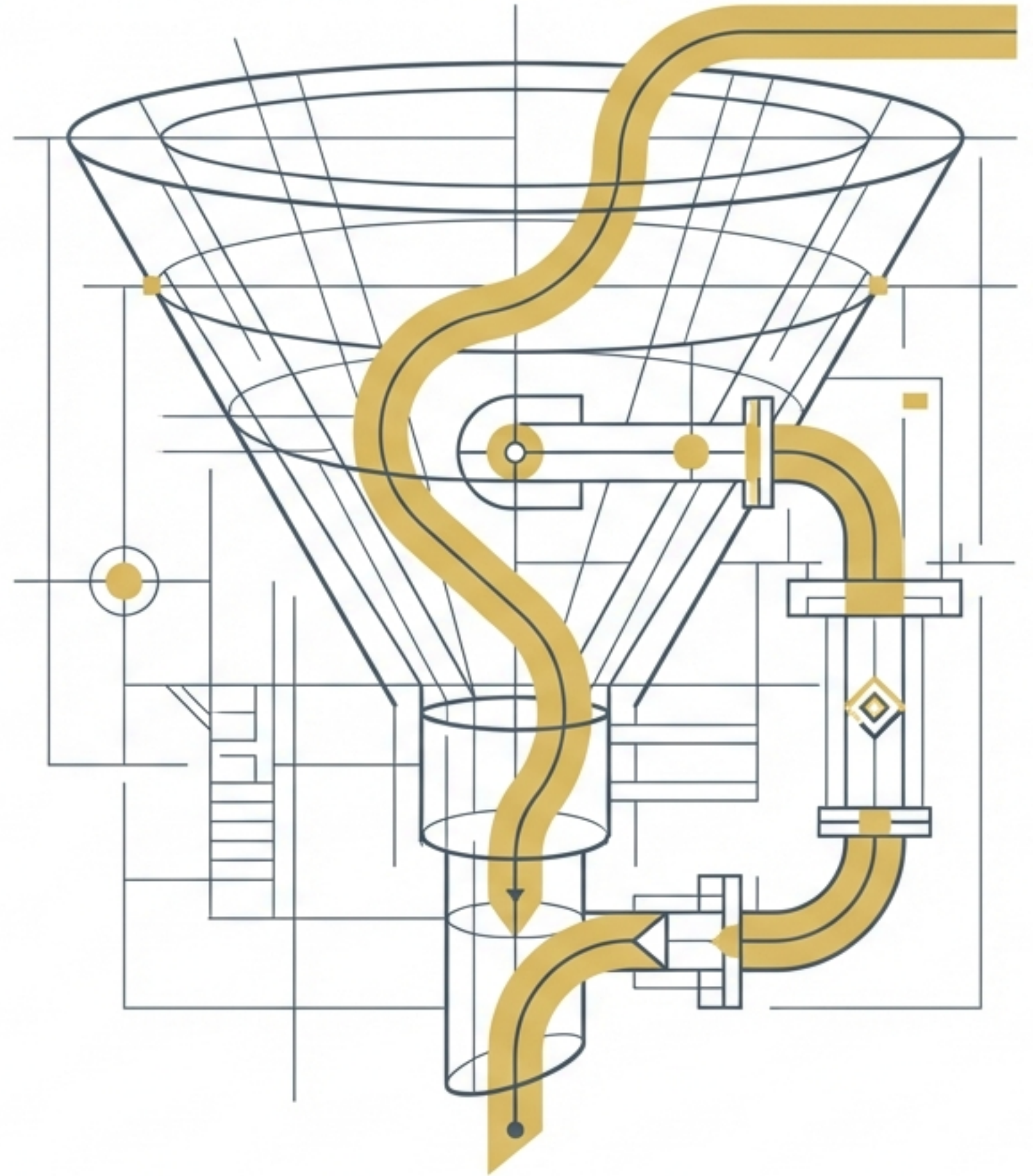


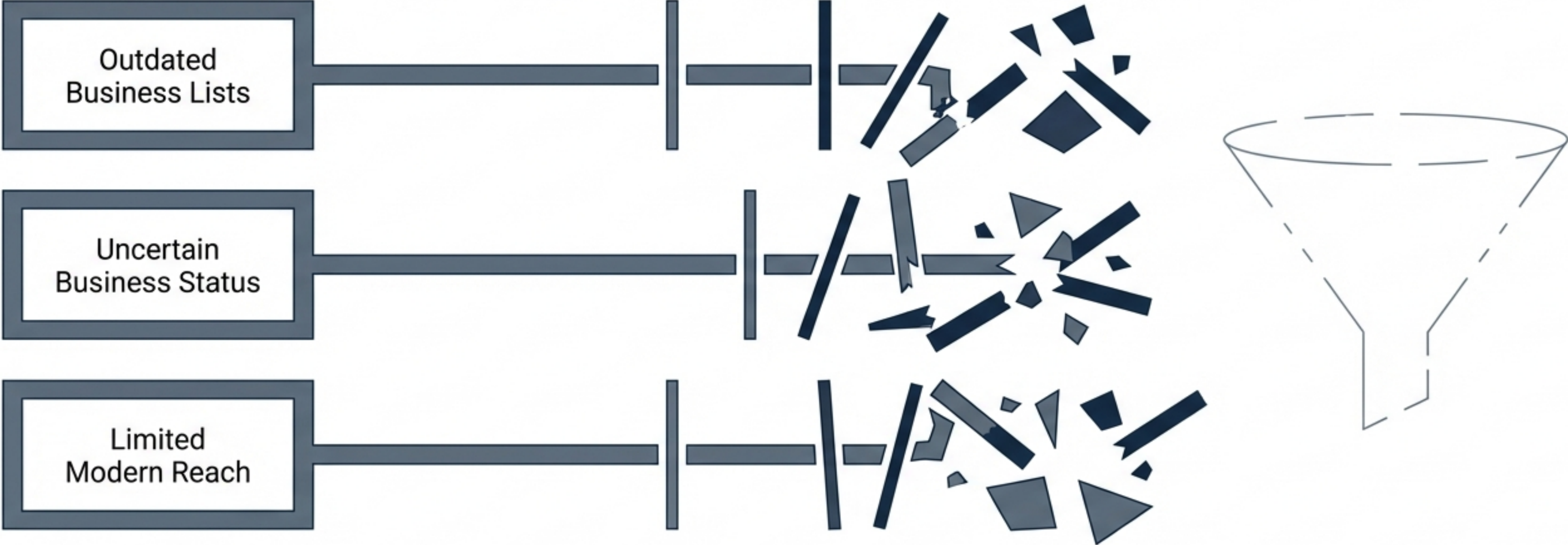
Engineered for Enrollment

Business Acquisition and
Conversion System for
CAPCC Empower.



