**Display ads**

Display ads are the digital equivalent of hoardings and billboards, on a much smaller canvas, of course.

Display ads are more creatively satisfying than PPC ads—you get to play around with copy, images, illustrations, and even animation. But a couple of features from PPC ads remain the same here:

* You work with limited ad space.
* When someone clicks on your ad, they go to a landing page.

### **Make a cold call**

Though cold calling is one of the more popular approaches for reaching new customers, it can be difficult to master. You need to quickly grab the person's attention, pique their interest and attempt to build their trust. That usually entails a fair amount of research about their organization beforehand.

### **Send an email**

Cold emails are very similar to cold calls, with the only difference being the mode of communication. However, emails do offer a unique challenge of needing to stand out among an inbox of messages. When sending a sales pitch via email, be sure that the message is short and digestible. In addition to being concise, the sales representative in the example below opens with a compliment about the brand, which is a great way to grab a client's attention.

### **Tell a story**

Offering real-world examples of how your product or service has benefited others is a great way to pique the customer's interest.

### **Leave a voicemail**

Leaving voicemails is often the result of cold call attempts. Perhaps you're calling at an inopportune moment or they are ignoring an unfamiliar number. Regardless, it is an opportunity for you to leave a sales pitch that will ensure a callback. In this example, the sales representative opens with a quick introduction, provides concrete details and then gives the prospect two modes of communication to use when replying, allowing shy clients a chance to learn about a product or service in a way that is more comfortable for them.

**Desiging and planning strategy with concern team:**

### Define the purpose of your plan

### Expect multiple planning sessions

### Create roles for each person

### Give everyone a chance to speak

### Go through a SWOT analysis

### Create a plan of action