



## **Campaign Launch Sequence:**

- 1. SMS/Text**
  - Where appropriate, i.e. event outreach or open job campaigns
- 2. WhatsApp**
  - Regional campaigns where different messaging platforms are used
- 3. Ring Bypass Voicemail Message**
  - Rings once but prospect cannot answer
  - VM stating purpose of call and brief benefit
  - Alerting them that we will be following up direct outreach
- 4. E-mail Nurture**
  - Conversational Style
  - Unified Team Approach
- 5. VIDEO Message**
  - 1-to-Many Video in Automation
- 6. LinkedIn**
  - Lead Scoring
  - Engaged leads get high-priority personalized touch
- 7. Social Media DMs**
- 8. Digital Ads**
  - Geo-Fencing for Events
  - Exclusive target list touch
- 9. Telemarketer**
  - Reference previous Text/Voicemail/email in call intro
- 10. AI Calling Agent**
  - Analyze voice patterns to gauge interest: Adjust style and approach based on interest level
  - Personalize company and news information
  - Best Cold-Call Sales Methodology