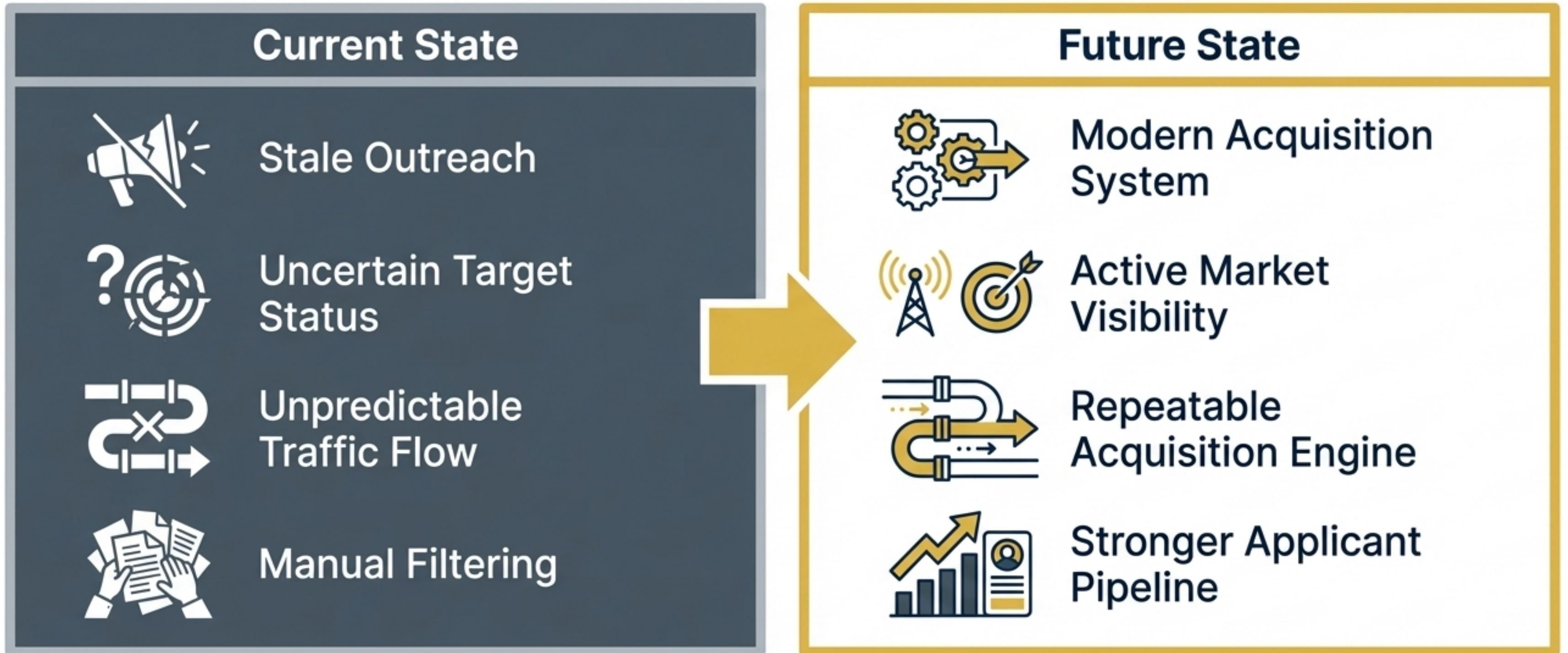
The existing outreach infrastructure lacks predictability and scale

CAPCC currently operates without a dependable, scalable system for reaching qualified business owners. This structural gap creates a highly unpredictable flow of traffic.



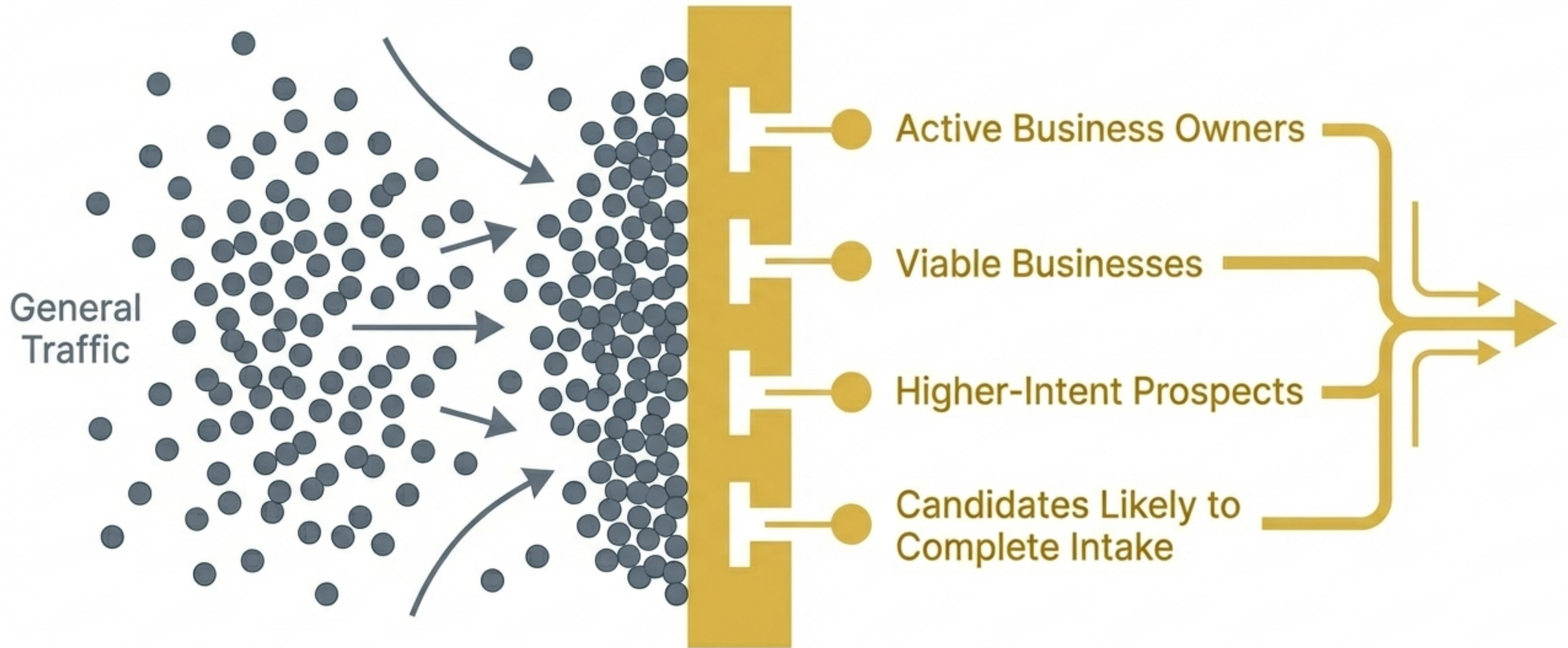
Replacing stale outreach with a modern business acquisition engine

The core opportunity is a complete paradigm shift from manual, uncertain outreach to a structured, repeatable system that builds visibility and a strong applicant flow in target markets.



