

An aerial photograph of a tropical beach. The ocean is a deep blue-green color, with white foam from breaking waves visible near the shore. The beach is a narrow strip of light-colored sand, with several people swimming in the shallow water. The coastline is rugged and rocky, with dense green vegetation covering the hillsides. The text "HOW TO AUTOMATE LEADS FOR YOUR SURF BUSINESS" is overlaid in large, bold, white capital letters across the upper half of the image.

HOW TO AUTOMATE LEADS FOR YOUR SURF BUSINESS

Build a system that brings you leads
while you are in the water

The Reef Agency

WHY YOU NEED A SYSTEM?

Most surf businesses rely on referrals, social media, or last-minute messages.

- You can't scale what you can't control.
- Empty spots = lost money.
- You're always reacting instead of planning.

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HOW THE SYSTEM LOOKS LIKE

A complete lead system includes:

- A landing page built to convert
- Ads shown only to the right people
- Instant delivery of leads to your phone

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WHAT YOU'RE MISSING

Not having a lead system means:

- You're stuck answering DMs
- You're always one cancellation away from a slow week

You're not in this to post stories.

You're here to fill your calendar with paying clients.

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Why Most Surf Businesses Struggle With Ads

- You sent people to a generic homepage
- You targeted the wrong people
- You didn't have a clear offer
- You didn't follow up fast enough

It's that your system was never built to convert.

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What Makes a Landing Page Convert

A good landing page does one thing: it gets people to send their contact info. Here's what you need:

- One clear offer
- Real photos that show the experience
- Trust elements (reviews, results, real faces)
- A short form — no friction

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What Happens After Someone Clicks

his is where the magic happens:

- They fill out your form
- You get a WhatsApp or email with their info
- You reply with the right message

You lock the booking

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Imagine This Instead

- You wake up with new leads in your inbox
- You don't panic when low season hits — your funnel keeps working
- You finally stop chasing clients — they come to you

This isn't hype. It's a simple, optimized system.

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What You'd Need to Build It Yourself

- Learn Meta Ads targeting + testing
- Build + host landing pages
- Set up tracking, automation, and lead notifications
- Create scroll-stopping visuals weekly
- Analyze what works and fix what doesn't

Or you can just focus on your business.

And let us build the engine for it.

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Why Work With The Reef Agency

We specialize in surf and water sports businesses.

What we deliver:

- Complete lead funnels built to convert
- Manual campaign setup (no lazy automations)
- Tracking and optimization
- Video, photo and copy that actually sells
- Leads sent directly to your phone
- Free landing page - you just pay for the domain

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WANT TO WORK WITH US?

BOOK A QUICK DISCOVERY CALL AT [THEREEFAGENCY.COM](https://therreefagency.com)

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