PITCH DOCUMENT

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Serious Buyer Method™

A structured approach for architects who want fewer enquiries and better projects.

October Communications
Marketing for architects and design-led brands

Built for
Residential practices with a private-client base

Book a call
octobercomms.com/book

SECTION ONE

Most practices are one referral away from an empty pipeline.

Architects do not struggle with design. They struggle with enquiries.

Referrals dry up

A key contact moves on. A client network stalls. The phone stops ringing.

Ads without a system fail

Traffic lands on a general website, nothing is captured, nothing converts.

Time goes on the wrong people

Long calls with homeowners who were never serious buyers.

Serious buyers spend months learning before they call. They read about planning, feasibility, cost and timelines long before they contact an architect. A practice that is not part of that process early competes late, against people who have already made up their minds.

What Serious Buyer Method does

1. **Attracts people with genuine intent**
   Video ads and referrals feed one system built for homeowners with a real project.
2. **Lets them filter themselves**
   Prospects declare budget, timing and scope before any of your time is spent.
3. **Prepares them for the first conversation**
   They have read your fee guide, understood your process and seen your work.
4. **Replaces hope and chance with a working mechanism**
   Every enquiry follows the same measured path, and you see the numbers every month.

The outcome: fewer enquiries, better briefs and more viable commissions, faster.

SECTION TWO

From first view to advice hub

A wide net, then a tight filter. Each stage removes the people who are not ready.

1 **Demand signals: ads and referrals**

October produces the video ads and runs them to homeowners with renovation intent. Direct referrals enter the same system. There are no portfolios and no generic contact forms.

53,041
video plays

2 **A landing page built for one job**

A focused page in your practice's name, not your studio website. It carries one call to action and every element earns its place. Live within 1 to 2 weeks.

1,079
landing page views
$0.62 each
£0.46 · €0.55

3 **Advice hub and buyer mapping**

Fee guides, process documents and budget references, unlocked with an email address. What a homeowner chooses to read shows us their location, project type, budget and timeframe.

10
content unlocks
$67.13 each
£50.02 · €59.76

Ads send traffic to one page, not to your website, so every visitor sees a single message and a single next step.

SECTION TWO, CONTINUED

From nurture to feasibility call

The people who are not ready leave quietly. The people who are ready arrive prepared.

1 **Self-filtering: 60-day nurture**

A 60-day email sequence in which prospects declare themselves before any of your time is spent. Those not ready exit without an awkward call or any chasing.

60
days of automated nurture

2 **Conversion preparation**

Before contact, a serious buyer has read your fee guide, understood your process and seen your work. The first conversation starts from understanding, not from a pitch.

3 **Qualified leads**

Only viable projects reach a feasibility call.

3
qualified leads
$223.78 each
£166.74 · €199.21

Qualified and ready
Books a feasibility call. Has a clear budget and a realistic timeline.

Not ready yet
Budget or timing mismatch. Moves to an education track and returns later.

Out of scope
Politely exited. No cost to your time.

Destination: a feasibility call. A viable project, a prepared client and a real conversation.

SECTION THREE

Live campaign results

London residential architecture practice, 10 April to 22 July 2026. 103 days, one creative, no prior optimisation.

QUALIFIED LEADS	CONTENT UNLOCKS	LANDING PAGE VIEWS	VIDEO PLAYS
3	**10**	**1,079**	**53,041**
$223.78 each £166.74 · €199.21	$67.13 each £50.02 · €59.76	$0.62 each £0.46 · €0.55	Instagram

A qualified lead cost $224 · £167 · €199. A typical project fee is $40,000 · £30,000 · €36,000 or more.

Media spend was about $671 · £500 · €597 over the period and excludes management fees. The campaign ran in London and was billed in pounds. US dollar and euro figures are converted at the rates shown on octobercomms.com. This is one practice and one creative, and it is the first run before any optimisation.

What the same spend buys

	PAGE VIEWS	UNLOCKS	LEADS	COST PER LEAD
First run (actual)	1,079	10	3	$224 · £167 · €199
At benchmark (projection)	2,273	21	6	$106 · £79 · €94

The projection keeps this campaign's own conversion rates and moves the cost per landing page view from $0.62 (£0.46) to the $0.30 (£0.22) benchmark. It is an estimate, not a result.

What to expect at $335 · £250 · €299 a month in ad spend: roughly 1.5 to 3 qualified leads a month. The lower figure is the first run's actual rate. The higher figure assumes the benchmark cost per view.

SECTION FOUR

What October does, and what you do

You send the material. October builds and runs the system.

October builds and runs

- The video ads, produced in-house
- Ad management and tracking
- Your landing page
- The advice hub: fee guides, process documents and budget references
- Gating, filtering and the quiz logic that sorts prospects
- The 60-day nurture sequence
- Hosting and maintenance
- Monthly reporting on enquiry quality

You provide

- Project images and a short brief on your practice
- Your fees and process, so the guides are accurate
- Your ad spend, paid directly to Meta
- Your time for the feasibility calls

No setup fee and no lock-in. The system is built once and optimised every month. A system you can see running is what you are paying for.

Where October stops. The system delivers qualified feasibility calls. Turning a call into a commission is your work, and October helps you prepare for it.

Limited places. October runs this for a small number of practices at a time, so each one gets full attention.

SECTION FIVE

The cost, per month

One price for the system. Ad spend is paid to Meta and sits on top.

	USD	GBP	EUR
Serious Buyer Method	**$1,530**	**£1,140**	**€1,362**
Recommended Meta ad spend, billed by Meta	**$335**	**£250**	**€299**
All in, per month	**$1,865**	**£1,390**	**€1,661**

Prices as at October 2026. octobercomms.com shows the currency for your location.

What one project is worth. A typical project starts at £300,000 and the architect's fee is around 10% of it. That is a fee of $40,000, £30,000 or €36,000 or more. A full year of the system, ad spend included, costs $22,380 · £16,680 · €19,932. At 1.5 to 3 qualified leads a month, one commission in the first year covers that year.

No setup fee. No lock-in. You see the numbers every month and stop when it stops being worth it.

Next step

Book a call to see whether the system fits your practice. If you would rather look first, the free growth snapshot shows where your practice stands today.

Book a call octobercomms.com/book

Free growth snapshot octobercomms.com/methods