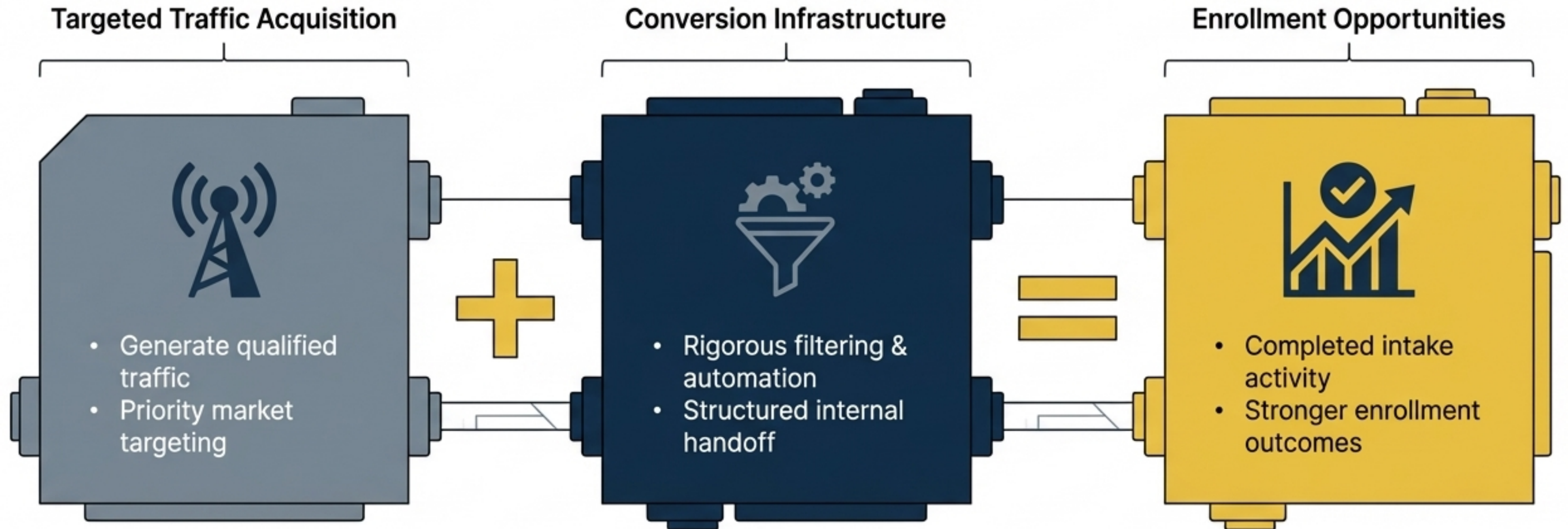
Traffic volume is irrelevant without qualified intent

The primary challenge is not simply generating traffic. The challenge is engineering a system that specifically attracts and isolates active business owners who are viable candidates.



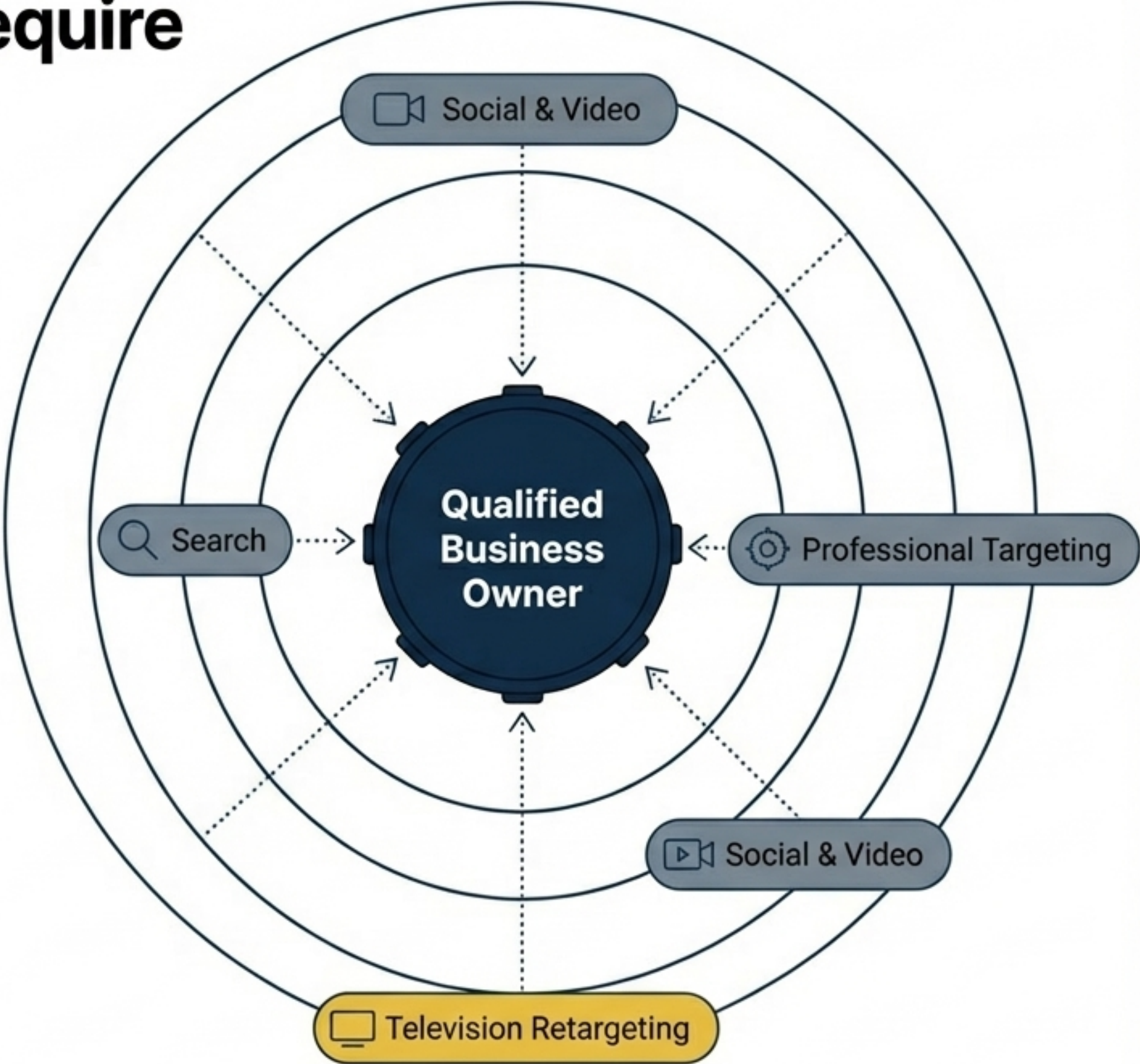
Our solution builds both the reach and the conversion architecture

Buttered Business acts as an acquisition and conversion partner. This is not traditional campaign management; it is the installation of end-to-end infrastructure.



