



Prospecting & Selling Guide

Tuesday, June 4, 2024

ACCELERATE
LOCAL

GROWING DIGITAL REVENUE



Today's Presenters



Steven Kern

Director of Sales



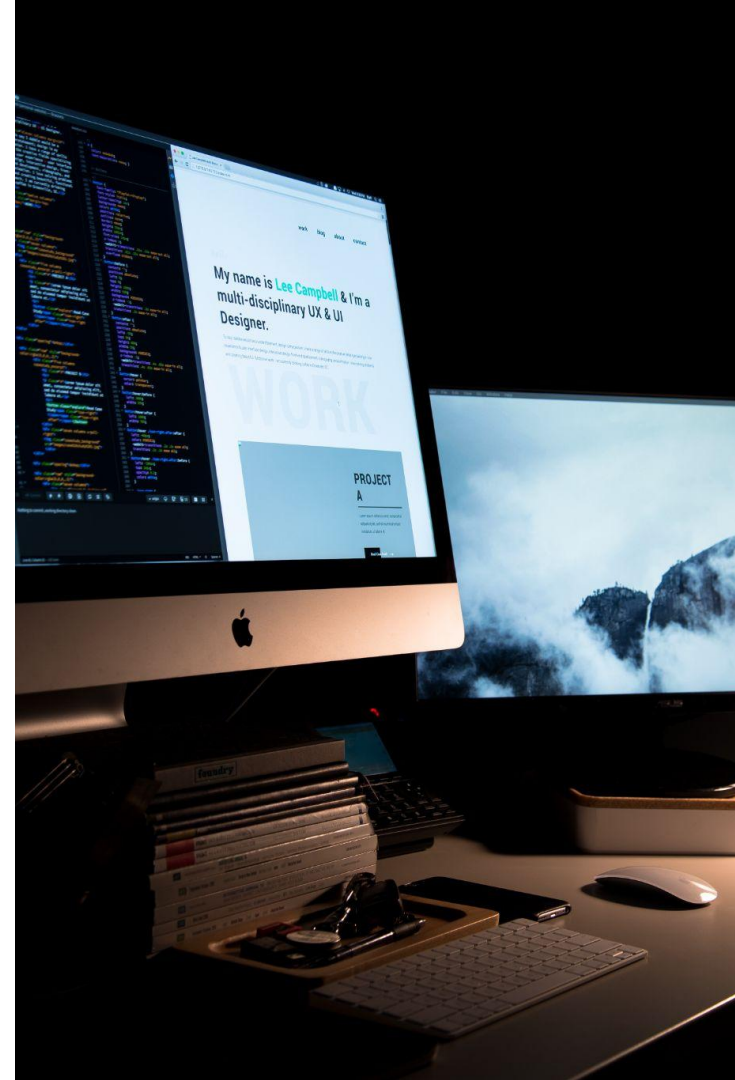
Jenna Herrig

Senior Account Manager



Agenda

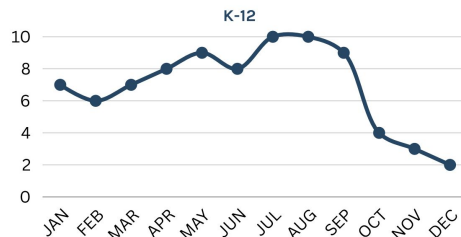
- How to Build a Prospect List
- Narrowing Down Your Prospect List
- Free Prospecting Tools
- CNA
- Q&A



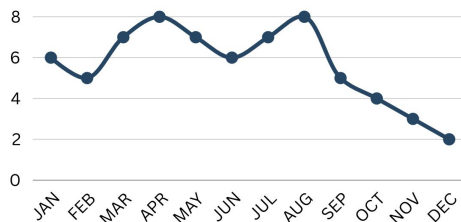
Industry Guides: Trending Now

EDUCATION INDUSTRY'S MONTHLY SEASONALITY

Generally, this is how sales go each month in the education industry, one being the lowest sales and 10 being the highest sales volume:

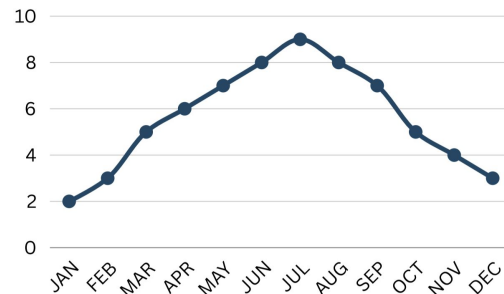


HIGHER EDUCATION



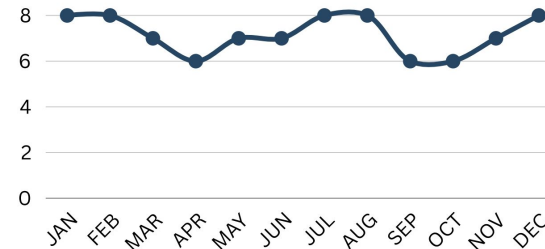
AUTOMOTIVE INDUSTRY'S MONTHLY SEASONALITY

Generally, this is how sales go each month in the auto industry, one being the lowest sales and 10 being the highest sales volume:



