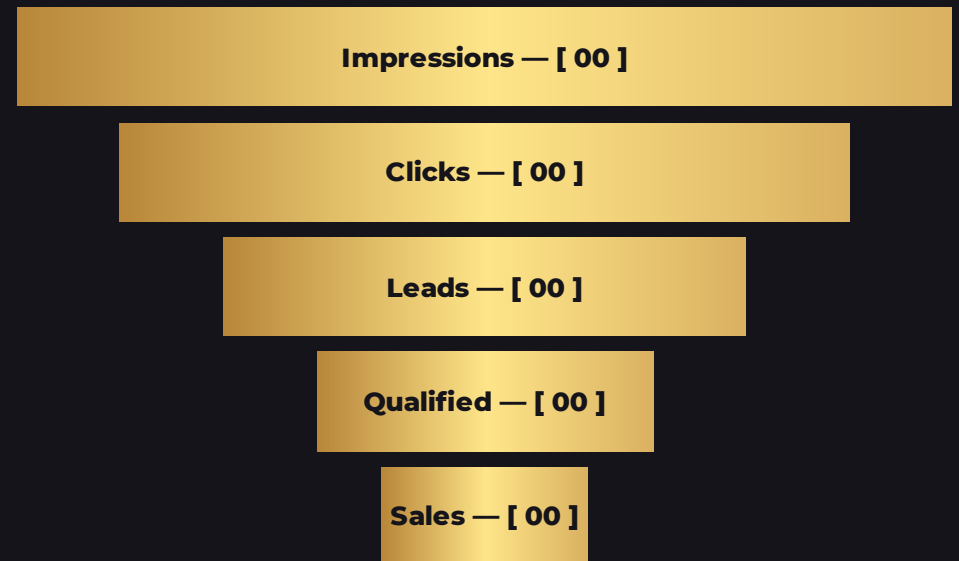
WHERE THE ENGINE LEAKS

Impression to sale, measured at every step

Most businesses can tell you the top of this and the bottom of it. The stages in between are where the money goes, and they are the stages nobody is watching.

Instrumenting each one is what turns "marketing isn't working" into a specific, fixable sentence.

Replace these figures with a real client funnel — **anonymised** — or mark the page clearly as illustrative.



Drop-off is printed between each stage on the live version

ONE GROUP, SIX DIVISIONS

Everything the loop needs, in-house

MARKETING LOGO

Marketing

Paid and organic, run as a system and tracked back to real sales.

WEBSITES LOGO

Websites

Built to convert, on a platform you are never locked into.

COPYWRITING LOGO

Copywriting

The words that carry the offer, from ad to inbox to page.

BRAND.IT LOGO

Brand.It

One identity that holds together everywhere it shows up.

STUDIO LOGO

Studio

Photography and video briefed by strategy, built to be measured.

BOOK A STAY LOGO

Book a Stay

Channel and revenue management for hotels and guesthouses.

WHAT IS INCLUDED

What Revenue Engineering actually delivers

- **A diagnostic** of the existing engine, with the leak located and costed
- **One strategy** written from your numbers, not a template
- **Tracking installed end to end** — impression through to closed sale
- **A dashboard you can actually read**, not a platform export
- **Website and landing pages** built to convert and to be measured
- **Campaign build and management** across paid and organic
- **Copy, creative and brand** from the same team, to the same brief
- **A monthly review** against the number, not against activity
- **One point of accountability** for all of it

DASHBOARD OR REPORTING SCREEN

A real LDP dashboard, dark UI with gold accents — blurred or anonymised. This is the page that proves the promise, so it should be the most convincing image in the document.

