

# Digital Marketing Cold Call Script

👋 Welcome to our cold calling script for digital marketing agencies!

Welcome to our **free digital marketing cold call script** to help you **better qualify your prospects** and win more customers!

We have created **a cold calling scripts for marketing agencies**, to help you create a good **sales pitch** and not forget any information.

You can follow our instructions and customize **your script to make successful cold calls**, according to your needs: edit the blocks already present, or delete and add other blocks using the menu on your right (drag and drop the elements your salespeople need).

## 💡 Introduction to your call:

- Hello, my name is **(your name)** and I work as **(job title + agency name)**.
- **"Elevator Pitch": (Description of the agency)** We are specialized in (Type of activity, e.g. SEO/ SEA/ Growth/ Social, etc.) to enable you to (Results e.g. Generate X% growth/ Generate leads every month/ increase your traffic by, etc.)
- Do you have a few minutes to talk about your company, its current resources for **(solving the problem you want to address)**, and the results you want to achieve?
- **(If no)**: Okay, are you available on **(date)** so I can call you back?
- **(If yes)**: *Continue with the questions and elements of the script.*

😊 **Don't forget to smile: your prospect will hear it!**

## 🕵️ Contact information: Understand who you are talking to

**Job title** — What is your job title?

**Role in the organisation** — What are you responsible for? Who is currently responsible for generating leads in the organisation? Define if he/she is the decision maker. Who else is involved in the decision making process?

## 🏢 Company information: Understand what their business does:

**Company activity** — Tell me about your company/ How many people work there?

**Product / Services** — What product or service are you looking to promote?

**Clients Typology/ Buyer profile** — Who are your current customers? Who are the targets identified?

**Sales process** — What are the steps in your sales process? How long does it take to close a deal?

**Advantages/ Key Messages** — What are your key messages/proof points that you need to give to close a deal?

## Marketing activities

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**Where do your leads come from?**

**How many leads per channel in the last 3-6 months?**

**How do you currently measure lead generation performance ?**

**What are the current and planned marketing activities?**

**What channels have you tested and what have the results been?**

**Do you do any lead nurturing activities? Lead scoring?**

**What are your KPIs? How do you track success?** — Do you have key figures such as: CPL/ CPA/ Customer LifeTime/ Average deal size?

## Motivation / Needs

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**Need description** — Why are you planning to implement new campaigns? What are your goals?