SlateAI – Lead Report

Lead Number: 7

Company Snapshot - PGN Agency

Name: PGN Agency

Industry: Marketing and Branding Agency

Size: null

Offerings: Full-service marketing and branding: Graphic Design, Web Design (design, development, optimization), Branding, PPC Marketing, Social Media management and growth, Videography, Photography, SEO, packaging/print design

Recent Signal: Long-standing (39+ years) Detroit agency; recent blog post '7 Common SEO Mistakes Small Business Owners Make' (Oct 20, 2025); simple contact form; portfolio and client testimonials; explicit need/observation for improved client onboarding, campaign monitoring, and automated reporting (from provided notes).

Opportunity Summary

A brief summary of what opportunities are available for Slate with this lead, and why.

Likely Pain / Need

Main Problem / Need:

Manual or ad-hoc client onboarding and campaign setup; fragmented campaign monitoring across channels (SEO, PPC, social); time-consuming manual reporting for clients; scaling creative production (photo/video -> ad assets); need for measurable KPIs and packaged case studies to win similar local accounts.

Value Hypothesis

Statement:

SlateAI can automate PGN's client onboarding and standardize campaign workflows, reducing time-to-launch for multi-channel campaigns. It can centralize monitoring and produce automated, branded reports and dashboards (improving client transparency) and accelerate creative asset production by integrating photography/videography into templated ad creatives, enabling PGN to scale operations without hiring heavy overhead.

Decision Contacts

Contact #1

Name + Title: Owner / Principal - GUESS

Email: UNKNOWN

Phone: UNKNOWN

Contact #2

Name + Title: Head of Digital / Director of Marketing - GUESS

Email: UNKNOWN

Phone: UNKNOWN

Additional Information

Next Steps:

1) Request a combined website + SEO audit and a short discovery call to validate onboarding/reporting pain points. 2) Offer a 4–6 week pilot: automate onboarding + campaign monitoring + weekly automated client reports for 1–2 active clients and measure time saved and client satisfaction. 3) Prepare case-study plan bundling PGN's photography/videography with SlateAI-driven ad creative and automated KPI reporting. 4) Follow up with an emailed one-page pilot proposal and proposed success metrics.

Lead Score: 4

Lead Score Reason:

Strong fit: experienced, full-service agency with explicit signals for onboarding, reporting, and campaign monitoring needs; high potential ROI from automation and creative workflow improvements, suitable for a targeted pilot.

Additional Notes:

Checklist: - Map SlateAI capabilities to PGN's needs (onboarding automation, campaign monitoring, automated reporting, creative production). - Verify portfolio examples and KPIs to prioritize pilot verticals (restaurants, retail, B2B services). - Propose combined website+SEO audit and a small pilot for reporting/workflows. - Plan outreach to owner/principal and head of digital to demo SlateAI. Other notes: strong local reputation and diverse creative services; good candidates for a pilot that bundles photography/videography with automated ad creative and reporting.