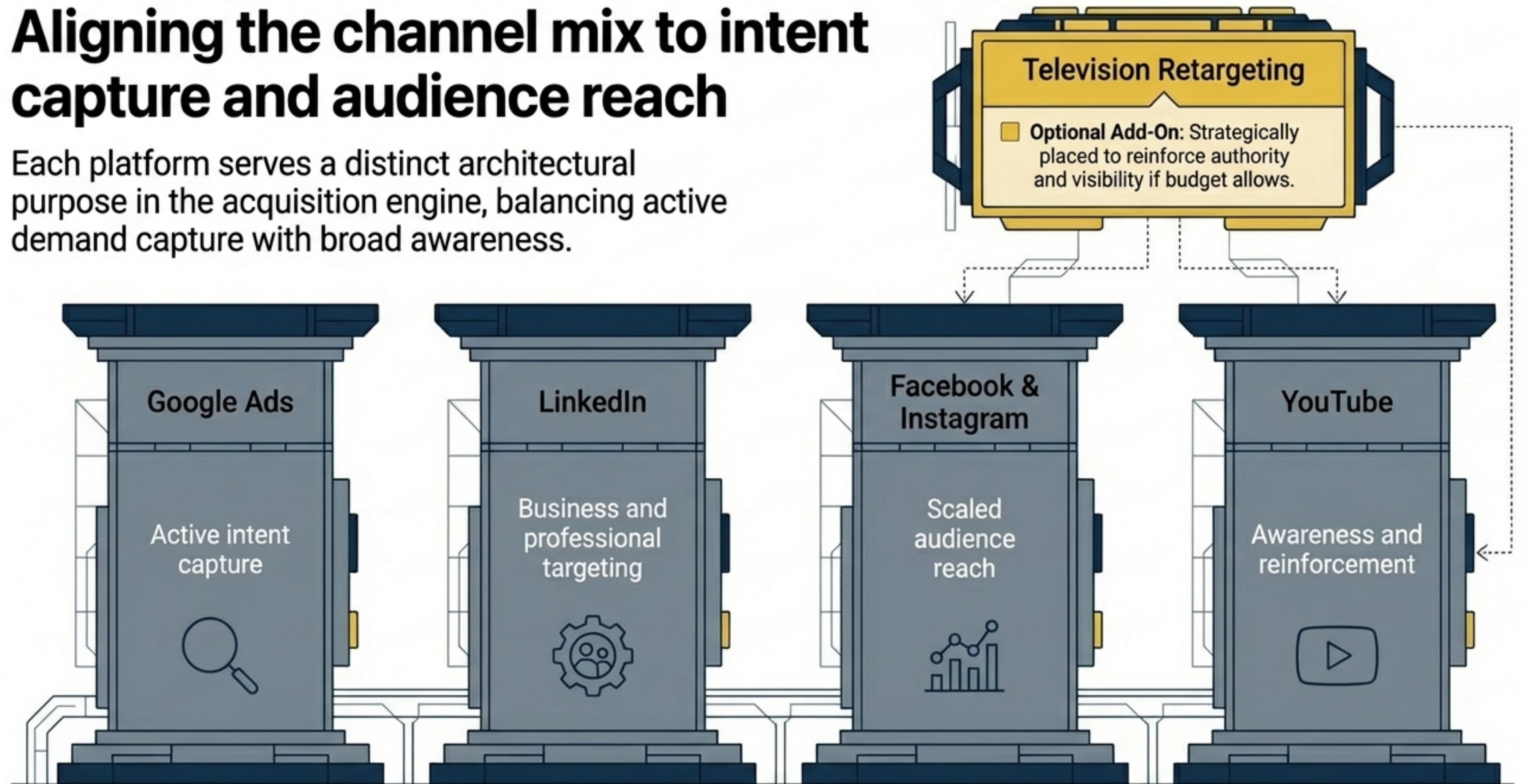
Qualified business owners require an omnipresence strategy

High-value prospects are reached through repeated, strategic exposure. We build familiarity, trust, and repeated contact across multiple channels to ensure CAPCC Empower remains top-of-mind.



Aligning the channel mix to intent capture and audience reach

Each platform serves a distinct architectural purpose in the acquisition engine, balancing active demand capture with broad awareness.



Deploying a singular credibility layer to amplify market trust

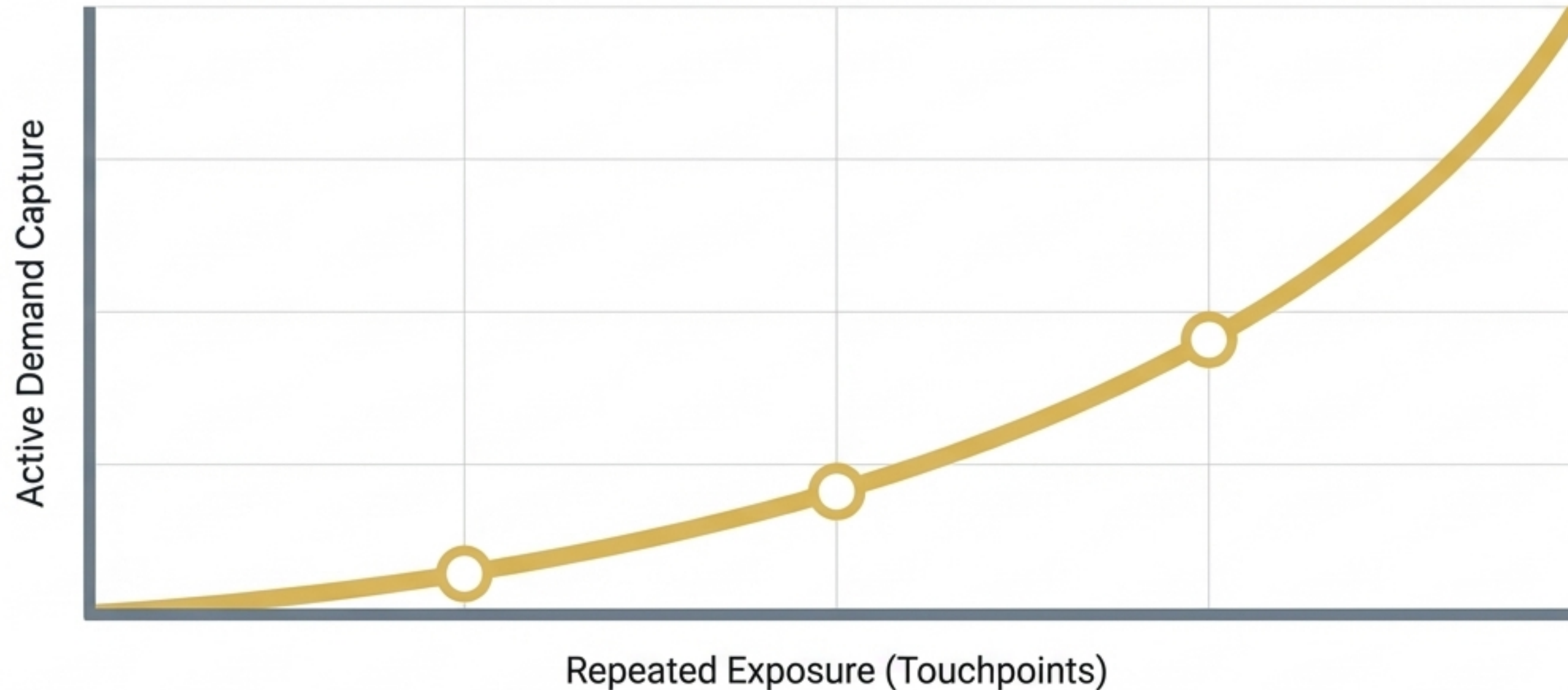
We utilize a targeted press release not as a traffic source, but as a foundational credibility amplifier. It serves as a reinforcement mechanism to validate the CAPCC program in the eyes of applicants.



