

# **The Approach Part 1:**

## **"How to reach out to a client for the first time."**

### **First touch strategy, samples and case studies**

**Our Strategy:** Once a prospective client has been determined through one of our KPI's outlined in "**Prospecting Leads Part 2: How do I qualify leads?**" we reach out to them with KPI focused objectives, in a mindset of improving these KPI points for them at the lowest cost we can provide them. Using our KPI point as a conversation starter is a necessity, and proving to the client that we are the best option is a must, therefore we use certain phrases to explain our presented value to them in a clear, simple, and obvious manner.

#### ***Website Development KPI's:***

##### **1. No website**

**1a.** *Hi \_\_\_\_\_ this is Chris Sammarone, how are you? "Gives time for a short response" Great... I was wondering if I could speak with the marketing manager of the company. Is this possible?*

**YES** - *Thank you. Hi (Insert marketing managers name here). How are you? "Gives time for a short response". Great... my name is "Insert your name here" and I'm from a small agency located in Pittsburgh, PA. We specialize in creating stunning digital presences for business around the world. Speaking of which.. are you aware that your company does not appear to have a website online at the moment? ...And that over 80% of all consumers google a product before purchasing?*

***If they are still interested in listening to you and learning more:*** *There is so much to gain from tapping into the what many call the information-watering-hole of humanity,*

*aka, the internet. In the past we've seen businesses blossom into their full potential just by creating a brand new, animated, and beautiful website.*

*If you don't mind me asking.. Why haven't you increased your digital presence in the past?*

*"Answers any points the prospective client may have made" This sounds so great. What would be the reason, if there is a reason that you would be holding back on building a new animated and interactive website this year?*

*... "Do your best to shut down their reasons and close the deal" ...*

### **Closing Phrase:**

*"See for me... approaching digital marketing is somewhat like a race. Why start a race if you aren't going to finish it? This seems fantastic... I think there is a lot to gain here and I would love to help you out any way I can to start ramping this up and bringing you more traffic. With your permission, i'll go back and sketch up some free audits and a proposal for you. Would that be alright?"*

*YES - Great! What email should I use to send you this information? Also is this the best phone number to contact you at?*

*NO - Okay*

### **If they say no:**

***NO** - That is fine. Could you please let the person in charge know that I called? Here, take my information and get them to call me back as soon as they can. Thank You!*

*Once the conversation has ended place the current progress of the deal within the prospective lead sheet here:*

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## **2. A Low Quality Website**

**2a.** Hi \_\_\_\_\_ this is “insert your name here”, how are you? “Gives time for a short response” Great... I was wondering if I could speak with the marketing manager of the company. Is this possible?

**YES** - Thank you. Hi (Insert marketing managers name here). How are you? “Gives time for a short response”. Great... my name is “Insert your name here” and I’m from a small agency located in Pittsburgh, PA. We specialize in creating stunning digital presences for business around the world. Speaking of which.. are you aware that your company does not appear to have an outstanding website online at the moment? ...And that over 80% of all consumers google a product before purchasing?

**If they are still interested in listening to you and learning more:** There is so much to gain from tapping into the what many call the information-watering-hole of humanity, aka, the internet. In the past we’ve seen businesses blossom into their full potential just by creating a brand new, animated, and beautiful website.

If you don’t mind me asking.. Why haven’t you increased your digital presence in the past?

“Answers any points the prospective client may have made” This sounds so great. What would be the reason, if there is a reason that you would be holding back on building a new animated and interactive website this year?

... “Do your best to shut down their reasons and close the deal” ...

**Closing Phrase:**

“See for me... I believe that it can be worst to have a poor looking website online rather than any website at all. It can even hurt your business because the most visible link to your brand is represented with below average graphical content. This seems fantastic... I think there is a lot to gain here and I would love to help you out any way I can to start ramping this up and bringing you more traffic. With your permission, i’ll go back and sketch up some free audits and a proposal for you. Would that be alright?”

