



LEAD GENERATION

1. Planning

- **Need:** Clients to offer my services
- **Objective:** Generate leads for SCVA - Services
- **Target Market:** Business owners
- **Location:** United States Of America
- **Content Strategy:** Relationship-based, Provide solutions to the clients' needs.

2. Creating

- ☐ Social Media Content

3. Distribute

- ☐ Promote Social Media Sites
- ☐ Contents (LinkedIn, twitter and Instagram) to support this campaign

4. Capture

- ☐ Spreadsheet

5. Analyze

- ☐ Tracking via spreadsheet

6. Cultivate

- ☐ Personalize
- ☐ Interaction

7. Convert

- ☐ Respond with answers



TEMPLATE 1: Leads (Offer Services)

Dear Name,

Good day.

My name is Grace and I am a Virtual Assistant trained at Filipino Virtual Assistance Academy. I offer online freelance services to business owners to help them and their company.

The services I offer:

1. Virtual Pharmacy Professional Services
 - Customer Service/answer patient prescription inquiries
 - Medication/Medicine Information
 - Drug Research
 - Check Drug Interactions
 - Update Patient Records
2. Social Media Management
 - Social Media Management plan
 - Social Media Accounts Creation and Optimization
 - Social Media Content Planning and Creation
 - Scheduling and Posting Social Media Content
 - Organic Social Media Marketing
3. Administrative/Executive Virtual Assistance
 - Data Entry
 - Transcription
 - Appointment Setting and Calendar Management
 - Email and Project Management
 - Forms and File Management
4. Simple Web Creation, Optimization, and Management.
5. Online Writing and Marketing.
6. Search Engine Optimization.

With this, I would like to offer your business **(NAME)** virtual assistance on any task listed above. Furthermore, I can work full time rendering 40hours per week Monday to Friday with a \$5 payment per hour. Aside from that I will be asking for a rating/feedback on my services (can be sent in LinkedIn or via email) every after tasks accomplishment.

If you are interested, please let me know through this email marygracetanginanrph@gmail.com

The honor is truly mine in this endeavour.

Looking forward to a great working relationship with you.

Regards,

Grace Tanginan
Freelancer/Virtual Assistant
Spark Change Virtual Assistance
<https://marygracetanginanr.wixsite.com/my-site>



TEMPLATE 2: Prospect (Start of Service)

Dear Client,

Good day.

Thank you for allowing me to assist you. The honor is truly mine in this endeavour. As specified I will be working full time rendering 40 hours per week Monday-Friday with \$5/hour payment starting September 2021. I will be helping your company with different General/Office tasks, Social Media and content Management, Website Assistance, Healthcare-related research and the like.

Looking forward to a great working relationship with you.

Regards,

Grace Tanginan
Freelancer/Virtual Assistant
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TEMPLATE 3: Customer (Invite to paid)

Dear Client,

Good day.

I would like to express my gratitude for allowing me to render my services with you and to your company.

As I mentioned in my introductory email I would like to ask for the following:

- **\$5/hour for a month of service.**
- **Feedback on my services.**

Thank you very much. It was a pleasure serving you.

Regards,

Grace Tanginan

Freelancer/Virtual Assistant

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