

SPIELS

Red is for Action or Learning

◆ SCENARIO 1: (2 Pages)

AFTER SOMEONE ADVERTISED ON RADIO, TV, NEWSPAPER, MAGAZINE, FLYERS ETC.

These are businesses who pay \$\$\$ for advertising as these media methods are not cheap.

Most likely their Advertising has now finished & vanished so they need another marketing strategy

Note: We just want to say hello and send them an email that directs them to our landing page for now.

Ring the business

Hi I heard/saw your Ad. on the radio/TV/Etc can I speak to the person who placed that Ad please? (Speak with the right person)

They say : What is this in regards to?

Answer: I heard your ad on the radio and was **impressed** hence I would like to talk about extending the advertising to the broader community.

They say: Ok I will put you through to John

Introduction:

Hi John

I heard/saw your advertising on xxx and was **impressed** with your **Advertisement** and see you have an equally **impressive Website?** I thought to give you a call we run a xxxxx Category Page which is pretty much your Target Market and I am part of a Marketing Network called Find It Locally and our research shows that **Sustainable Long Term Advertising directed at their Target Market is the best method for Australian Businesses to get a higher RTO (Return On Investment)**

Display Leverage

Have you heard of realestate.com.au or carsale.com.au?

Now they attract ongoing visitors looking for their type of products and are one of the most popular websites in Australia.

Q. (Lead to more conversation or close for permission of Email)

Have you got a minute for me to explain what we do and the cost or should I send you an Email?

A. Go ahead let me know some details

Well Find It Locally is a network of Marketers who have set up a Category Page service to better support Australian Businesses and connect them with people who like browsing places that offer them choice.

The more we can please our visitors the more they use these Category Pages when it comes to buying.

We highly believe in Long Term, Affordable, Marketing placed where people who want the products or services can see them.

Q.

John, before I go on if I can give you a \$2 per day quote which is generally a \$5 per day quote and ensure you get the best Advertising Position would you be interested?

Yes

3 Questions

Great, John does your business have an actual physical Store Address or is it basically all Online?

Do you have an ecommerce store and sell online or is it more an information website?

Are you located in Kew or are there other locations?

Ok so your key target areas would be :

- Locally on our Kew Community Notice Board & part of the Kew Online Shopping Centre
- More broadly with our Melbourne Plumbing Category Page

D. The best way for me to show you this is to either **(D = Direct them)**

* meet with you and present it or *send you an email with the information and a short video

He says: An Email Would be fine

Ok What's your email ohh by the way

This is important - Just now I have a Discount Code which will give you a 33% discount but I am not sure how long it will run for so it will end up about \$1.30 per day.

Have a Great Day!