FIT

Who this is for — and who it isn't

A FIT IF YOU ARE

- Ready to grow, with the capacity to take it on
- Scaling marketing past what one person can hold
- After better leads, not more of them
- Wanting one team accountable for the whole engine
- Wanting to see what every rand returned
- Done starting over with a new agency each year

NOT A FIT IF YOU WANT

- The cheapest possible ad management
- A result inside the first month
- A supplier who takes the brief and asks nothing
- Marketing kept separate from your sales numbers

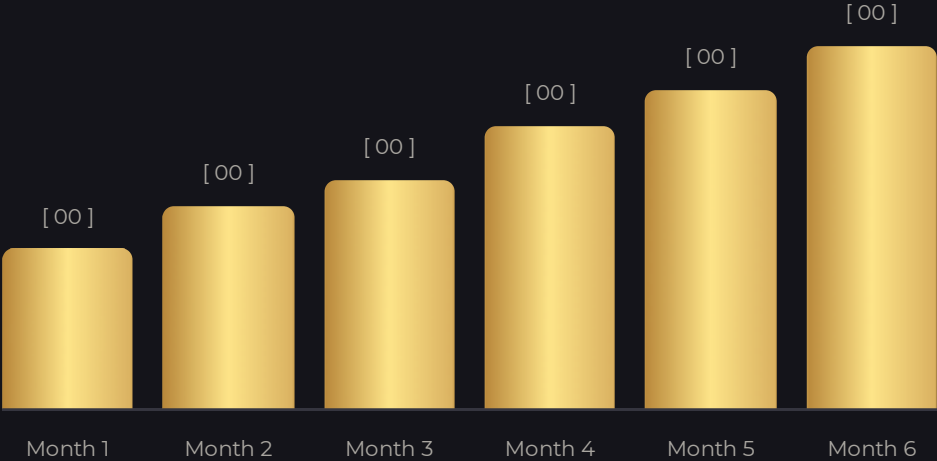
Saying this out loud is what makes the left-hand column believable — and it filters the enquiries you did not want anyway.

WHAT YOU SEE EVERY MONTH

One view, not six exports

Cost per qualified lead	[R000]
Lead to sale conversion	[00%]
Average response time	[00 min]
Cost of sale	[R0 000]
Return on marketing spend	[0.0*]
Revenue attributed to marketing	[R000 000]

The bottom row is the one that matters, and it is the row most reports do not have. Fill these from a real, anonymised account before this goes out.



Revenue attributed to marketing, by month. Chart drawn by the LDP Charts plugin so the brochure and the site use the same renderer.

PROOF

Oversight that shows up in the numbers

CLIENT LOGO

[Client]

[One sentence on what was broken, one on what changed, one figure. Pull from the published case study — do not write new claims.]

CLIENT LOGO

[Client]

[Same shape. Keep every figure traceable to something already published on the site.]

CLIENT LOGO

[Client]

[Same shape. Three of these is plenty — a wall of logos persuades less than three specific stories.]

You have published case studies for Execu-Move, iGrow, Kitchens Unlimited, Stucky Motors and Emmarentia. **Take the figures from those pages verbatim** rather than restating them from memory.

QUIET, HUMAN IMAGE

A single person, thinking — not smiling at camera. This page is the one that asks them to be honest with themselves, and the picture should carry that weight rather than sell.

BEFORE YOU OUTSOURCE ANYTHING

Three questions worth answering first

- **Can you name the stage that is costing you?** Not the symptom — the stage. If not, no amount of spend will find it for you.
- **Would you know if it improved?** If the answer depends on someone else's report, it is not measurement.
- **Is anyone accountable for the whole path?** Or does each supplier own a piece and none of them own the sale?

THE REVENUE ENGINEERING RULE

Fix the loop before you widen the tap.

WIDE CLOSING IMAGE

Team or premises, shot wide and dark. Mirrors Silvermine's aerial close — it says "these are real people in a real place" right before the contact details.

Get in touch

LDP Digital is a group of six marketing divisions working to one method — Revenue Engineering — so that every part of your marketing is measured against the same thing: revenue.

[email address]

[phone number]

ldp.digital

THE DIVISIONS

MARKETING

WEBSITES

COPYWRITING

BRAND.IT

STUDIO

BOOK A STAY

Silvermine closes on the group lockup — every company in the family shown together. Yours does the same job with the six division marks.