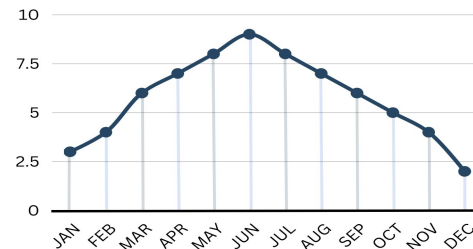
PERSONAL INJURY LAW MONTHLY SEASONALITY

Generally, this is how sales go each month, one being the lowest sales and 10 being the highest sales volume:



HOME SERVICES INDUSTRY'S MONTHLY SEASONALITY

Generally, this is how sales go each month in the retail industry, with 1 being the lowest sales and 10 being the highest sales volume:



Know HVAC Better!

Here's a snapshot of what we see from our HVAC partners across the country!

Home Services Product Mixes:

- Paid Search
- Organic and Local SEO
- Video products
- Programmatic Display
- Facebook

Top times of the year:

- Seasons changing - May/June OR Nov/Dec
- Holidays

Average Campaign Length:

6 Months as of December 2023

Average Spend per Month:

\$7,947 per month as of December 2023

Main Goals of Campaign:

Leads - Scheduled appointments, calls, chat
Awareness and promotions



Getting Started: How Do I Build my Prospect List?

- Attend networking opportunities
- Join your local chambers
- Monitor new business openings
- LinkedIn
- Google businesses “near me”
- Look and listen for commercials on both television and radio



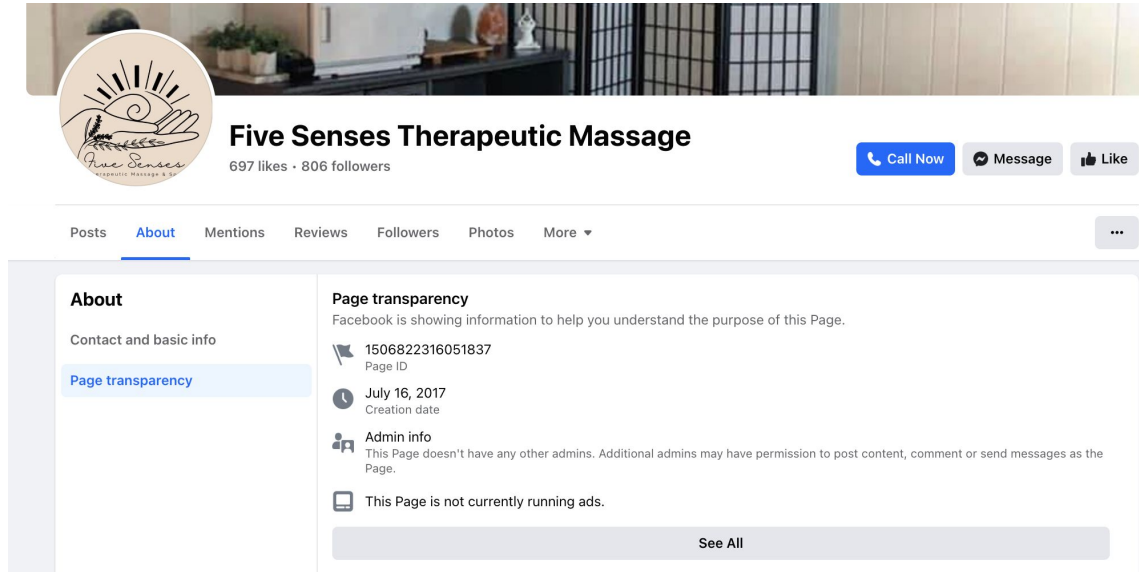
Identifying Where to Spend your Time

- Go to the customer's website.
- Use our **FREE** SEO audit tools:
 - [Local SEO scan](#)
 - [Organic SEO scan](#)
- [Builtwith.com](#) is a great way to get an idea of what the client is doing and any pixels on their site. Ghostery and other site scans are available, too.
- Go to the client's Facebook page to see if they're running ads.
- Google Ad Transparency Tool

Let's go through this process with
Five Senses

How to Check if your Prospect is Running Facebook Ads

- Search the business name on Facebook and go to their Facebook business page.
- Click the “About” tab and then select “Page transparency”. This will show you if they are running Ads.



