

AI Agent Workflow: Hyper-Personalized Local Business Outreach & Engagement in Delaware

(Enhanced with Competitor Mentions, Human Emotion, and Multi-Touch Follow-Ups)

This AI-driven workflow ensures a **trust-building, high-touch** outreach strategy by leveraging **calls, emails, competitor references, social media engagement, and objection handling** to convert low-rated businesses into clients

Step 1: Business Discovery & Data Verification

◆ **Objective: Identify local businesses in Delaware with low online reviews (below 4.0 stars) and verify them before outreach.**

◆ **AI Tasks:**

✅ **Search for businesses in Delaware with low Google ratings (<4.0 stars) using:**

- **Google My Business API**
- **Yelp API**
- **Facebook, Instagram, LinkedIn, X**

✅ **Extract Business Details:**

- **Business Name**
- **Owner's Name** (if available)
- **Phone Number & Email**
- **Website URL & Social Media Links**
- **Industry & Competitor Businesses**

✅ **Verify Data Using AI Tools** (Apollo AI, Clearbit, Hunter.io)

✅ **Identify 3-5 Competitors** (Local businesses in the same industry with higher ratings)

✅ **If website is verified, visit the 'Contact Us' page and prepare a custom outreach message.**

✅ **Save all data into CRM for tracking & AI-driven follow-ups.**

 **Tools Used:** Google My Business API, Yelp API, Apollo AI, Clearbit, CRM system.

📱 Step 2: AI Adds & Follows Business & Owner on Social Media

◆ Before making contact, AI warms up the outreach by:

- ✓ Following the business on LinkedIn, Facebook, Instagram & X.
- ✓ Sending a LinkedIn connection request to the owner.
- ✓ Liking & commenting on their latest social media post to build familiarity.

📖 LinkedIn Connection Message to Business Owner:

"Hey [Owner's Name], I came across [Business Name] and loved your post about [mention topic]. I specialize in helping local businesses like [Competitor's Name] improve their online reputation and customer trust. Would love to connect!"

📖 Social Media Engagement Strategy:

- **Like & Comment** on a recent post before outreach.
- **Example Comment:** *"Loved your thoughts on [post topic]! Your approach to [mention challenge] is impressive. Keep up the great work!"*

📞 Step 3: AI-Driven Personalized Call (Human-Sounding & Competitor-Referenced)

◆ Call Features:

- ✓ **Human-like voice modulation** (AI adapts tone based on their social media post).
- ✓ **Conversational, NOT salesy—positioned as a local business consultant.**
- ✓ **References competitors to gain trust & urgency.**
- ✓ **Goal:** Build credibility & schedule a **free Google Meet consultation.**

📖 Call Script (Example - Referencing Competitor & Social Media Post)

"Hey [Business Owner's Name], I just saw your recent post about [mention topic] at [Business Name]—I really liked your perspective! I also noticed that your Google rating is at [Rating] stars, while [Competitor's Name] is at [Higher Rating] stars.

*The thing is, businesses with higher ratings get **25% more customer traffic**, and customers trust them more. I help businesses like yours **fix their online reputation & get more local customers.***

*I don't want to sell you anything—just a **quick, free strategy call** where I'll show you what's working for other businesses in Delaware. Does **Tuesday or Thursday** work better for you?"*

📌 **If they hesitate, AI follows with a SMART rebuttal:**

🛑 **Objection: "We don't need this service."**

✅ *"I completely understand, [Business Owner's Name]. But did you know that **70% of customers won't visit a business with bad reviews?** I recently helped [Competitor's Name] increase their Google rating from **3.8 to 4.7 stars** in just **45 days**. I can show you how in **10 minutes**. Let's chat."*

📧 **Step 4: Multi-Touch Follow-Up Matrix** **(Competitor-Driven Approach)**

Follow-Up Step	Trigger Condition	Action	Message Type
Follow-Up #1	No Answer to Call	AI sends Email & Social Media DM	Personalized Email + LinkedIn/Facebook/Instagram DM
Follow-Up #2	No Response to Follow-Up #1 in 48 Hours	AI sends WhatsApp & SMS	Conversational WhatsApp + SMS
Follow-Up #3	No Response in 72 Hours	AI submits Contact Us form on Website	Persuasive Contact Form Message
Follow-Up #4	Owner Responded but Declined	AI sends Smart Rebuttal	Competitor-Based Rebuttal Email
Follow-Up #5	Interest Expressed but No Action Taken	AI Reschedules Call & Sends Calendar Invite	Reminder Email & Text
Follow-Up #6	Call Scheduled but No-Show	AI Reschedules & Sends Last Follow-Up	Final Reminder & Reschedule Message



Follow-Up Message Templates (Competitor Focused)



Follow-Up #1: Email & Social Media DM



Subject: Competing with [Competitor's Name] – Here's a Quick Fix

Hi [Business Owner's Name],

I saw your recent post about **[mention topic]**, and I really liked your approach! I also noticed that **[Competitor's Name] has a higher Google rating (4.6 stars vs. your 3.9).**

Businesses with **higher reviews get 25% more leads and 30% more foot traffic.** I just helped [Competitor's Name] improve their **Google ranking & customer engagement.**

I'd love to **share 3 strategies** on a free call that could help [Business Name] do the same.



Schedule here: [Scheduling Link]

Looking forward to connecting!

Best,
[AI Agent Name]



Follow-Up #2: WhatsApp & SMS (Competitor Comparison)



WhatsApp Message:



*Hey [Business Owner's Name], I noticed [Competitor's Name] recently improved their reviews to **4.6 stars**. Wouldn't it be great to do the same for [Business Name]? Let's chat—here's my calendar: [Scheduling Link].*



Text Message (Short & Direct):



[Competitor's Name] is ahead in online reputation—let's fix that for [Business Name]. Free strategy call here: [Scheduling Link]





Step 5: AI Agent Schedules Google Meet Consultation



If business owner is interested, AI books a Google Meet and sends reminders.



Follow-Up Reminder (24 Hours Before Call)



Hi [Business Owner's Name], quick reminder about our free strategy session tomorrow at [Time]. I'll show you exactly how [Competitor's Name] improved their customer trust. Here's your Google Meet link: [Meeting Link].