brandrocket

GROWTH PLAN

EXAMPLE PLAN

Less Annoying CRM

Paid Media Opportunities & Roadmap

October 23, 2026 • lessannoyingcrm.com



ACCOUNT SNAPSHOT

INDUSTRY B2B Software (CRM)	BUSINESS MODEL SaaS (Free Trial)
PLATFORM Webflow	WEBSITE lessannoyingcrm.com

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1. Your Growth Score

70

out of 100. Customers love Less Annoying CRM: 4.9 stars from 668 reviews on G2, a price you're confident enough to put in every ad, and 6,600 people a month searching your name. The gaps are all in being found by people who haven't heard of you yet, on the searches and AI answers that describe exactly what you sell.

Each area is rated from what we observed publicly: Strong, Solid, Limited or None. The score averages the eight ratings.

Area	Rating	What We Found
Offer & message	Strong	"Only $15/Mo. Per User," "30-Day Trial - No Credit Card," and "Rated #1 Easiest-to-Use CRM." Clear, specific, and proven.
Competitive ad position	Strong	You print your price; HubSpot, Salesforce, monday.com, Asana and ClickUp print none in their ads. "Less annoying" is an angle nobody else can claim.
Search demand captured	Limited	On 5 small-business CRM searches we checked, you appeared on one: unpaid #3 for "simple crm." We didn't see your ads on any of them.
Landing page readiness	Solid	Your signup page loads in 3.5 seconds on a phone. Your homepage takes about 22 seconds.
Reviews	Solid	4.9 on G2 (668) and 4.8 on Capterra (659): top-tier ratings, with fewer reviews than the biggest names.
Search visibility	Solid	#1 for your name and #3 for "simple crm." Not in the top 8 for "crm for small business," "best crm for small business," "cheap crm" or real estate CRM searches.
AI search	Solid	Named for "best simple CRM for a small business." Not named as an alternative to HubSpot for people who find it too complicated.
Social	Limited	Instagram: 24 followers and no posts. YouTube: 1,430 subscribers and 19 videos.

Red Flags

! About 6,600 people a month search your name, and your homepage takes about 22 seconds to show its main content on a phone. 9 MB of it is video, including one clip loaded twice in two formats. Google's research found 53% of mobile visitors leave a page that takes longer than 3 seconds to load.

2. Your Business & Market

Less Annoying CRM, made by Less Annoying Software, is a simple contact and sales-tracking system built for small businesses. It's priced at one flat rate per user, sold on a 30-day free trial with no credit card, and backed by real human onboarding help.

Your Core Promise

"Tired of complex CRMs? Try the #1 easiest CRM. Setup in 1 hour, real human help." (your ads)

What You Offer

Service	What It Is	Posted Price
Less Annoying CRM	Contacts, leads, follow-ups and pipelines in one simple system	$15 per user per month
Free trial	Full product, no credit card, no commitment	30 days free
Onboarding	Real human help getting set up	Included ("setup in 1 hour")

What Your Site Asks Visitors to Do

Element	What We Found
Main next step	Start the 30-day free trial; no credit card
Signup page	Short, fast form (3.5 seconds on a phone)
Proof used	"Used by 10,000+ small businesses and teams in over 70 countries"; "Rated #1 Easiest-to-Use CRM"
Pricing	Published: one flat price per user

Who You Are Really Talking To

- Your strongest buyer is the small-business owner who tried a big CRM and gave up. They search in their own words: "simple," "easy," "cheap," "HubSpot alternative," or a CRM for their trade, like real estate or insurance.

3. Competitive Ad Landscape

We looked at who shows up when small-business owners search for a CRM, and who is advertising to them on Google, Facebook and Instagram.

Who Is Advertising Against You

Competitor	Google Ads	Meta Ads	What They Lead With	Threat
Pipedrive	Ads headlined "Simple CRM" and "Cheap CRM"	17 active ads	14-day free trial; productivity and deal tracking	High
HubSpot	Top unpaid results on small-business searches	11+ active ads	Free CRM	High
Zoho CRM	Ad: "Zoho Real Estate CRM"	3+ active ads	Industry-specific CRMs	Medium
OnePageCRM	Unpaid, "simple CRM" results	None seen	"Simple & Easy-to-Use CRM for Small Business"	Medium
Jobber	Ads on "crm for small business"	22+ active ads	Trade-specific (cleaning and field service)	Low

Ad activity observed as of October 23, 2026 in public ad libraries and live search results. Ads change daily; "none seen" means none appeared in our checks.