**YES** - Great! What email should I use to send you this information? Also is this the best phone number to contact you at?

**If they say no:**

**NO** - *That is fine. Could you please let the person in charge know that I called? Here, take my information and get them to call me back as soon as they can. Thank You!*

*Once the conversation has ended place the current progress of the deal within the prospective lead sheet here:*

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### **3. Unresponsive website**

**3a.** *Hi \_\_\_\_\_ this is “insert name here”, how are you? “Gives time for a short response” Great... I was wondering if I could speak with the marketing manager of the company. Is this possible?*

**YES** - *Thank you. Hi (Insert marketing managers name here). How are you? “Gives time for a short response”. Great... my name is “Insert your name here” and I’m from a small agency located in Pittsburgh, PA. We specialize in creating stunning digital presences for business around the world. Speaking of which.. are you aware that your company’s website has unorganized and overlapping sections on mobile devices? ...And that google actually pushes back websites to page 8 if they are unresponsive ?*

***If they are still interested in listening to you and learning more:*** *There is so much to gain from tapping into the what many call the information-watering-hole of humanity, aka, the internet. In the past we’ve seen businesses blossom into their full potential just by creating a brand new, animated, and beautiful website.*

*If you don’t mind me asking.. Why haven’t you fixed the responsiveness on your website in the past?*

*“Answers any points the prospective client may have made” This sounds so great. What would be the reason, if there is a reason that you would be holding back on fixing the responsiveness of your website this year?*

*... “Do your best to shut down their reasons and close the deal by suggesting that we design them a new responsive website, or they use our tool [www.Mobilifyit.com](http://www.Mobilifyit.com) ” ...*

**Closing Phrase:**

*“See for me... I believe that it can be worse to have a poor looking website online rather than any website at all. It can even hurt your business because the most visible link to your brand is represented with a sub par presentation... This seems fantastic... I think there is a lot to gain here and I would love to help you out any way I can to start ramping this up and bringing you more traffic. With your permission, i'll go back and sketch up some free audits and a proposal for you. Would this be alright with you?”*

*YES - Great! What email should I use to send you this information? Also is this the best phone number to contact you at?*

*NO - Okay that's fair! I hope you have a great week.*

***If they say no:***

***NO** - That is fine. Could you please let the person in charge know that I called? Here, take my information and get them to call me back as soon as they can. Thank You!*

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## **4. An incomplete website**

***4a.** Hi \_\_\_\_\_ this is “insert name here”, how are you? “Gives time for a short response” Great... I was wondering if I could speak with the marketing manager of the company. Is this possible?*

***YES** - Thank you. Hi (Insert marketing managers name here). How are you? “Gives time for a short response”. Great... my name is “Insert your name here” and I'm from a small agency located in Pittsburgh, PA. We specialize in creating stunning digital presences for business around the world. Speaking of which.. are you aware that your company's website seems to be incomplete? ...And that more than 80% of consumers view a company's website before making a buying decision?*

***If they are still interested in listening to you and learning more:** There is so much to gain from tapping into the what many call the information-watering-hole of humanity,*

*aka, the internet and search engines. In the past we've seen businesses blossom into their full potential just by creating a brand new, animated, and beautiful website. You know, something that would really knock the socks off their clients.*

*If you don't mind me asking.. Why haven't you finalized your website?*

*"Answers any points the prospective client may have made" This sounds so great. What would be the reason, if there is a reason that you would be holding back on finishing the development of your website this year?*

*... "Do your best to shut down their reasons and close the deal by suggesting that we design them a new website., or they can use our tool [www.Webstoyou.com](http://www.Webstoyou.com) " ...*

### **Closing Phrase:**

*"See for me... I believe that it can be worse to have a poor looking website online rather than any website at all. It can even hurt your business because the most visible link to your brand is represented with a sub par presentation... This seems fantastic... I think there is a lot to gain here and I would love to help you out any way I can to start ramping this up and bringing you more traffic. With your permission, i'll go back and sketch up some free audits and a proposal for you. Would this be alright with you?"*

