

KONNEKTORS

Multi-touch Multi-channels Marketing

Powered by



Customer Relationship Management



Lead Generation

We drive **inbound and outbound lead generation** through a strategic mix of **email, phone, web content, and social media marketing channels**. Our process includes **screening, qualifying, and booking appointments** with interested prospects, setting the stage for you to deliver compelling presentations and close deals with confidence.

CALL SCRIPT	
INTRO	Good Morning/Afternoon, this is %%TELEMARKETER%% calling from %%COMPANY NAME%%. I'm hoping to speak with %%TARGET CONTACT%%.
RECEPTIONIST	IF NOT AVAILABLE: Get the contact details and establish a call back.
PRESENTATION	Hi, this is %%TELEMARKETER%% and I'm calling from %%COMPANY NAME%%. Am I speaking with %%TARGET CONTACT%%? Hi %%TARGET CONTACT%% do you have a moment to speak? IF YES: Great! %%NAME OF CONTACT%%, I'm calling from %%NAME OF COMPANY%%. We design, manufacture sell and service diesel and alternative fuel engines, electrical generator and related components.
PROBING QUESTIONS	1. Are you still the one in charge of purchasing components, etc? 2. Are you familiar with %%COMPANY NAME%%? 3. How many units of engines you have?

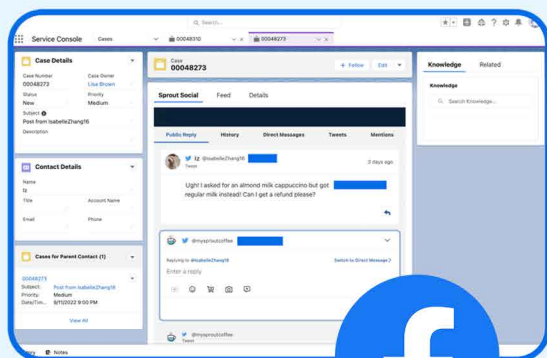
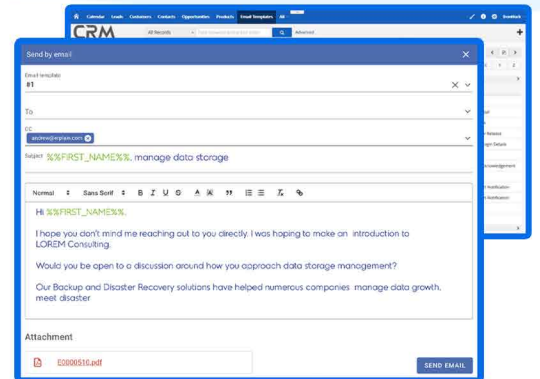


Voice

- ✓ **Personal Outreach:** Directly connects with prospects through personalized phone calls.
- ✓ **Immediate Feedback:** Allows for real-time conversations and instant responses.
- ✓ **Voicemail Drops:** Leaves customized messages for prospects who are unavailable.
- ✓ **Follow - Up Calls:** Ensures consistent communication and keeps leads warm.
- ✓ **Appointment Setting:** Schedules meetings or demos directly with interested prospects.

Email

- ✓ **Personalized Campaigns:** Sends tailored content to segmented audiences.
- ✓ **Automated Follow - Ups:** Nurtures leads with a series of scheduled emails.
- ✓ **A/B Testing:** Optimizes subject lines, content, and calls-to-action for better engagement.
- ✓ **Analytics Tracking:** Monitors open rates, click-through rates, and conversions.
- ✓ **AI feature** - with a Spin Syntax feature that effortlessly creates sentence and word variations, helping you generate personalized cold emails and avoid landing on spam folders.

