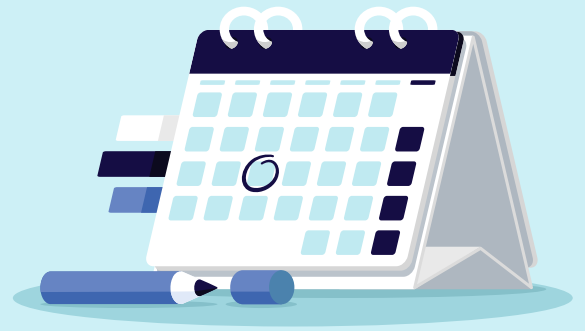


Practice Activity

Design a Multi-Channel Outreach Plan

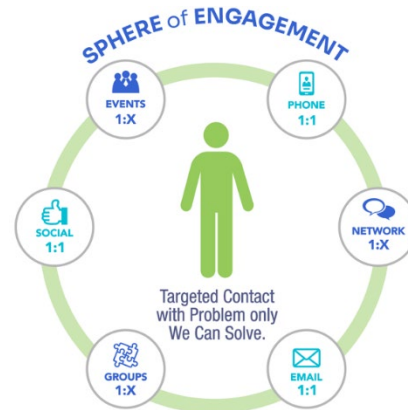


Objective:

Create an outreach plan to connect with a potential customer using email, voicemail, and social media.

Scenario:

Imagine you are trying to engage a small business owner, Sarah, who runs a local coffee shop. Your goal is to create a cohesive plan that combines email, voicemail, and social media to build a relationship and eventually convert Sarah into a client.



Instructions:

1. Create a cohesive plan for Sarah, a small business owner.
2. Integrate the Sphere of Engagement channels into your engagement strategy.

Step 1: Initial Contact via Email

Write an email.

1. Subject Line:
2. Greeting:
3. Body:
 - Brief introduction of yourself and your business.
 - Highlight a key pain point relevant to Sarah's business.
 - Provide a valuable piece of content (e.g., a link to an article about increasing foot traffic to local businesses).
 - Call to Action (CTA): Invite Sarah to schedule a call to discuss how you can help her business grow.

Step 2: Follow-Up with a Voicemail

Leave a voicemail.

1. Introduction: [Greet Sarah and introduce yourself.]

Not more than 300 characters

2. Thank You Note: [Thank her for reading your email.]

Not more than 300 characters

3. Personalized Follow-Up: [Mention the article you shared and reiterate your offer to help.]

Not more than 300 characters

Next Steps: [Suggest a time for a follow-up call.]

Not more than 300 characters

Step 3: Engage on Social Media

Interact on social media.

1. Choose a Platform: LinkedIn, Instagram, or Facebook.
2. Engagement Activities:
 - Share a post about local business success stories, tagging Sarah's coffee shop.
 - Comment on one of Sarah's recent posts, adding value to the conversation.
 - Share relevant industry articles or tips.

When you're ready, return to the e-learning course to continue your learning journey.