*YES - Great! What email should I use to send you this information? Also is this the best phone number to contact you at?*

*NO - Okay that's fair! I hope you have a great week.*

### **If they say no:**

***NO** - That is fine. Could you please let the person in charge know that I called? Here, take my information and get them to call me back as soon as they can. Thank You!*

*Once the conversation has ended place the current progress of the deal within the prospective lead sheet here:*

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**5. Has expressed interest in a new website**

**5a.** Hi \_\_\_\_\_ this is “insert name here”, how are you? “Gives time for a short response”  
Great... I was wondering if I could speak with the marketing manager of the company. Is this possible?

**YES** - Thank you. Hi (Insert marketing managers name here). How are you? “Gives time for a short response”. Great... my name is “Insert your name here” and I’m from a small agency located in Pittsburgh, PA. We specialize in creating stunning digital presences for business around the world. It has come to my attention through “Insert lead source here” that you are interested in building a new website for your brand. Is this true?

**If they are still interested in listening to you and learning more:** There is so much to gain from tapping into the what many call the information-watering-hole of humanity, aka, the internet and search engines. In the past we’ve seen businesses blossom into their full potential just by creating a brand new, animated, and beautiful website. You know, something that would really knock the socks off their clients.

If you don’t mind me asking.. What type of website are you looking to build?

“Answers any points the prospective client may have made” This sounds so great and those features are actually our specialty. Would you mind if I asked you a few questions?

1. Do you currently have a logo and other digital properties?

2. What is your plan for traffic to this website?

3. What is your budget for this project?

4. What would be the reason, if there is a reason that you would be holding back on finishing the development of your website this year?

... “Do your best to shut down their reasons and close the deal by suggesting that we design them the website of their dreams., or they can use our tool [www.Webstoyou.com](http://www.Webstoyou.com) to build it themselves” ...

**Closing Phrase:**

*“See for me... I believe that it can be worse to have a poor looking website online rather than any website at all. It can even hurt your business because the most visible link to your brand is represented with a sub par presentation... This seems fantastic... I think there is a lot to gain here and I would love to help you out any way I can to start ramping this up and bringing you more traffic through great UI/UX. With your permission, I'll go back and sketch up some free audits and a proposal for you. Would this be alright with you?”*

*YES - Great! What email should I use to send you this information? Also is this the best phone number to contact you at?*

*NO - Okay that's fair! I hope you have a great week.*

***If they say no:***

***NO** - That is fine. Could you please let the person in charge know that I called? Here, take my information and get them to call me back as soon as they can. Thank You!*

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**6.** Does not have a Blog

**6a.** Hi \_\_\_\_\_ this is “insert name here”, how are you? “Gives time for a short response” Great... I was wondering if I could speak with the marketing manager of the company. Is this possible?

**YES** - Thank you. Hi (Insert marketing managers name here). How are you? “Gives time for a short response”. Great... my name is “Insert your name here” and I’m from a small agency located in Pittsburgh, PA. We specialize in creating stunning digital presences for business around the world. It has come to my attention through “Insert lead source here” that you currently have a website but you do not currently have a blog. Is this true?

***If they are still interested in listening to you and learning more:*** There is so much to gain from releasing relevant and unique content into the digital space. So many individuals, in fact 80% of all consumers are googling topics and looking for blog posts

*and articles to help answer their questions.*

*If you don't mind me asking.. What was the reason for you building your website?*

*"Answers any points the prospective client may have made" This sounds so great and I love your reasoning for building the site. Being that you want your message to be heard and your brand to be represented correctly it is important that you are performing active processes on your website which will showcase the growth of your vision and interest prospective viewers. Currently, are you performing any active website processes?*

*YES - Great! Good work. We highly suggest to our clients that a blog be maintained and sent outward to social feeds and other locations as a main source of traffic for your brand. Now, if I told you that running and maintaining a blog is easy and affordable would you believe me?*

