SlateAI – Lead Report

Lead Number: 12

Company Snapshot - PGN Agency

Name: PGN Agency

Industry: Marketing & Branding Agency

Size: null

Offerings: Full-service marketing and branding: graphic design, web design/development/optimization, branding, PPC marketing, social media management/boosting, videography, photography (food, event, commercial), SEO, print and packaging design

Recent Signal: Long-standing (39 years) Detroit agency; active portfolio and testimonials; blog post about SEO (Oct 20, 2025); contact form on site; stated needs: could use workflows for client onboarding, campaign monitoring, and automated reporting

Opportunity Summary

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

Likely Pain / Need

Main Problem / Need:

Likely pains: manual client onboarding and handoffs; time-consuming, inconsistent campaign monitoring across PPC/SEO/social; manual monthly reporting that limits scaling; difficulty surfacing measurable case results on the site; need for faster, repeatable client-facing reporting and audit deliverables

Value Hypothesis

Statement:

SlateAI can supply templated onboarding workflows to reduce manual setup and ensure consistent handoffs, plus automated campaign data aggregation and white-labeled client reports/dashboards that surface measurable outcomes next to portfolio items. A short pilot (one client or one service channel) would demonstrate time savings and measurable lift in reporting cadence and client satisfaction.

Decision Contacts

Contact #1

Name + Title: UNKNOWN

Email: UNKNOWN

Phone: UNKNOWN

Additional Information

Next Steps:

1) Use the site contact form to request a conversation and ask for a dedicated point of contact and relevant case studies (SEO, PPC, photography/videography used in campaigns). 2) Propose a 4–6 week pilot: implement an onboarding workflow for a new client + automated campaign reporting dashboard (PPC or SEO) and deliver a client-facing report. 3) Provide examples of measurable outcomes and a proposed timeline/price for scaling if pilot succeeds. 4) Recommend adding visible campaign metrics to portfolio entries; offer a free mini audit to kickstart the conversation.

Lead Score: 4

Lead Score Reason:

Established, full-service marketing agency with explicit needs for workflows and automated reporting; likely budget and willingness to test improvements—high alignment with SlateAI capabilities.

Additional Notes:

Checklist: - Review SlateAI capabilities vs. agency needs (workflows, campaign monitoring, automated reporting). - Extract lead signals and decision triggers (portfolio, testimonials, SEO blog, contact form). - Map pains to SlateAI value (onboarding automation, reporting dashboards, campaign monitoring). - Recommend a low-friction pilot and case-study requests. Additional notes: multiple named client testimonials and portfolio items; opportunity to increase conversion by surfacing measurable campaign metrics alongside portfolio entries.