What Their Ads Promise

- Your exact words. Pipedrive's ads are headlined "Simple CRM" and "Cheap CRM" on those searches.
- Free forever. HubSpot leads small-business searches with a free CRM.
- Built for your trade. Zoho advertises a real estate CRM on real estate agent searches.
- Bigger proof. Pipedrive pairs its trial with productivity and deal-tracking claims across 17 Facebook and Instagram ads.

Where the Field Is Open

→ Your price is your weapon: the category leaders print none.

→ "Less annoying" answers the exact complaint behind "HubSpot alternative" searches, and AI search names others for it.

→ Real estate and insurance agents search for a CRM 1,780 times a month, and no simple, low-cost option leads those results.

→ Reddit threads rank #1 on most of these searches: buyers are asking peers, and you have 668 happy reviewers.

4. Paid Media Opportunities

How to read this section: it was prepared from public data only, without access to your ad accounts. Search volumes and cost-per-click ranges come from Google's own keyword data for the United States, pulled October 23, 2026. Treat costs as directional and confirm them against live account data before committing budget.

Your business is subscription software sold on a free trial. Success is measured in trials started and trials that convert to paid seats, not clicks.

Your Current Ads

Google's public ad library shows 13 of your ads running in the last 90 days. A sample:

Your Ad	What It Says	Where It Sends People
"Try Less Annoying CRM - Only $15/Mo. Per User"	Price	Your site
"Try It Free with 30-Day Trial - No Credit Card, No Commitment"	Trial	Your site
"Rated #1 Easiest-to-Use CRM"	Proof	Your site
"Tired of complex CRMs? Try the #1 easiest CRM."	Positioning	Your site

Strong, specific ads: a price, a no-risk trial, and proof. We didn't see them on the 5 small-business searches we checked at the time we looked, and saw no Facebook or Instagram ads from you. A full read of reach and performance needs access to your ad account.

Where You Show Up Today

Channel	What We Found	Checked
Google Search ads	Running; not seen on 5 small-business searches	Google ad library; live check Oct 23, 2026
Google search results	#1 for your name; #3 for "simple crm"	Oct 23, 2026
Facebook & Instagram ads	None seen	Oct 23, 2026
Review sites	G2 4.9 (668); Capterra 4.8 (659)	Oct 23, 2026
YouTube	1,430 subscribers, 19 videos	Oct 23, 2026

Which Platforms Fit

Platform	Fit	Why
Google Search	High	Buyers search in your exact words ("simple crm," "cheap crm," "hubspot alternative"), and your price-led ads already exist.
Facebook & Instagram	Medium	Small-business owners are reachable by role and interest. Pipedrive, Jobber, HubSpot and Zoho are all advertising there; we saw nothing from you.
Reddit	Medium	Reddit threads rank #1 on most of these searches. Worth a test where buyers are already asking.
LinkedIn	Low	Clicks often cost more than a month of your product. Hard to justify at $15 a seat.

Searches From People Ready to Book

Searches from small-business owners looking for a CRM like yours, across the United States.

Search	Monthly Searches	Est. Cost per Click	Competition
crm for small business	4,400	$8.96 - $53.12	Low
crm software for small businesses	4,400	$9.51 - $62.12	Low
best crm for small business	2,900	$8.43 - $61.96	Low
crm pricing	2,400	$5.61 - $35.73	Low
simple crm	590	$13.86 - $71.00	Medium
cheap crm	480	$10.79 - $68.92	Medium
simple crm for small business	320	$9.97 - $58.54	Low
easy to use crm	140	$10.27 - $109.99	Low
affordable crm	140	$19.96 - $83.42	Medium
easy crm	110	$11.32 - $70.70	Medium

Bigger, Broader Searches

Trade-specific and "alternative" searches. Smaller, but these buyers already know what they want, and several match your positioning word for word.

Search	Monthly Searches	Est. Cost per Click	Competition
free crm	5,400	$12.63 - $71.49	Medium
crm for real estate agents	1,300	$9.69 - $44.94	Medium
contact management software	1,300	$9.15 - $49.17	Low
crm for insurance agents	480	$12.33 - $45.85	Medium
hubspot alternative	170	$24.75 - $58.18	Low
salesforce alternative	140	$19.24 - $57.40	Low

The Page Your Ads Would Send People To

We tested your homepage and signup page. We name what we found; the fixes are part of working together.

