

FREE GUIDE — 7 DAYS — 20 MINUTES A DAY

The 7-Day Micro-Conversions Guide for *B2B* Services

For B2B companies with a long sales cycle and several decision makers

Cosmin Claudiu Ambru

Marketing since 2006 | Lecturer, West University of Timisoara
7 Google certifications | Network of ~80 specialists

microconversions.eu



01 — BEFORE YOU START

Small steps, *big results*

In seven days, with 20 minutes a day, you will turn quiet visitors into qualified conversations without chasing anyone.

WHO THIS IS FOR

Your buyers research for weeks, compare vendors silently and bring in colleagues. A single contact form is too big a first step. They need smaller commitments that build trust.

THE MATH THAT MAKES THIS WORTH 20 MINUTES

Five improvements of 2% across the buying journey - visit, resource, reply, meeting, proposal - compound to +10.4% more closed deals from the same pipeline.

How to use this guide

- 1 One page per day. Read it, then do the 20-minute exercise.
- 2 Write in the guide or on paper. Numbers beat opinions.
- 3 Do not skip ahead. Each day builds on the previous one.
- 4 Use the tracker on page 11 to keep your three numbers in one place.

02 — THE SIX STEPS

Every sale is a chain of *small yeses*

Customers do not jump from stranger to buyer. They pass six small decisions. Each one is a micro-conversion you can see, measure and improve.

STEP 1

Attention

Someone notices you. A scroll, a click, a video watched for 10 seconds.

STEP 2

Intent

They lean in: a second page, a pricing look, a question typed.

STEP 3

Trust

They check proof: reviews, results, who is behind the offer.

STEP 4

Identity

They say who they are: an email, a name, a quiz answer.

STEP 5

Commitment

A small yes: a download, a booking, a first purchase or call.

STEP 6

Return

They come back: a reply, a second visit, a referral.

$$1.02 \times 1.02 \times 1.02 \times 1.02 \times 1.02 = +10.4\%$$

Five tiny improvements multiply. This is the +10% floor behind this guide.

DAY 1 — 20 MINUTES

Map *the buying committee*

Draw who decides, who influences and who blocks.

TODAY'S EXERCISE

20 MIN

- 1 List the 3-5 roles involved in a typical deal.
- 2 Write the question each role asks before saying yes.
- 3 Mark the role you cannot currently reach.

YOUR NOTES

Tips & *tricks*

TIP 1

The champion needs material to forward.

TIP 2

Finance asks 'what is the risk?', IT asks 'how does it fit?'.

TIP 3

Use real names from your last 3 deals.

DAY 2 — 20 MINUTES

Pick *3 micro-conversions*

Choose the three small yeses that precede a meeting.

TODAY'S EXERCISE

20 MIN

- 1 Examples: case study downloaded, pricing page viewed twice, reply to a one-line question, calendar link opened.
- 2 Score by intent and by ease to measure.
- 3 Keep three.

YOUR NOTES

Tips & *tricks*

TIP 1

Forwarded content is a strong signal.

TIP 2

Two visits within 7 days usually mean active evaluation.

TIP 3

Ignore likes and impressions.



DAY 3 — 20 MINUTES

Measure *the baseline*

Count the last 90 days of pipeline activity.

TODAY'S EXERCISE

20 MIN

- 1 Note leads, replies, meetings and proposals.
- 2 Compute each step's conversion rate.
- 3 Mark how long each step takes in days.

YOUR NOTES

Tips & *tricks*

TIP 1

Use 90 days; B2B cycles are slow.

TIP 2

Even 20 leads give a useful picture.

TIP 3

Track by source: referral, search, outbound.



DAY 4 — 20 MINUTES

Fix *the biggest leak*

Remove friction at the weakest step.

TODAY'S EXERCISE

20 MIN

- 1 Add a short proof block with a result and a company name on the key page.
- 2 Replace 'Contact us' with a specific next step: 'See a 15-minute walkthrough'.
- 3 Shorten your first reply to 4 lines.

YOUR NOTES

Tips & *tricks*

TIP 1

Lead with an outcome, not a service list.

TIP 2

Offer a clear agenda for the first meeting.

TIP 3

Provide one resource per role.

DAY 5 — 20 MINUTES

Follow-up *routine*

Give every interested contact a rhythm of useful touches.

TODAY'S EXERCISE

20 MIN

- 1 Write 3 follow-ups: a helpful resource, a short question, a case result.
- 2 Space them 2, 5 and 10 days apart.
- 3 Log each touch in your CRM or a sheet.

YOUR NOTES

Tips & *tricks*

TIP 1

Each message adds value; none says 'just checking in'.

TIP 2

Reference what they viewed or asked.

TIP 3

End with one easy yes/no question.



DAY 6 — 20 MINUTES

Run *one small test*

Test your first-meeting offer.

TODAY'S EXERCISE

20 MIN

- 1 Version A: 'Book a call'. Version B: 'Get a free 15-minute funnel review'.
- 2 Send each to half of new leads for two weeks.
- 3 Count meetings booked.

YOUR NOTES

Tips & *tricks*

TIP 1

Specific offers beat generic ones.

TIP 2

Keep the test to one variable.

TIP 3

Document results for the team.



DAY 7 — 20 MINUTES

Conclusions *and 30-day plan*

Decide your 30-day pipeline routine.

TODAY'S EXERCISE

20 MIN

- 1 Compare to the baseline from day 3.
- 2 Choose one micro-conversion to improve each week.
- 3 Assign each action to a person and a date.

YOUR NOTES

Tips & *tricks*

TIP 1

Review pipeline weekly for 20 minutes.

TIP 2

Retire anything that did not move a number.

TIP 3

Plan one new case study.



TRACKER — YOUR THREE NUMBERS

Measure *what matters*

Fill this in on day 3 and again on day 7. The difference is your result.

MICRO-CONVERSION	DAY 3	DAY 7	CHANGE
Visitor to resource download	_____	_____	_____
Download to reply	_____	_____	_____
Reply to qualified meeting	_____	_____	_____

Your *30-day plan*

WEEK 1

Publish one short case study with a measurable result.

WEEK 2

Roll out the 3-touch follow-up to all open leads.

WEEK 3

Add a role-specific resource for finance or IT.

WEEK 4

Re-measure meetings per 100 visitors and set the next target.

Rule of the month

Change one thing, measure it, keep it or drop it. Twenty focused minutes a week beat a redesign you never finish.

ABOUT — WHO IS BEHIND THIS GUIDE

Cosmin Claudiu *Ambru*

I have worked in marketing since 2006, built websites since 2007 and done graphics and video since 2009. Since 2018 I teach digital marketing, including at the West University of Timisoara (Atelierul Digital). I hold 7 Google certifications, 2 degrees and 3 accreditations, and work with a network of about 80 specialists.

2006

in marketing

7

Google certs

2018

teaching since

~80

specialists

What clients *say*

“

Growth of 3000% after we rebuilt the funnel step by step. Cosmin sees the small leaks nobody else notices.

Roland
AIRVAPE

“

Clear plan, honest numbers and real support. Our bookings became predictable.

Cristina Dina
Estetique Clinique

“

Twelve years of working together. Still the first person I call before any marketing decision.

Mihaela
Client since 2014

“

Simple changes, visible results. He explains everything in plain language.

Adrian C.
Jiguja Drink

NEXT STEP

Let's find your *next +10%*

Want to apply this to your pipeline? Book a free 20-minute call.

PHONE / WHATSAPP

+40 740 060 612

EMAIL

contact@ambru.ro

WEB

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