Active demand and sustained awareness compound into conversion

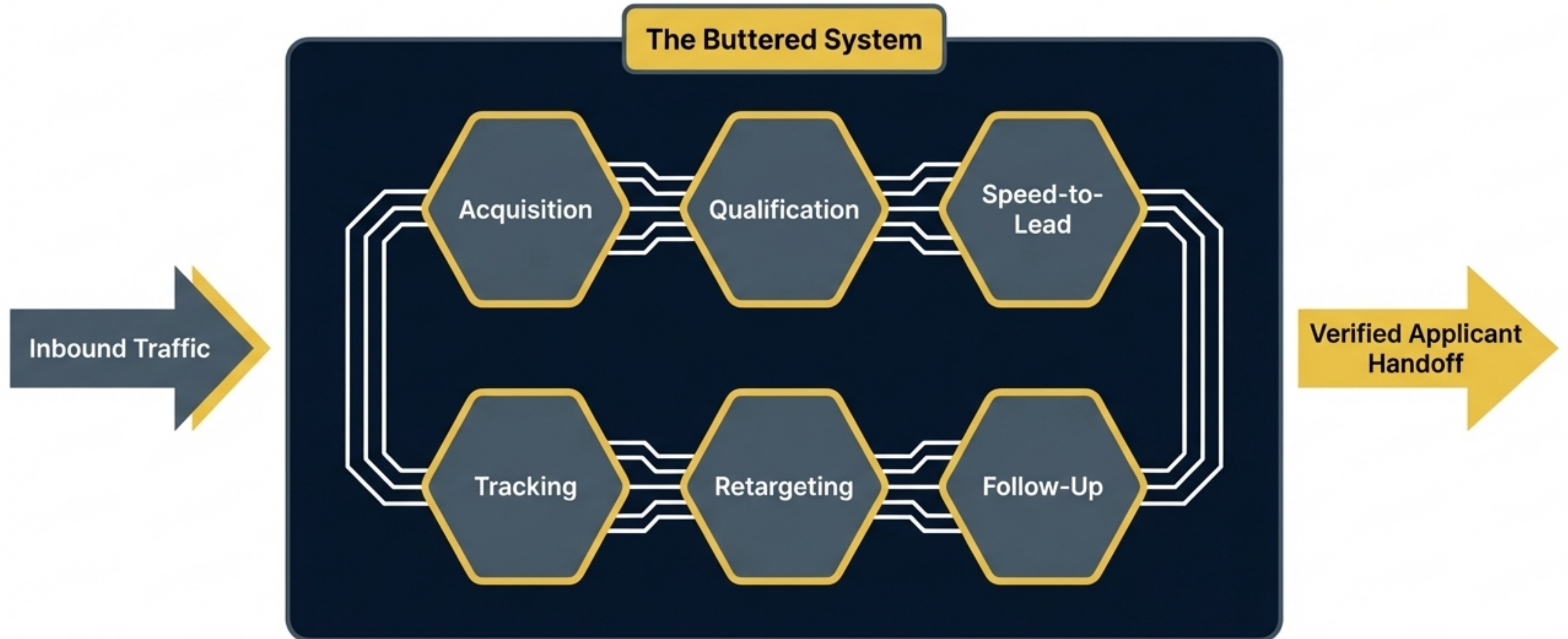
The strategic mix works by fusing active demand capture with new awareness. This constant reinforcement across touchpoints builds the repetition necessary to drive stronger responses.

Trust & Conversion
Likelihood



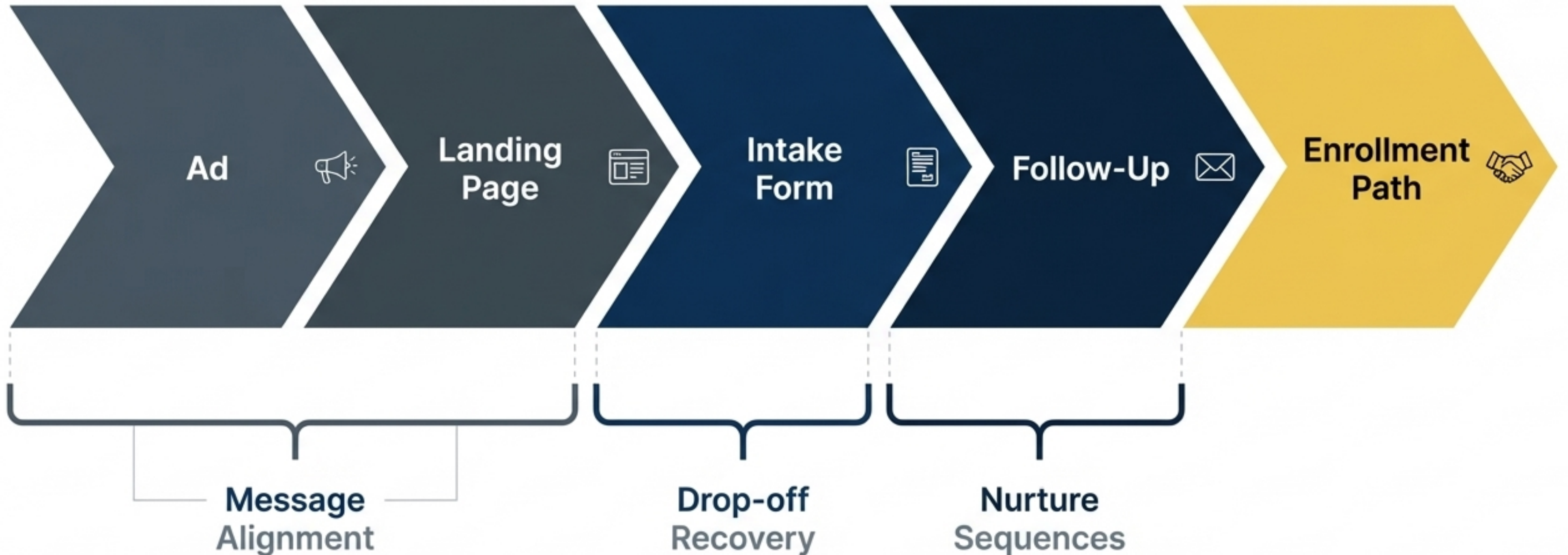
The Buttered System operates as a closed-loop conversion engine

Once traffic is acquired, it enters a rigorous, automated infrastructure designed to **pre-qualify, filter, and track every interaction** until handoff.



