

# Outreach Message For Feedback

Hi Chris

We spoke Friday afternoon about how Google ads would help you get more new customers for Doggie Styles.

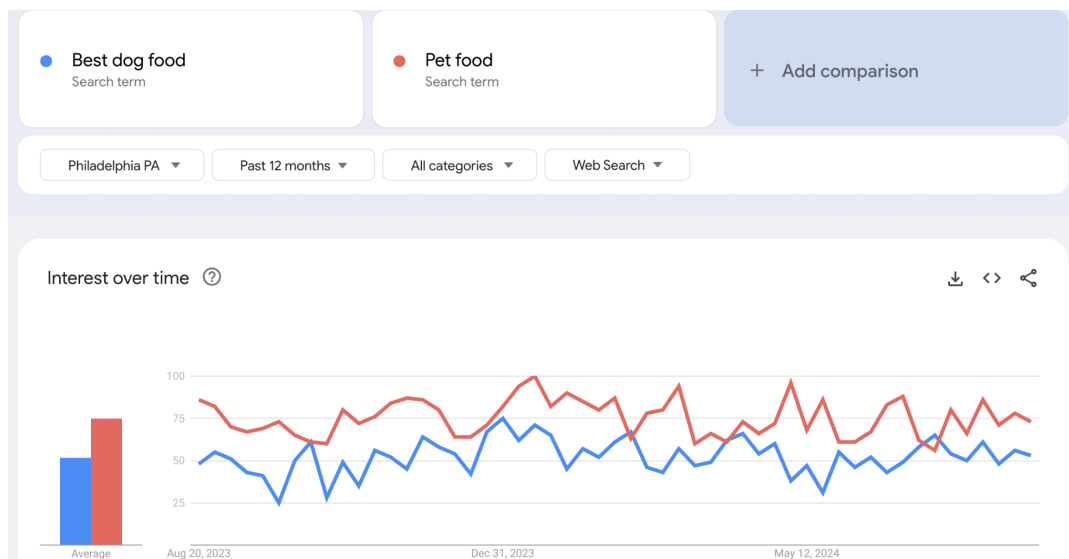
This strategy would allow us to take the large volume of people searching on Google, and bring them into your store.

Where you can turn them into loyal customers for life.

Do you have any concerns you'd like to discuss?

Bests,  
Joshua Kristiniak

P.S. Here's a screenshot from Google Trends which shows the high search volume I mentioned:



# Question

I had a sales call on Friday with the HR manager of a local pet store that sells healthy pet food.

Here's a quick summary of their current situation:

- They already have 13 locations opened. He said they get their customers from word of mouth.
- Then they use SMS + email marketing to get those people to come back into the store.
- He said their #1 goal is simply to make more money. I asked if they want more new customers, or want to get more out of their current customers: He said they want more customers.

Before the call, I found on Google Keywords Planner that there were a lot of people searching on Google. So, my suggestion was to run Google ads.

He said he would talk to the CEO, and get back to me.

My idea is to follow up on Monday, and I want to do that in a way that gets him/the CEO excited about my idea, and also addresses concerns that they might have.

I asked AI, and it gave me a formula for an email to send. I put it into my own words, and attached it below.

Do you think this is an effective strategy, or should I try following up in a different way?

<https://docs.google.com/document/d/1nPrIpSHfMS6YEMYIbBNgggBA-g5enixrd-kRk89ALqM/edit?usp=sharing>

## Expert Feedback