*NO - Oh goodness okay.. Well if you are interested in growing the traffic to your website and are looking to increase your following this is a must. Have you ever seriously thought about running and maintaining a blog?*

*Regardless of their response: Running a blog is such an effective way to broadcast your product and it is super affordable. With your permission, I would love to send you more information regarding our blogging systems and how we would suggest running and promoting this information. Is this sound good to you?*

*YES - Great! What email should I use to send you this information? Also is this the best phone number to contact you at?*

*NO - Okay that's fair! I hope you have a great week.*

***If they say no:***

***NO - That is fine. Could you please let the person in charge know that I called? Here, take my information and get them to call me back as soon as they can. Thank You!***

*Once the conversation has ended place the current progress of the deal within the prospective lead sheet here:*

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## 7. Does Not Have Ecommerce

*Hi \_\_\_\_\_ this is “insert name here”, how are you? “Gives time for a short response”  
Great... I was wondering if I could speak with the marketing manager of the company. Is this possible?*

**YES** - *Thank you. Hi (Insert marketing managers name here). How are you? “Gives time for a short response”. Great... my name is “Insert your name here” and I’m from a small agency located in Pittsburgh, PA. We specialize in creating stunning digital presences for business around the world. It has come to my attention through “Insert lead source here” that you currently have a website but you do not have an ecommerce store on the site. Is this true?*

**If they are still interested in listening to you and learning more:** *There is so much to gain from listing products for sale on your website. 80% of your purchasing customers will check your website before making a buying decision, therefore there is a large chance that you will be able to sell products to those customers when they view products for sale on the site.*

*If you don’t mind me asking.. What was the reason for you building your website? Were you looking to turn a profit on the efforts you put in?*

*“Answers any points the prospective client may have made” This sounds so great and I love your reasoning for building the site. Being that you want your message to be heard and you would like to turn a profit on your efforts it would only make sense to place items for sale on the current site. Something like this could bring in a whole new channel of income for your business and, if it becomes successful enough, could automate your online business completely! In fact, we currently have a few clients we have consulted who are making over 100 thousand dollars a month from clothing sales on their ecommerce websites. Would you be interested in doing something similar to what they are doing?*

**YES** - *Great! I’m so glad you see the value in this. We highly suggest to our clients that they get an ecommerce system through Shopify as there are many plugins and applications which may be installed for free. If it’s alright with you, could I send you some more information on shopify, our processes, and what it would take to construct a system like this for you?*

*YES - Great! What email should I use to send you this information? Also is this the best phone number to contact you at?*

*NO - Oh goodness okay.. Well if you are interested in growing the traffic to your website and are looking to increase your following and profits online marketing is a must. How would you plan to bring in sales?*

*YES I HAVE A PLAN - Great! Is there anything we could do to assist you in accomplishing your plan?*

*NO I HAVE NO PLAN - Okay that's fair! We highly suggest building out an official plan for your marketing efforts in 2018. Would you be interested in paying for an IMC plan that will outline many of the suggestions we have for an effective digital presence in 2018?*

*IF YES - Great! What email should I use to send you this information? Also is this the best phone number to contact you at?*

*NO - Okay well if there is ever anything we can do to assist you in growing your business online feel free to contact me, even if it is on a consultation basis! I hope you have a great week.*

***If they say no:***

***NO - That is fine. Could you please let the person in charge know that I called? Here, take my information and get them to call me back as soon as they can. Thank You!***

*Once the conversation has ended place the current progress of the deal within the prospective lead sheet here:*

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8. Has a poor SEO score through [www.Seositecheckup.com](http://www.Seositecheckup.com)

*Hi \_\_\_\_\_ this is "insert name here", how are you? "Gives time for a short response"*

*Great... I was wondering if I could speak with the marketing manager of the company. Is this possible?*