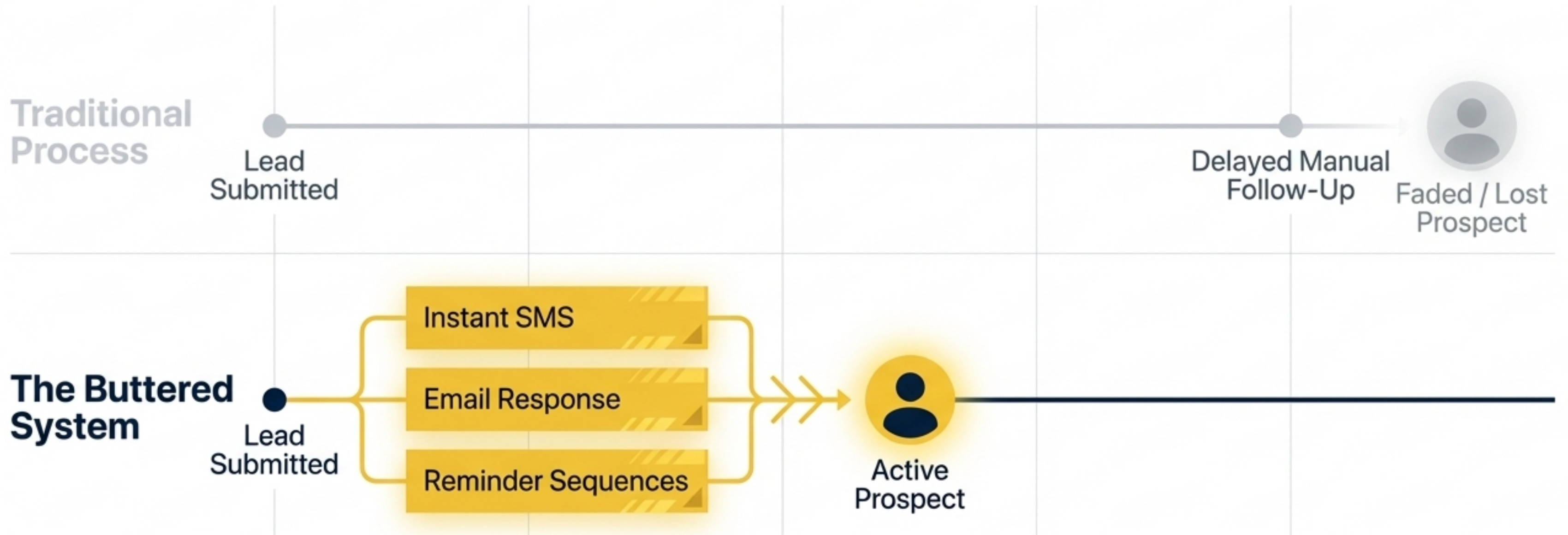
Structuring the funnel architecture for maximum throughput

Every stage of the funnel is engineered for message alignment, strict pre-qualification, and structured next steps to keep the prospect moving forward.



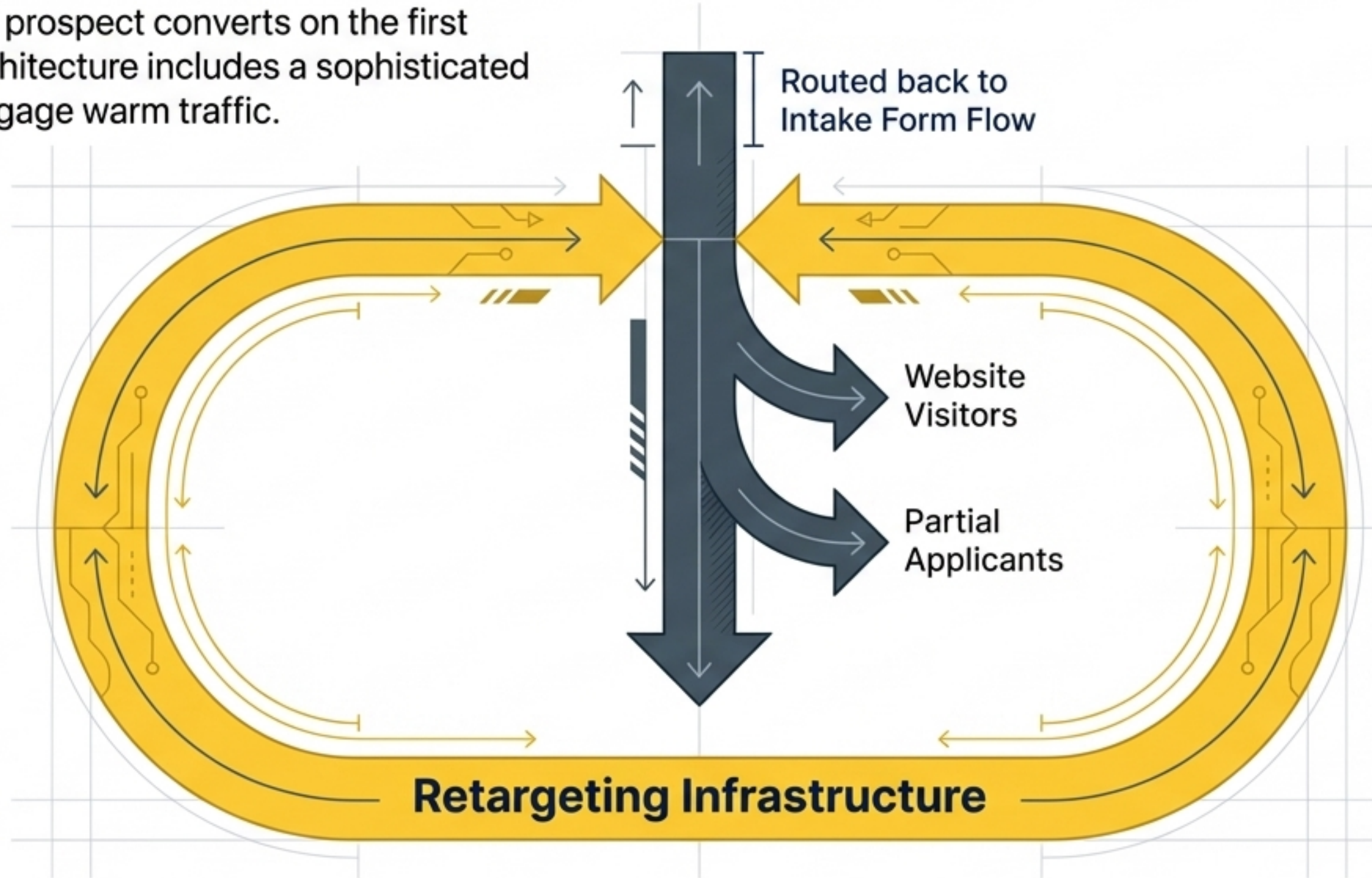
Immediate engagement systems dramatically improve conversion outcomes

High-intent prospects degrade quickly if forced to wait. The system deploys instant response protocols to capture attention while intent is at its absolute peak.



