Twitter Thread by Shanta ■



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The omnichannel strategy I use to book appointments on auto-pilot.

// THREAD //

1. Initial contact

Initial contacts are when we first get a positive response.

My best organic outreach methods are cold emails and IG DMs. We get a shit ton of responses from there.

Once we get a positive response, we add em to my GoHighlevel pipeline and start the sequence.

2. Second contact (Call)

Once they become a positive response, I manually call them twice. So I can qualify them and book them into a demo call.

Now, if you're in sales, most people will not be picking up this phone call.

And so it begins.

3. Third contact (SMS 1)

Now I send them a text to their phone.

The goal of this text is to elicit a response. Because if they respond once, they're most likely to respond again.

Once they respond, I tell them why I texted them and ask for a phone call.

4. Fourth contact (Email)

Here, I'll send an email from the company email. We'll explain a bit more about why they should hop on a call with us.

I'll include a case study and put in a link that goes to my calendar.

5. Fifth contact (VM Drop)

If I didn't get a response yet or didn't book a call with them yet, I send them a voicemail drop. This voicemail will just remind them why I'm calling and tell them to call me back.

This voicemail will be sent around 10-11am.

6. Sixth contact (Original source)

Now, I will reach out to them the same way they reached out to me in the beginning.

Meaning, if my they sent me a positive response through cold email, I'll email them again through the same email.

And I'll send them my calendar link.

7. Seventh contact (SMS 2)

Now, I will send them another text.

I will tell them why I'm reaching out to them and ask them when they got 7 minutes to spare.

This text is sent during the end of day when they're off work.

8. Eighthcontact (Call)

Now, I'll call them about four more times. But I'll test different times to call them.

The times I test will be 11-1pm and 4-6pm.

If I didn't get a call back after this, they're a lost lead to me. But that doesn't mean I stop getting in front of them.

9. Unlimited contacts

Now, I'll put them in my email newsletter so they get emails twice a week.

My emails always lead to my calendar which has a FB pixel so when they click on my link, they get retargeted by my Facebook ads.

I will stay in front of them FOREVER.

10. How I'm doing this

I use gohighlevel workflows to built this WHOLE thing out. Not very hard with gohighlevel!

I also use webhooks with zapier to send slack notifications to my VA to reach out to the prospect via the original source of contact.

For example:

If we didnt get a response back from the voicemail drop -> changes the prospects stage in the pipeline -> execute a web hook from gohighlevel to zapier -> send a message to my VA to followup with the prospect.

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TL;DR

1. Instagram DMs or cold emails
2. Manual calls
3. SMS 1
4. Email
5. Voicemail drop
6. Instagram DM or cold email
7. SMS 2
8. Calls
9. Emails and retargeting ads
10. Gohighlevel and zapier