Check	What We Found
Homepage, phone	About 22 seconds to show the main content (score 62 out of 100). Desktop: about 4 seconds.
Why it's slow	9.1 MB of video, including one clip (file name "test2") loaded twice, as a 4.4 MB and a 1.6 MB file, plus one 2.8 MB image. Page total: 12.9 MB.
Signup page, phone	About 3.5 seconds (score 83). Desktop: 0.7 seconds (score 99).
What's working	A short signup with no credit card, and the price stated everywhere.

Page speed measured with Google's page speed test, two runs each on mobile and desktop, October 23, 2026; shown as a range. Verify anytime at pagespeed.web.dev.

5. Beyond Ads

Ads work best when the rest of your presence backs them up. One finding from each area we checked beyond ads:

Reviews

Your ratings are as good as it gets in this category:

Site	Rating	Reviews
G2	4.9	668
Capterra	4.8	659

The full Market Intelligence Report covers this in depth.

Search Visibility

Where you show up on Google, without paying, for the searches that matter most:

Search	Where You Show Up
less annoying crm	#1, with sitelinks
simple crm	#3 (Reddit is #1)
crm for small business	Not in the top 8
best crm for small business	Not in the top 8
cheap crm	Not in the top 8

The full Market Intelligence Report covers this in depth.

AI Search

More buyers now ask AI assistants which CRM to use. We asked one three questions:

Question	You're Named?
What is the best simple CRM for a small business?	Yes (3rd)
What is a cheap, easy CRM for a real estate agent or insurance agent?	No
What is a good alternative to HubSpot for a small business that finds it too complicated?	No

The full Market Intelligence Report covers this in depth.

Social

Your video channel is real; your Instagram is dormant:

Account	Followers	Posts / Videos
Less Annoying CRM (YouTube)	1,430	19
Less Annoying CRM (Instagram)	24	0
OnePageCRM (Instagram)	598	528
Pipedrive (Instagram)	30,000	655

The full Market Intelligence Report covers this in depth.

6. Budget & Performance Benchmarks

What You Can Afford to Pay for a New Client

For software sold by subscription, a common ceiling is 6-12 months of what a customer pays to win them.

One user at $15 a month for 12 months ($180): approximately $180 x 50%-100% = a ceiling of approximately $90 - $180 to win a new client.

That's per seat. A three-person team is worth three times as much, which is why the searches from small teams matter.

Three Ways to Start

Every number below is arithmetic, not a promise: monthly budget divided by an average cost per click of approximately $32.82, then multiplied by a 3% - 6% conversion rate. Source: the cost per click is the search-volume-weighted average of the small-business CRM searches in Section 4 (Google's own data for the United States). The 3%-6% range, clicks that start a free trial, is our assumption for software trial ads, not a measured figure for your account.

Scenario	Monthly Ad Spend	Where It Goes	Est. Clicks	Est. Inquiries	Est. Cost per Inquiry
Focused	$3,000	Google Search: simple, cheap and easy CRM searches	91	3 - 5	$547 - $1,094
Growth	$6,000	Google Search, adding real estate, insurance and "HubSpot alternative" searches	183	5 - 11	$547 - $1,094
Fuller	$10,000	Google Search, plus Facebook & Instagram trial ads to small-business owners	305	9 - 18	$547 - $1,094

- These figures are trial starts, not paying customers. Your trial-to-paid rate decides the real cost per customer.
- National clicks at this price can cost more than a month of your product. Strong trial conversion is what makes the math work.

7. Strategic Roadmap

If You Only Do One Thing

Own the searches that describe you: "simple crm," "cheap crm," "easy crm," and "HubSpot alternative." These buyers use your exact positioning as their search words. Pipedrive's ads are headlined "Simple CRM" and "Cheap CRM" there, and we didn't see yours on them when we checked.

Your Quick Win: Free, and Doable This Week

Remove the duplicate video from your homepage.
The same clip ("test2") loads twice, as a 4.4 MB and a 1.6 MB file. It's a big part of why phones wait about 22 seconds, on the page your 6,600 monthly name searches land on.