Strategic recovery protocols capture high-interest non-converters

Because not every prospect converts on the first interaction, the architecture includes a sophisticated safety net to re-engage warm traffic.



The optimization flywheel continuously refines pipeline quality

Performance is not static. The system utilizes a continuous feedback loop, learning market-by-market to adjust targeting and messaging based on actual intake completions.

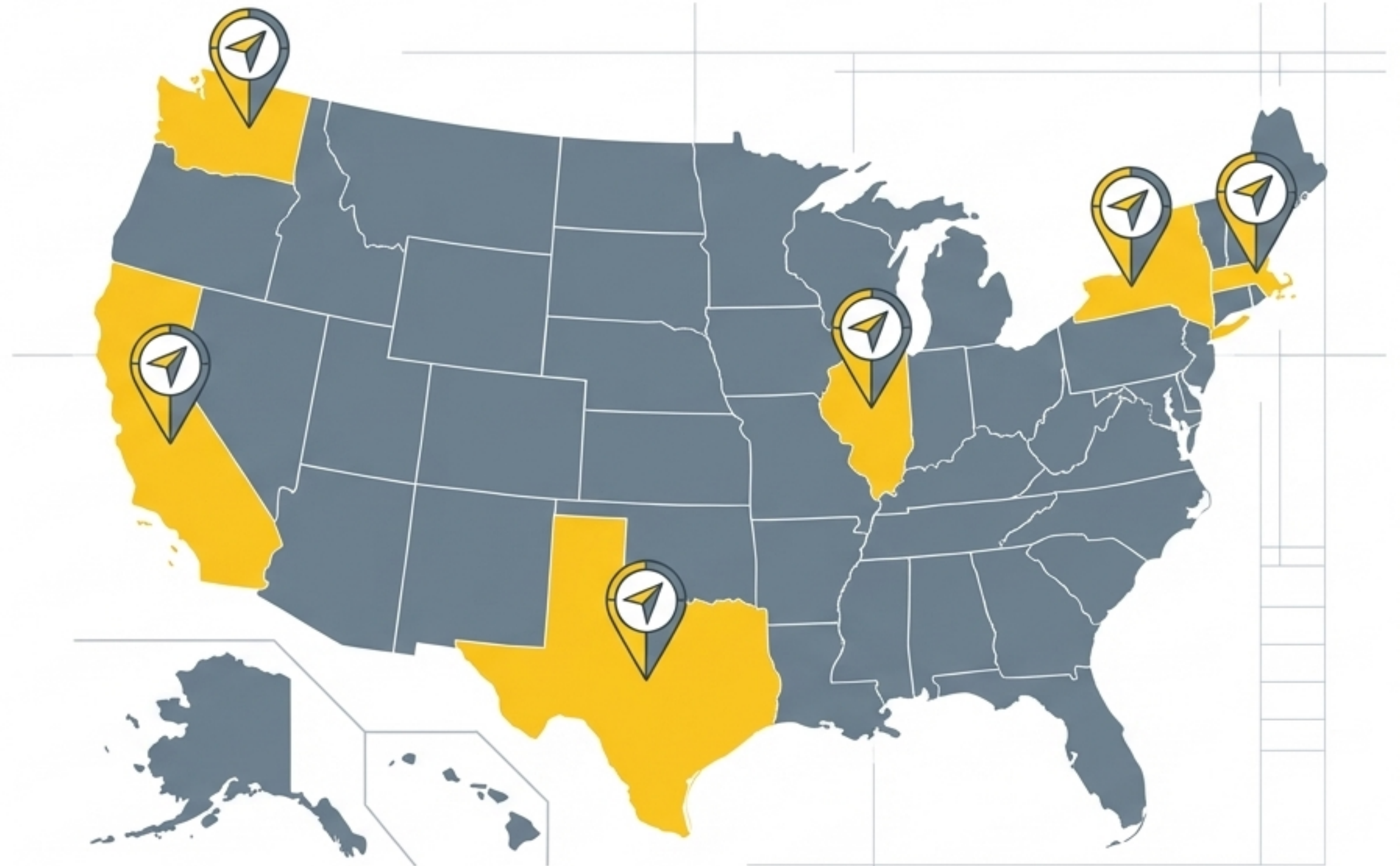


Executing a phased rollout across high-priority target markets

Deployment is structured geographically to allow for budget efficiency and responsiveness to market data.

Priority Markets

- California
- New York
- Illinois
- Washington
- Massachusetts
- Texas



Grounded performance expectations and benchmark metrics

The system is engineered to operate within strict, predictable performance parameters, ensuring pipeline volume and quality.

