Chapter-1

1st Call Outcomes

For the outcomes of 1st call , basically we have 4 types of lead-

1. High Quality Lead
2. Mid Quality Lead
3. Low Quality Lead
4. Can’t be contacted.

So after having a call , these 4 outcomes can occur. For each of these leads different processes are carried forward in order to achieve our target.

In the next parts, there will be a focus on steps that should be carried out for Can’t be contacted Leads.

Step-1

Send 1stmail

Step-2

Sent the 2nd mail

Hi Nitin,  
  
Wondering if you scrolled past my mail!!  
  
Cheers :)

Step-3

Sent the 3rd mail

Hi Nitin,  
  
What big thing we can really solve for you? Your entire business monitoring and day to day marketing analyses.

* We know the painful truth: Big data is messy, scattered across multiple sources and practically unusable in its raw form. The journey from raw data to insights is rough and requires a lot of data engineering before it is helpful for a Digital Marketer. But don’t worry we have it all covered for you via our proprietary tool **Easyinsights**.
* **Easyinsights** has helped various data-savvy brands to monitor their performance by reducing the hours of manual efforts to minutes.

**But also I believe that the proof of the pudding is in eating. How about I set up a personalised live demo for marketing?**  
  
***Unlock the mothballed growth opportunities***

**Please find the attachment below.**

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Step-4

Contact the person over whatsapp

This should be a casual type message as below.

Hi Nitin,  
  
Just a gentle reminder! A one in-liner reply would suffice.   
  
**Why we are the best people to help grow your business digitally?**

1. Google Premier Partner and Facebook Marketing Partner.
2. Proprietary Tools for Custom Ad and Analytics Automation.
3. Experience of managing 100's of crores of Ad Spends.

**What we specialise in?**

1. Customer Acquisition and Retention campaigns for E-commerce, Lead Generation and Mobile Apps.
2. Custom Analytics and Reporting Framework.

Still not convinced? Visit our [Website](https://www.etmedialabs.com/) now

Cheers:)

Step-5

Setting up a call with him asking about what issue he is facing.

Hi ”First name”

Hope you are doing good.

To discuss more about our strategies and way of working. Can we connect over a phone call…or .May I know your good time to set up a call……..

This type something. Exactly what we should send I will figure it out and then add it here.

Step-6

Sent next mail in context to the conversation made during call.

This mail should be made again and again whenever we set up a call with lead

Step-7

Drop him a message over whatsapp just as a reminder.

This should include the basic as whether he has seen the mail or not.

Hi “1st Name”,  
  
Wondering if you scrolled past my mail!!  
  
Cheers :)

Step-8

Send the 4th mail

Step-9

Send the 5th mail

Hi Nitin,  
  
I am Lalit and bugging you again to book 10 mins of your schedule to discuss your **personalised live demo for marketing**. Yes, we practice what we preach!  
  
**Here are few genuine questions we would like to clarify:**

1. We value your data as much as you do. We take only read-only access to study the data. We don’t store your data or share it anywhere. We would be happy to sign an NDA before taking the discussion forward.
2. We never commit 100% ROI improvement or 300% scale in transactions. We let data speak for us. All the recommendations and projections are based on DATA itself. Before looking at your data, we can’t share projections or plans.
3. Every business is unique in all sense. Business Model, USPs, Core Value and Website Conversion rates too. We prepare custom Presentations for you on YOUR DATA. It won't be a default presentation, we can assure you!

You might also be interested to read our Blogs to stay updated about “Industry Updates” and “Our Learnings”.  
  
Reply with your convenient time slot so our Digital strategy specialist can get on a call with you!

Step-10

Send dead mail to the authorized person which should state that we had too many whatsapps, call but didn’t got anything from your side. Hence, Closing this mail drip.