Lead Magnet: The Online Visibility Audit
Partner Go-To-Market Campaign

Use Thryv's top lead magnet to generate more appointments and drive more sales.

What Is It?

The Online Visibility Audit is a free, AI-powered analysis of a prospect's entire online presence – website performance, AI search visibility, SEO, Google Business Profile, social media, and directory listings. The tool runs by entering their business website, and generates a detailed report showing what's working, what's broken, and where they're "invisible" online.

Position the Online Visibility Audit as a Strategy Session

1. Share the landing page and promotional emails to drive prospects to complete the Online Visibility Audit form.
2. Once the form is submitted, generate the audit using the prospect's website BEFORE your strategy call.
3. Review the findings with the prospect and recommend a strategy plan that can include Thryv's tools.

GTM Fast with Ready-to-Launch Campaigns

Use the ready-to-use marketing kit in Solution Launchpad (or the swipe copy on pages 2–7) to start promoting the Online Visibility Audit.

ACCESS YOUR OVA KIT

What's Included:

Landing Page
A customizable landing page to promote the Online Visibility Audit, capture leads and book strategy calls.

Promotional Emails
Two ready-to-send promotional emails designed to promote the audit to your existing client and prospect lists.

Automated Nurture Emails
A follow-up email sequence that automatically engages prospects who complete the form but haven't scheduled their audit.

How to Access the AI-powered Visibility Audit

New Partners: Access was granted upon certification.

Existing Partners: Email your Partner Manager or partners@thryv.com for access.

OVA SET UP INSTRUCTIONS

If you need assistance or have any questions regarding the Online Visibility Audit, please reach out to your Partner Manager or email **partners@thryv.com**.