

Approach Script Initial Contact -> Instagram or Whatsapp -> Hi, how are you? Intention: I am an expert in online sales with traffic management, and I am selecting some companies for a free consultation on digital strategy and digital marketing. I will select only three companies here in [CITY NAME], and I have a spot for you on day X, at time Y. Can I speak with the company owner to schedule a time for the free consultation? Possible responses: No response: move on to the next one I already have an agency: do you already do paid traffic? //// I have analyzed a bit of the company and its digital presence and noticed the absence of paid traffic campaigns, is there a specific reason for this? Would you be interested in the free consultation? I am sure we can join forces and deliver even more for your clients. I will talk to him here and pass on the contact. So, [Name], I have some points for improvement that will bring excellent benefits to the company, I will mention 2 here, and on the call I will present the rest with solutions. Message to the owner: Good morning, Mr. José, [Name] gave me your contact through (WhatsApp or Instagram). I am an expert in leveraging markets through social media and ads, and your company stood out in my market research. I see that it has great potential to be involved in paid traffic/digital marketing strategies. In addition, I found some problems that can be easily solved and will directly impact increasing your profit. Can we schedule a call for me to present these solutions? I am doing a free consulting program here in [CITY] and I only have 2 more spots available. Can we schedule it for day X at time Y? Excellent, Mr. José, I will be waiting for you on day X at time Y. I will send the link here 5 minutes before. Good morning, Mr. José, just confirming our meeting tomorrow at time Y.