Cost Per Qualified Applicant

**\$80 -
\$200**

Monthly Qualified Applicants

**75 -
200+**

Intake Completion Rate

**20% -
40%**

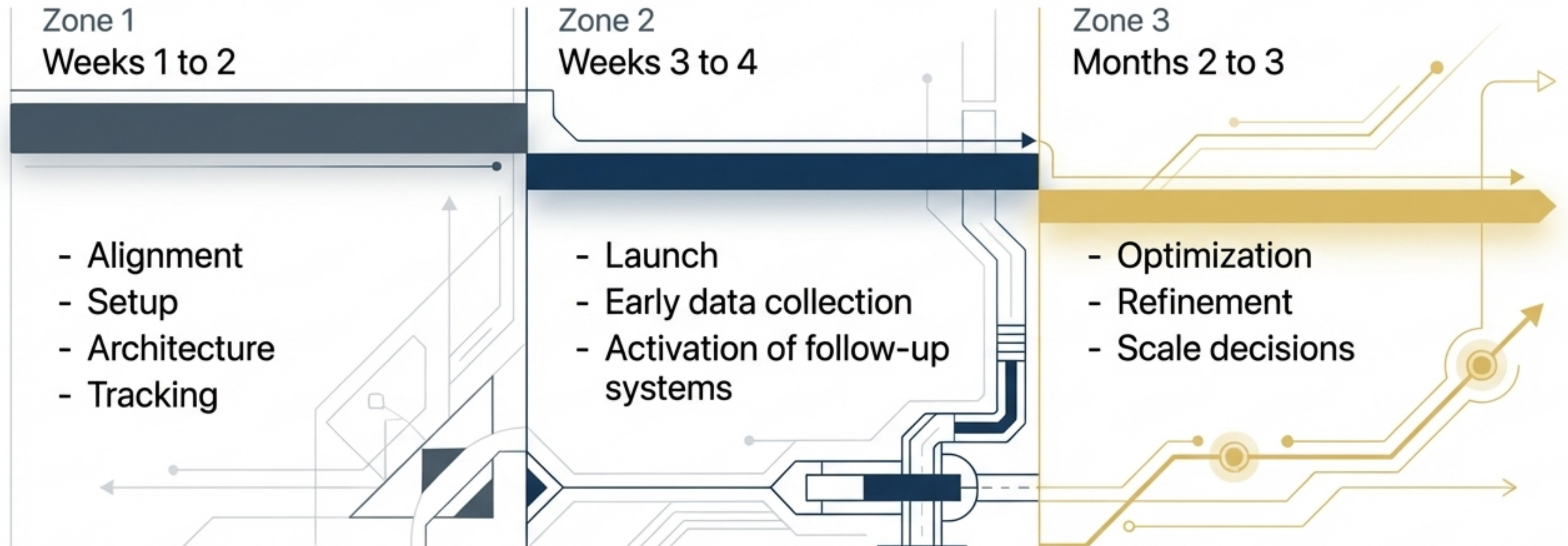
Translating traffic acquisition into actual enrollment yield

The value of the conversion architecture is best understood by tracking a cohort of qualified traffic completely through the system to final enrollment.



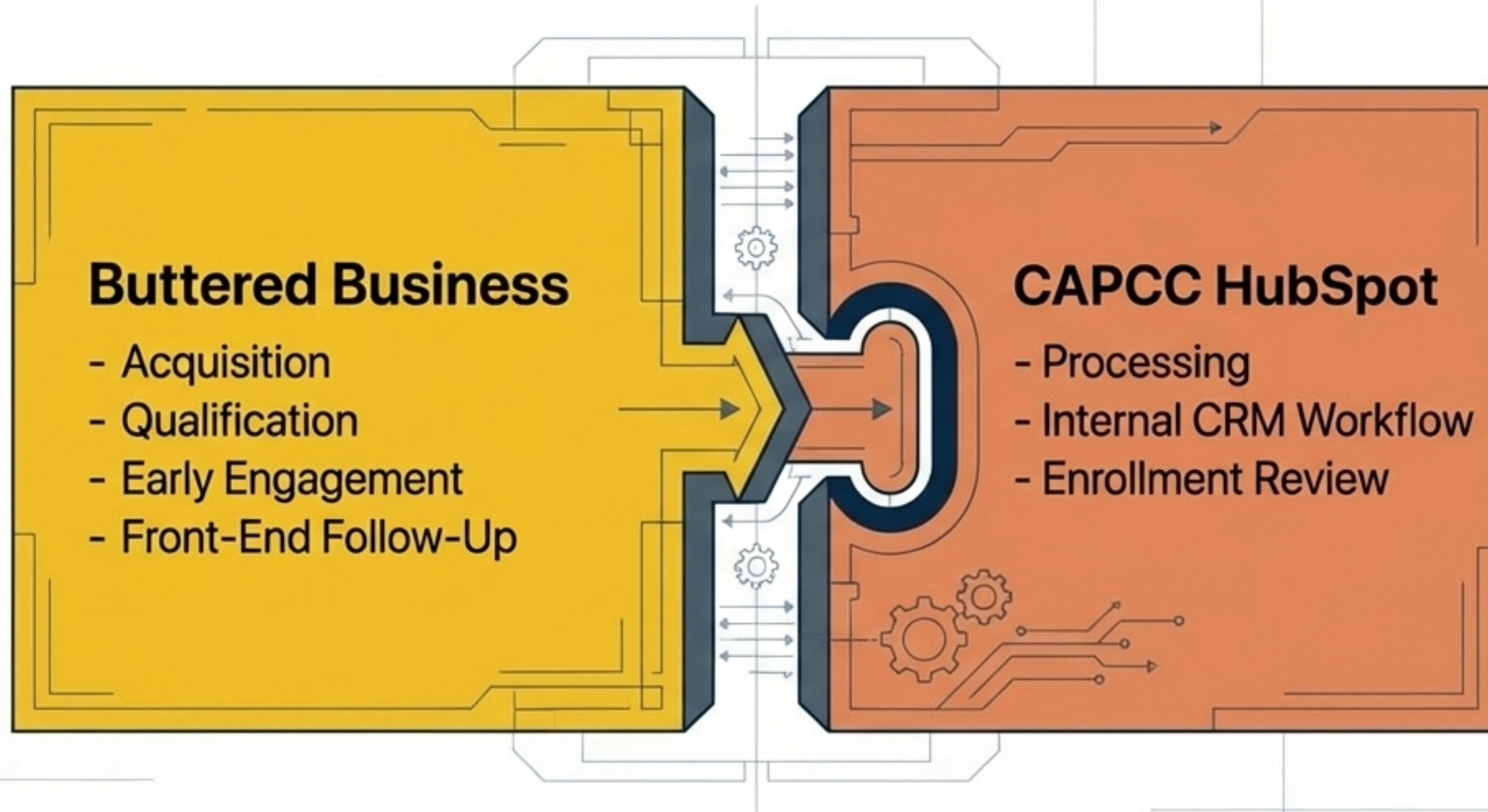
A structured timeline from architecture setup to market scale

The deployment moves methodically from foundational infrastructure to live data collection, culminating in optimization and scaling decisions.



Seamless handoff protocols with internal CRM workflows

Buttered Business operates as the front-end qualification engine, smoothly transitioning highly qualified prospects into CAPCC's HubSpot environment for final review.



Investment strategy required to power the conversion architecture

The investment is structured to support multi-channel acquisition, ongoing refinement, the credibility layer, and potential television reinforcement.

Management

\$5,000 / month

Fixed management fee supporting creative, optimization, and system architecture.

Media Investment

\$20,000 - \$25,000 / month

Recommended marketing investment depending on scale, market coverage, and channel mix.

Note: Media investment accommodates television retargeting if budget allows.

Delivering a predictable flow of qualified business owner traffic

CAPCC Empower requires more than vanity metrics; it requires a real applicant pipeline. Buttered Business builds the systems, leverages the automation, and utilizes the data necessary to consistently convert the right businesses.



Builds systems, not disconnected campaigns.



Combines acquisition with conversion infrastructure.



Uses automation to protect performance.



Focuses strictly on pipeline quality.