Do These First, Ranked by Payoff Against Effort

#	What to Do	Why (What We Found)	Impact	Effort
1	Own "simple," "cheap" and "easy" CRM searches	Pipedrive's ads use your words; we didn't see yours	High	Low
2	Build trade pages for real estate and insurance agents	1,780 searches a month; AI names Wise Agent and Lone Wolf instead	High	Medium
3	Get named as the HubSpot alternative for people who find it too complicated	That's your promise, and AI names six others	High	Medium
4	Test Facebook & Instagram trial ads to small-business owners	Pipedrive runs 17 there; we saw none from you	Medium	Medium
5	Show up where buyers ask peers	Reddit threads rank #1 on most small-business CRM searches	Medium	Medium

What Waiting Costs

! Pipedrive's ads use your customers' words, "Simple CRM" and "Cheap CRM," on the searches where they're looking.

! Pipedrive (17), Jobber (22+), HubSpot (11+) and Zoho (3+) are running Facebook and Instagram ads right now; we saw none from you.

! Everyone who searches your name, about 6,600 people a month, lands on a homepage that takes about 22 seconds on a phone.

! When small businesses ask AI for a simpler alternative to HubSpot, it recommends Pipedrive, monday, OnePageCRM and others, not you.

Landing Pages for Paid Traffic

Your homepage introduces the company. A landing page has one job: turn an ad click into a trial. Pages built around one buyer and one promise convert more of the people you pay to reach, and better-matched pages can also lower what you pay per click.

Landing Page	Who It Is For	Why It Converts Better
Simple CRM for Real Estate Agents	Agents who outgrew spreadsheets	Speaks their trade; 1,300 searches a month
CRM for Insurance Agents	Independent agents	480 searches a month and no simple option leading
The HubSpot Alternative for Small Teams	Owners who found HubSpot too complicated	Your promise, said in their words
$15 a Month, 30 Days Free	Price-shoppers	Leads with the price no leader prints

PageRocket, our landing page studio, builds these: pagerocket.net

8. Custom Pricing

We don't know your current ad budget, so here are our published plans. The fee is set by ad spend per channel, the same on every platform, and each additional channel is $200 off.

Monthly Management

Plan	Monthly Ad Spend	Hands-On Optimization	Our Fee, First Channel
Starter	Up to $6,999 ad spend / channel / month	Up to 7 hours / month	$895 / mo
Most Popular	$7,000 - $14,999 ad spend / channel / month	Up to 10 hours / month	$1,095 / mo
Larger Budgets	$15,000+ ad spend / channel / month	Up to 17 hours / month	$1,795 / mo

- Ad spend goes straight to the platform (Meta, Google), not to us. The fee above is management only.
- Each additional channel is $200 off the plan rate.
- 3-month initial agreement, then month to month.
- Account setup is scoped and quoted before any work starts. No surprises.

One-Time Options

Service	What It Is	Price
Landing page	A done-for-you landing page built for your ads, live in 7-10 days	$1,495

Full published rates: brandrocket.net/rates

9. In Their Words & Next Steps

Three business owners, in their own words, on the results:



“When the pandemic hit, which is when our relationship started, I think we had about 200 to 300 debaters at our debate academy. And now a few years later, we're up to 900 to 1,000 students.”

Pavel Sukhobok | Potomac Debate Academy

Watch the video



“Our inbound leads have more than doubled since before we were working with you.”

Teal Cooper | Co-Founder, VendiBean

Watch the video



“I'd run a Google ad and I would get like a few contacts a month maybe. The biggest breakthrough is going from a few contacts a month to a few contacts a week.”

Jason Beers, PsyD | Owner, Crescent Roots Psychological Services

Watch the video

What the Full Market Intelligence Report Adds

This plan covers part of the research we run for clients. The full report adds:

- A graded audit of your whole website, speed, and tracking.
- What your clients say about you in reviews, in their own words.
- Detailed client profiles with the message that wins each one.
- Search and AI search visibility against your competitors, with the fixes.
- Social media, creative direction, and a full-year marketing calendar.

Your Next Step

Nothing is required. This plan is yours to use however you like. If you'd like to walk through it together, book a free 15-minute call:

brandrocket.net/schedule

Prepared by BrandRocket · October 23, 2026 · Built from public data only, without access to your ad accounts. All estimates are directional and reflect the market as of October 23, 2026. Results depend on execution, market conditions, and targeting.