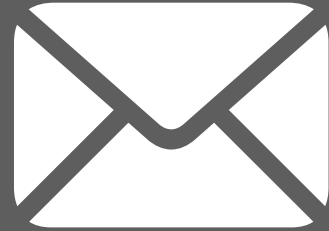


Acquisition Marketing Resources for Growth Sales

Laura Vaughn, September 2025

**Enable effective conversations that
motivate prospects and new
customers to start running successful
ads on [The Client's Property].**

Enabling max conversions beta communications



1-to-1 Email Templates



Call Scripts

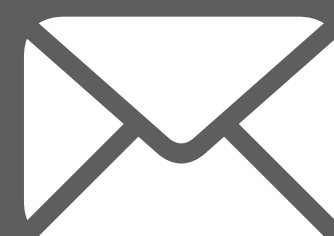


Keynotes

Business scenarios

1. Responding to requests for contact from a lead form
2. Reaching out to prospects or new customers to get a meeting
3. Conducting a successful pitch meeting

Enabling successful communications



1-to-1 Email Templates

Lead Form Prospect

Prospect with an App

New Customer



Call Scripts

Lead Form Prospect

[Ad Opportunity] Overview



Presentations

[Ad Opportunity] Overview

Customer Quotes
and Stats

Responding to requests for contact from a lead form

Inbound leads

Enabling effective communication



Person submits
lead form online



Sales rep
uses 1-to-1
email template
to respond



Sales rep uses
call script to
discover interest



Rep provides
info and
requests time to
pitch ads on the
[Client's
Property]

Inbound leads

Enabling email outreach

Subject line:

[First Name], thanks for wanting to stay in touch.

Body copy:

Hi [Name],

If [business objective of ad opportunity] is a priority for you, I'd love to work together to help you make the most of [ad opportunity]. Are you free to connect at one of the times below?

- [Day of week, month and date, time including timezone]
- [Day of week, month and date, time including timezone]

I'm also happy to talk at a time that works better for you.

For inbound lead audience

Subject line reminds recipient of their action (submitting form)

Friendly tone with a clear business purpose

Offers collaborative approach to advertising opportunities

CTA: set up meeting

Inbound leads

Enabling discovery conversation

Conversation motion:

Step 1: Introduce yourself and your reason for calling.

Step 2: Address the reason they submitted the form, and determine which advertising opportunities make the most sense for this prospect.

Step 3: If the contact wants to discuss [ad opportunity], determine if they are already a managed account.

Step 4: Provide information on ads on [ad opportunity]

Step 5: If the customer wants to proceed, help them get started.

Step 1: Introduce yourself and your reason for calling.

Instructions	Example Phrasing
(Note that some people may not recall filling out the form.) Make it easy for the prospect to get the benefit of your call immediately, and be equally excited to keep the conversation going.	“Hi [client’s name]. I’m [your name] from the [Client] team. I received the form you recently submitted on our website and am really excited to work with you one-on-one. You noted that you’re most interested in [include reason selected in the form, if provided: building brand awareness, increasing ad visibility and downloads, driving customer acquisition, all [Client] opportunities], and I’d be delighted to help you with that.” “How are you hoping to promote your business? I want to make sure we discuss the right advertising opportunities for you.”

For inbound lead audience

Prepares the rep to address multiple scenarios

Provides instructions for what to do and say to provide a good customer experience

Sets the stage to get and conduct a successful pitch of [ad opportunity]

Reaching out to prospects or new customers

Reaching out

Definition of a prospect



has an [product
to promote]



does not have an
account with
[Client's Property]

Reaching out

Enabling outreach to a prospect

For audience with no familiarity with the [ad opportunity]

Positions opportunity to increase revenue and reach through advertising on [Client's Property]

CTA: set up meeting

Subject line:

Set up a free, one-on-one session with [Client] to discuss [customer's product].

