



# LEAD GENERATION THROUGH PLANNING

FINDING LEADS, PROSPECTS AND CLIENTS

## FIBE AUDAL

EXECUTIVE VIRTUAL ASSISTANT

BOOKKEEPING VA

ECOMMERCE SPECIALIST

### • Contact Info

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Skype ID: fiberaudal

# Planning

## Need

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Generate client testimonials and recommendations for the following services:

- Administrative Virtual Assistance
- Bookkeeping Tasks
- E-commerce and Website management

## Objective / Goal

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- Look for startup and growing business to provide online products/services and gaining their trust to manage their social media platforms, as well as handle administrative tasks with confidentiality. We will sending them our portfolios and offer them business packages and its benefits such as creating an ecommerce website via Shopify at a minimal cost.
- To get additional leads by asking for five contract referrals in availing the services.
- To gain testimonials and recommendations to attract more clients and avail of the services that we provide.

## Persona

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- Local Businesses engage in online/local businesses.

## Location

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- Philippines, Worldwide

## Responsibility

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- Creating an Ecommerce website, basic layout and list 3 products in their website.
- Optimized URL of product page, product title, ALT and meta tags of images.

## Content Strategy

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- Customer centric focusing on providing solutions to customer's needs and guided strategy to meet the expectation of clients.
- Creating their own branding and website to avoid transaction fees from 3PL ecommerce platforms.

# Creating

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- Shopify Website
- Installation and customization of themes
- Basic Graphic Design for logo / branding colors

# Distribute

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- Social media content
- Professional Graphic Design
- Social Media Optimization
- Website Optimization
- Facebook Groups/Marketplace posting

# Capture

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- Google Excel for monitoring

# Analyze

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- Track via Spreadsheet

# Cultivate

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- Personalize
- Customer-centric
- Solution-based

# Convert

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- Convert basic package to permanent subscription
- Convert referrals to prospect and customer

# Connection Message

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## Basic Ecommerce Package Service

Hi,

My name is Fibe Audal, Ecommerce manager of Fibe the VA. We provide online services and products to online businesses. We offer basic ecommerce installation at a minimum rate.

We offer the following services in order to grow your sales not just locally but nationally or even internationally. Our solution for local entrepreneurs is to provide them their own ecommerce websites to avoid the heavy transaction fees from third party platforms. We also assist in creating your branding templates, basic website theme and layout, and full implementation on the your own ecommerce website.

We would like to offer you basic installation of your ecommerce website, with the following package.

### Basic Ecommerce Package (P1,500).

- Installation and implementation of ecommerce website
  - Basic logo, free theme layout, customization, and 3 optimize product listing
- Setting up shipment and logistic details
- Setting up payment methods
- 6 months FREE customer support

### Monthly Subscription (P1,500).

- Updating of new products (10-15 products)
- Updating inventory count
- Updating images (up to 20 images)
  - excess product is charge at P50 per product

If you are interested, please send us the following details:

Complete Name:

Business Name:

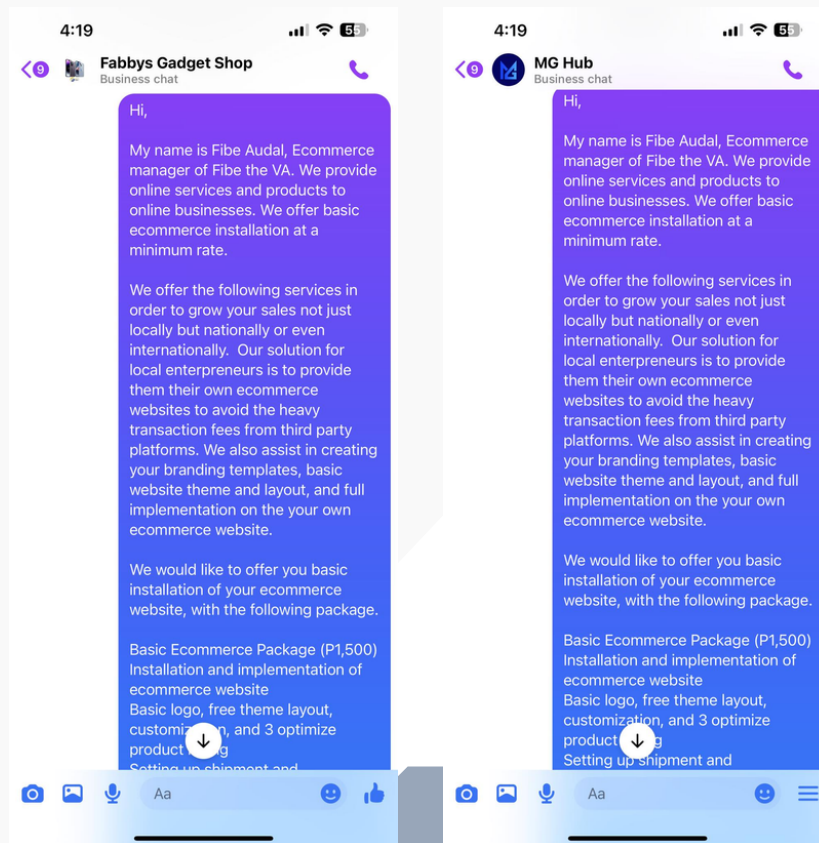
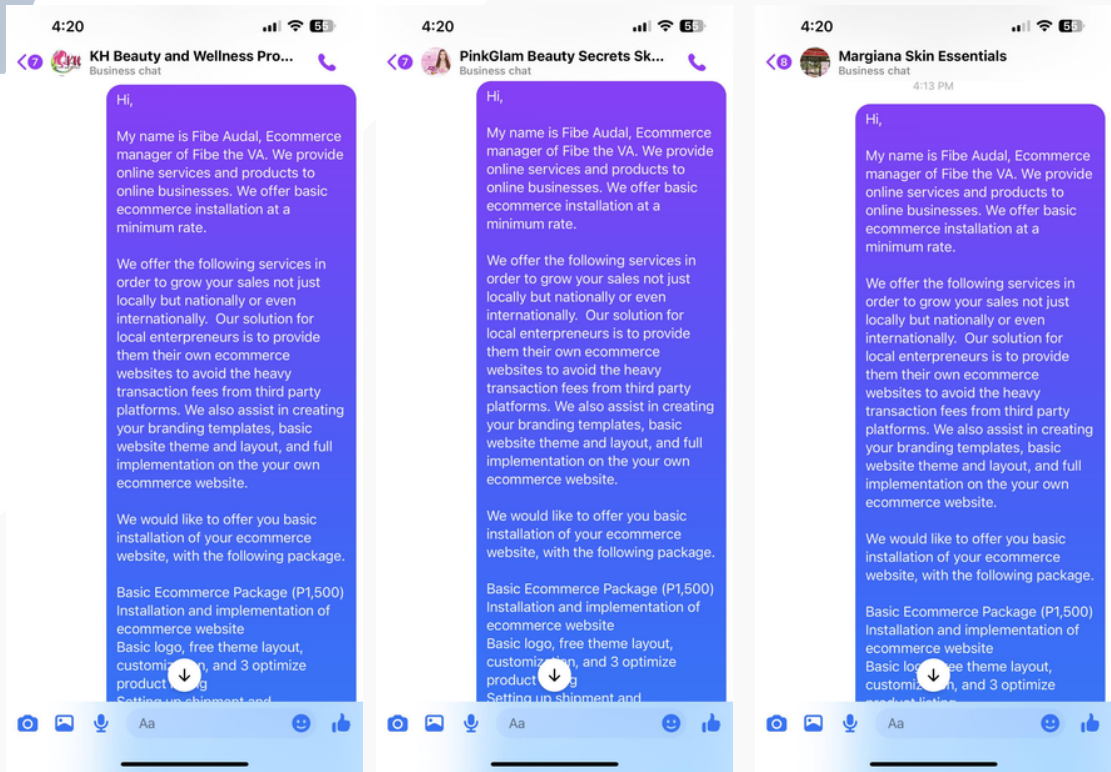
Email / Contact Number:

Your success is our goal. We are looking forward to doing business with you.

Best Regards,

Fibe Audal

# 5 Lead Connections Screenshot



# Lead Generation Tracking Spreadsheet

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Name	Business Name	Location	Email	Contact Number	Chosen Package	Buying Stages		
						Lead	Prospect	Customer
Maria Grace Ebarat	KH Beauty and Wellness Products Shop	Airport compound lumbia 9000 Lumbia, Philippines	ebaratk1983@gmail.com	0906 870 5109	1	Y		
Jonabelle Reyes	PinkGlam Beauty Secrets Skin Care Trading	Iligan City, Lanao del Norte	Pinkglambeautysecrets@gmail.com	0915 003 3735	2			Y
Pablito Gamot	Fabbys Gadget Shop	Carmen, CDO	n/a	0916 834 3906	1		Y	
Mark Anthony Oclarit	MG Hub	Pabayo-Gaerlan Streets, Cagayan de Oro, Philippines	markgadgethub@gmail.com	0916 689 1101	2			Y
Virgielyn Jalandoni	Margiana Skin Essentials	Prosperidad, Agusan Del Sur, Philippines	v_gumapac@yahoo.com	0927 908 2951	2		Y	