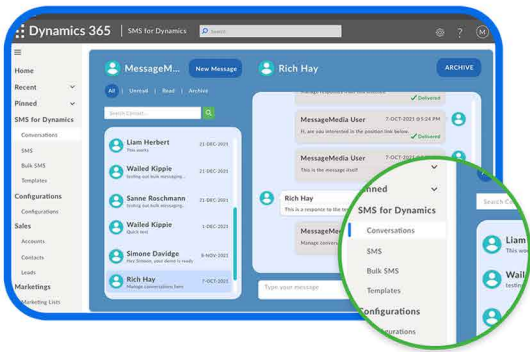


Social

- ✓ **Invitations to Connect:** We research for more targets via LinkedIn and invite them to connect your official page and/or profile.
- ✓ **Private Messages:** We send direct messages to introduce your company, follow-up on the prospects and to book meetings.
- ✓ **Lead Qualification:** We handle live chat inquiries to qualify and convert your LinkedIn page visitors.



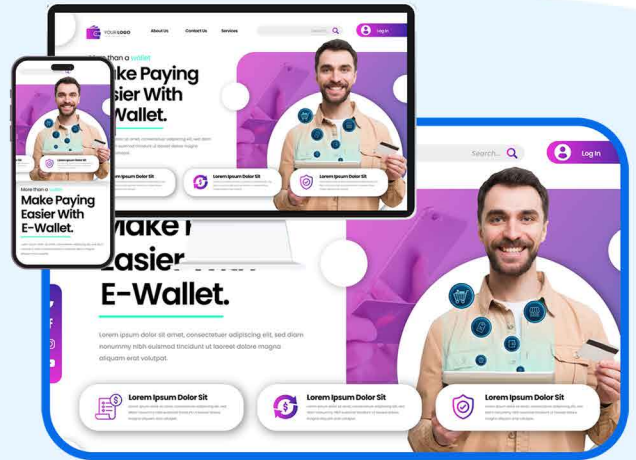
SMS Instant Message



- ✓ **Direct Communication:** Sends short, concise messages directly to prospects' mobile phones.
- ✓ **High Open Rates:** Takes advantage of the fact that most SMS messages are read within minutes.
- ✓ **Appointment Reminders:** Sends timely reminders for scheduled meetings or events.
- ✓ **Promotional Offers:** Delivers exclusive deals and offers to prospects and customers.
- ✓ **Opt-In Campaigns:** Encourages users to subscribe to SMS alerts, building a list of engaged contacts.

Web & Content

- ✓ **SEO Optimization:** Enhances website visibility through targeted keywords and on-page SEO.
- ✓ **Content Creation:** Develops valuable content like blogs, whitepapers, and videos.
- ✓ **Landing Pages:** Designs conversion-focused pages for specific campaigns or offers.
- ✓ **Analytics & Reporting:** Tracks website traffic, user behavior, and content performance.



Chat

- ✓ **Instant Interaction:** Provides immediate responses to inquiries via live chat.
- ✓ **24/7 Availability:** Offers support around the clock with chatbots or human agents.
- ✓ **Lead Qualification:** Engages and qualifies leads through pre-chat forms or interactive conversations.
- ✓ **Multichannel Integration:** Seamlessly connects with other channels like email and CRM systems.
- ✓ **Customer Support:** Resolves issues quickly, enhancing customer satisfaction and retention.

Unlock the Full Potential of Multi-Channel Marketing

At **Konnektors**, we believe in the **power of AI** and a **unified marketing strategy** that leverages the strengths of each channel. By combining **Voice, Chat, Email, Social, Web & Content, and SMS**, we create a seamless experience that reaches your audience wherever they are.

Why Choose Multi-Channel Marketing?

- ✓ **Increased Reach:** Engage with prospects across various platforms, ensuring your message is seen and heard.
- ✓ **Higher Conversion Rates:** Tailor your approach to each channel, maximizing engagement and driving more conversions.
- ✓ **Enhanced Customer Experience:** Provide a consistent and personalized experience that builds trust and loyalty.
- ✓ **Data-Driven Insights:** Track and analyze performance across channels, refining your strategy for continuous improvement.
- ✓ **Scalable Solutions:** Whether you're a small business or a large enterprise, our multi-channel approach can be scaled to meet your needs.

Ready to Elevate Your Marketing?

Take the next step towards a more effective marketing strategy. Contact us today to learn how our multi-channel marketing solutions can help you achieve your business goals.

[Get Started Now](#)