

Newsletter Ninja Pitch

Gatekeeper: *Hi this is XYZ business, how can I help you?*

You: Hi can you hear me ok?

Gatekeeper: *Yes how can I help you?*

You: Ok great, I am actually a subscriber on your email newsletter and I had a few unique questions about one of the recent promotions (be specific if you like) and would like to speak to the person in charge of the newsletter/

Gatekeeper: *Sure, one moment please*

Manager: *Hi this is (name) how can I help you?*

You: Hi (name) can you hear me ok?

Manager: *Yes, how can I help you?*

You: thanks (name) I am actually subscribed to your email list and I noticed that you have been promoting (whatever specials/deals/events they are promoting) to your list. I was wondering what kind of response you are receiving from your marketing efforts?

Manager: *It gets a fair response I would say, why do you ask?*

You: (Name) the reason I ask is that I actually provide text message marketing services to local businesses like yours. Obviously you are already promoting your (deals/events/specials) via email, which is proven to only get opened and read at around a 5-10% clip. Text messages, on the other hand, enjoy an open rate of over 90% within the first 15 minutes of them being sent. I don't know how many people you have on your email list, but imagine the difference in response if almost all of the people on your list read your promotions within minutes of being sent!

Manager: *Yea sounds like it would make a big difference, although I am sure its more expensive than email.*

You: Yes, it is more expensive than email marketing, however if you had the same amount of people on your text list than you do on your email list, your conversions and response rate will dramatically increase which more than offsets the cost difference. I saw that you are promoting (something that they have recently sent out in an email). I would be more than happy to come by to tell you more about it and show you exactly how I can help you promote (whatever they are promoting) with text message marketing. When is good for you?