**YES** - *Thank you. Hi (Insert marketing managers name here). How are you? "Gives time for a short response". Great... my name is "Insert your name here" and I'm from a small agency located in Pittsburgh, PA. We specialize in creating stunning digital presences for business that bring in swaths of traffic to their properties. It has come to my attention through "Insert lead source here" that you currently have a website but your Search Engine Optimization score on the website is extremely low... is this true?*

**If they are still interested in listening to you and learning more:** *There is so much to gain from listing products for sale on your website. 80% of your purchasing customers will check your website before making a buying decision, therefore there is a large chance that you will be able to sell products to those customers when they view products for sale on the site.*

*If you don't mind me asking.. What was the reason for you building your website? Were you looking to turn a profit on the efforts you put in?*

*"Answers any points the prospective client may have made" This sounds so great and I love your reasoning for building the site. Being that you want your message to be heard and you would like to turn a profit on your efforts it would only make sense to place items for sale on the current site. Something like this could bring in a whole new channel of income for your business and, if it becomes successful enough, could automate your online business completely! In fact, we currently have a few clients we have consulted who are making over 100 thousand dollars a month from clothing sales on their ecommerce websites. Would you be interested in doing something similar to what they are doing?*

**YES** - *Great! I'm so glad you see the value in this. We highly suggest to our clients that they get an ecommerce system through Shopify as there are many plugins and applications which may be installed for free. If it's alright with you, could I send you some more information on shopify, our processes, and what it would take to construct a system like this for you?*

**YES** - *Great! What email should I use to send you this information? Also is this the best phone number to contact you at?*

*NO - Oh goodness okay.. Well if you are interested in growing the traffic to your website and are looking to increase your following and profits online marketing is a must. How would you plan to bring in sales?*

*YES I HAVE A PLAN - Great! Is there anything we could do to assist you in accomplishing your plan?*

*NO I HAVE NO PLAN - Okay that's fair! We highly suggest building out an official plan for your marketing efforts in 2018. Would you be interested in paying for an IMC plan that will outline many of the suggestions we have for an effective digital presence in 2018?*

*IF YES - Great! What email should I use to send you this information? Also is this the best phone number to contact you at?*

*NO - Okay well if there is ever anything we can do to assist you in growing your business online feel free to contact me, even if it is on a consultation basis! I hope you have a great week.*

***If they say no:***

*NO - That is fine. Could you please let the person in charge know that I called? Here, take my information and get them to call me back as soon as they can. Thank You!*

*Once the conversation has ended place the current progress of the deal within the prospective lead sheet here:*

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***Software Development KPI's:***

1. Has obviously automatable tasks

*Hi \_\_\_\_\_ this is "insert name here", how are you? "Gives time for a short response" Great... I was wondering if I could speak with the marketing manager of the company. Is this possible?*

***YES - Thank you. Hi (Insert marketing managers name here). How are you? "Gives time for a short response". Great... my name is "Insert your name here" and I'm from a***

*small agency located in Pittsburgh, PA. We specialize in creating stunning digital presences and software solutions for business that bring in swaths of traffic to their properties. It has come to my attention through "Insert lead source here" that you currently are running "insert task that seems to be easily automatable" in your processes manually... is this true?*

***If they are still interested in listening to you and learning more:*** *There is so much to gain from automating tasks and systems within your business. Just 1 automated process could eliminate thousands of dollars a year, remove a fully salary of pay for the company, or even free up some of your time!*

*If you don't mind me asking.. What is holding you back from automating these processes?*

*UPON THEIR RESPONSE - Okay that makes sense but "shoot down any proposed reason for not automating their services" because this could save you ongoing fees... up to "insert estimated amount here". "Insert client name here", Shoot me down if this seems like too much for you, but if I could craft an automation solution that would save you money each year would you be willing to discuss moving forward on a possible development?*

*IF YES - Great! What email should I use to send you some information? I'll be working around the clock to get these together for you. Also is this the best phone number to contact you at?*