The screenshot shows the Facebook profile for 'Five Senses Therapeutic Massage'. The profile picture is a circular logo with a sun and hands. The page name is 'Five Senses Therapeutic Massage' with 697 likes and 806 followers. Navigation buttons for 'Call Now', 'Message', and 'Like' are visible. The 'About' tab is selected, and the 'Page transparency' section is expanded, showing the following information:

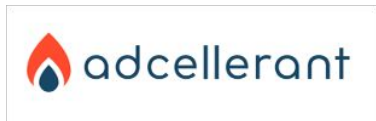
- About**
- Contact and basic info
- Page transparency**
- Page transparency**
Facebook is showing information to help you understand the purpose of this Page.
- Page ID**
1506822316051837
- Creation date**
July 16, 2017
- Admin info**
This Page doesn't have any other admins. Additional admins may have permission to post content, comment or send messages as the Page.
- Ads**
This Page is not currently running ads.
- [See All](#)

What to Look for With BuiltWith Tool

BuiltWith is a great way to help you see how much someone is doing online.

BuiltWith can potentially help you see who they're working with, what products they're running, how they track campaigns, and more!

- Does the Client have or use Google Analytics 4 (GA4)?
- Do you see Google, TradeDesk, Facebook, or any other product-specific pixels.
- Are there a lot of pixels and tracking or not many at all? Which do you feel better calling on?



So you have created your list AND decided where you want to start... Now what?

Time to set your meeting and start the CNA process!

How Do you Reach Out to a Prospect?

Do you call? Do you email? Here are some best practices.

1. Data shows that calling first and leaving a voicemail, and THEN following up with an email explaining your VM is the best way to ensure you get a response.
2. Do not give up; the best things in life come to those who put in the work or do what it takes to be successful! **Your competitors will give up.**
3. Do not be a robot; make sure you **reach out each time with a new approach** to garner interest. This can include:
 - a. Case studies
 - b. Stats
 - c. Articles or industry news and more
4. Visit their office, **have a strong leave behind**, and make friends with the person at the front desk!
5. Don't be afraid to [break up with your prospects.](#)

Talk Track and Email Template

Dear [Client's Name],

I hope this email finds you well. I'm [Your Name] with [Company Name] and I believe we could help elevate your company's visibility and reach with digital marketing.

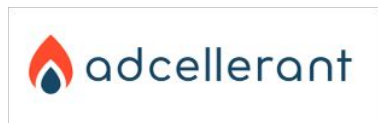
Our services can significantly enhance your online presence and attract more customers. Here are some key benefits:

- Improved online visibility
- Engaging social media strategies
- Targeted online advertising
- Lead generation

Could we schedule a brief call to discuss how these strategies can specifically benefit [Client's Company Name]? Please let me know a time that works for you, or feel free to contact me at [Your Phone Number] or [Your Email Address].

I look forward to the opportunity!

Best regards,



Have You Used ChatGPT or Gemini Yet?

ChatGPT can be a great tool to get ideas, keep your touchpoints fresh, and more.

You can use the **FREE** version of this to create a plan on how to reach out to your prospects and what you will say to each.

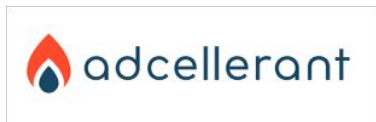
Tell it to make it longer or shorter...

Tell it to add a joke...

Tell it to put in stats or information specific to your industry...

Go here and play around, you will be shocked at how much this can help your prospecting!

<https://chat.openai.com/>



Great, You Were Able to Set The Call... Now What?

It's time to ensure you understand what they want to achieve and set yourself up for success. It's time for a CNA! Why are CNAs important?

- Move from being a salesperson to partner/consultant
- Secure more lucrative and long-lasting partnerships
- Understanding what an advertiser needs sets you up for campaign success

Questions to Ask In All CNAs!

- *What does success look like for your digital campaigns?*
- *What is your current media mix, and what is giving you the best results?*
- *How often do you like to cover your campaign results/reporting, and are you currently getting that?*
- *Are there any digital tactics you aren't sure are working as well as you hoped and why is that?*
- *Are you planning on adding any additional products to your marketing mix and if so what?*
- *What do you like about your current campaigns or think is lacking: targeting, reporting, and results?*
- *Are you doing anything you might consider "cutting edge" or that you may want to know more about?*

Q&A





Thank You

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