*NO - Okay well if there is ever anything we can do to assist you in growing your business online feel free to contact me, even if it is on a consultation basis! I hope you have a great week.*

***If they say no:***

***NO - That is fine. Could you please let the person in charge know that I called? Here, take my information and get them to call me back as soon as they can. Thank You!***

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2. Has expressed interest in software development

*Hi \_\_\_\_\_ this is "insert name here", how are you? "Gives time for a short response"  
Great... I was wondering if I could speak with the marketing manager of the company. Is  
this possible?*

**YES** - *Thank you. Hi (Insert marketing managers name here). How are you? "Gives  
time for a short response". Great... my name is "Insert your name here" and I'm from a  
small agency located in Pittsburgh, PA. We specialize in creating stunning digital  
presences and software solutions for business that bring in swaths of traffic to their  
properties. It has come to my attention through "Insert lead source here" that you  
currently are running "insert task that seems to be easily automatable" in your  
processes manually... is this true?*

**If they are still interested in listening to you and learning more:** *There is so much to  
gain from automating tasks and systems within your business. Just 1 automated  
process could eliminate thousands of dollars a year, remove a fully salary of pay for the  
company, or even free up some of your time!*

*If you don't mind me asking.. What is holding you back from automating these  
processes?*

**UPON THEIR RESPONSE** - *Okay that makes sense but "shoot down any proposed  
reason for not automating their services" because this could save you ongoing fees...  
up to "insert estimated amount here". "Insert client name here", Shoot me down if this  
seems like too much for you, but if I could craft an automation solution that would save  
you money each year would you be willing to discuss moving forward on a possible  
development?*

**IF YES** - *Great! What email should I use to send you some information? I'll be working  
around the clock to get these together for you. Also is this the best phone number to  
contact you at?*

**NO** - *Okay well if there is ever anything we can do to assist you in growing your  
business online feel free to contact me, even if it is on a consultation basis! I hope you  
have a great week.*

***If they say no:***

**NO** - *That is fine. Could you please let the person in charge know that I called? Here, take my information and get them to call me back as soon as they can. Thank You!*

*Once the conversation has ended place the current progress of the deal within the prospective lead sheet here:*

*[https://docs.google.com/spreadsheets/d/1qEVUO1-wks5k5CO9FL\\_pRY-MA8Pt2vJLZIIqAj2Q2GQ/edit#gid=0](https://docs.google.com/spreadsheets/d/1qEVUO1-wks5k5CO9FL_pRY-MA8Pt2vJLZIIqAj2Q2GQ/edit#gid=0) or through your Hubspot login here: [www.Hubspot.com/login](http://www.Hubspot.com/login)*

3. Has complained about “being too busy”
4. Is paying an increased monthly rate
5. Is running a process which operating costs could be eliminated through automation

***Digital Marketing KPI's:***

1. Has expressed need for increased digital presence or marketing
2. No social presence on one or more *relevant* platform(s)
3. Likes/follower count of <1,000
4. Have low posting frequency
5. Have consistently low rates of post engagement (reactions, comments, shares)
6. Do not properly diversify post-type (image, video. text/link-only)

7. Is spending too much on digital marketing efforts based on industry standard ROI rate

8. E-commerce website with little to no paid promotion on digital platforms

***Video Production KPI's:***

1. Has promoted content that is not a video

2. Has expressed interest in video production

3. Is running a promotion that is currently costing them an ongoing fee

4. If they already own a video but the quality of the video is low

**What this means:** If a prospective lead matches any of the above criteria they are considered qualified. We do not want to target any leads that do not match the above criteria. We only want to reach out to prospective clients that match 1 if not all of the criteria.

**Website sale phrases:**

**Software sale phrases:**

**Digital Marketing sale phrases:**

**Video Production sale phrases:**

**Corporate Account sale phrases:**

**Case Studies:**

**“The power of free:**

**“You are missing out on a swath of sales, and we can prove it:**

**“**