Hi [First Name],

Gaining visibility to [customer's product] is a key component of growth. I'd be thrilled to discuss ways to boost [customer's product] revenue and increase reach with [ad opportunity]. Do you have time to connect this week?

- [Day of week, month and date, time including timezone]
- [Day of week, month and date, time including timezone]

I'm also happy to talk at a time that works better for you. Thank you, and I look forward to your response!

Reaching out

Definition of a new customer



has a [product to
promote]



has an account
with [Client's
Property]



has not run campaigns
on [Client's Property]

Reaching out

Enabling outreach to a new customer

For audience with knowledge of [add opportunity] but no activation

Positions insights and active collaboration to inspire customer action and engagement

CTA: set up meeting

Subject line:

Set up a free, one-on-one session with [Client] to discuss [customer's product].

Hi [First Name],

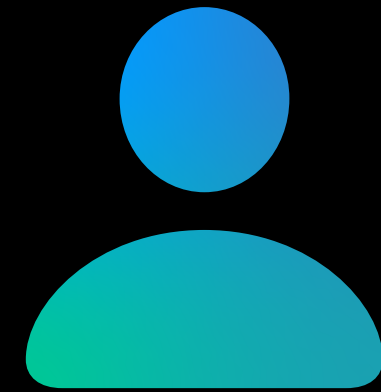
I'd like to share some insights and opportunities we're seeing within the [Client's Property industry] for the [customer's product] category. It'd be great to hear about your short- and long-term priorities and discuss how we can support your goals. Do you have time to connect this week?

- [Day of week, month and date, time including timezone]
- [Day of week, month and date, time including timezone]

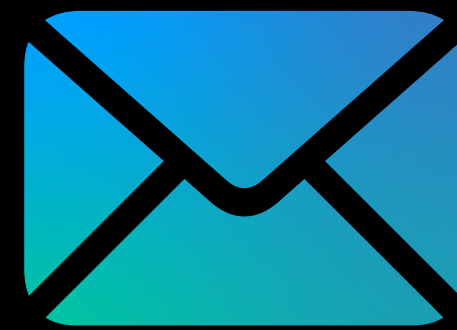
I'm also happy to talk at a time that works better for you.

Reaching out

Enabling outreach to a prospects and new customers



Prospect or New
Customer
identified by
sales rep



Sales rep uses
Prospect or New
Customer 1-to-1
Email Template
to request a call



Schedule
the pitch
meeting

Conducting a successful pitch meeting

Successful pitch meetings

Moving conversations to conversions



WebEx meeting
with prospect or
new customer



Rep uses call
script to discover
customer needs



Rep delivers overview
presentation to
acquire new business

Successful pitch meetings

Ad Opportunity Overview Call Script & Presentation



Call Script:

Instructions for a consultative approach

Example phrases, questions, and
positioning options

New campaign set up talking points



Presentation:

Main resource for pitching the value prop

Compelling new branding and imagery

Designed to be tailored based on
customer needs

Delivering resources to strengthen acquisition

Responding to leads

Lead Form Prospect One-to-One Email Template

Lead Form Prospect Call Script

Reaching out

Prospect One-to-One Email Template

New Customer One-to-One Email Template

Pitching successfully

[Ad Opportunity] Overview Call Script

[Ad Opportunity] Overview Presentation

Growth Accounts | Marketing Asset Library Page(s)

Acquisition Resources | [Ad Opportunity]

Edited now ▾

Work in Progress

Use these marketing materials to have effective conversations that motivate prospects and new customers to start running successful ad campaigns on [Ad Opportunity] . These email templates, call scripts, and slides are designed to make outreach and pitch meetings with Growth Accounts easier.



Related Resources:

- [Ad Opportunity] [Overview Keynote](#)
- [Seasonal Opportunity 1:1 Toolkit](#)
- [Best Practices: Keep Findin](#) (leave behind)
- [Best Practices: Maximiz](#) (leave behind)

One-to-One Email Templates | Get the Meeting

Prospect from a Lead Form Email	New Customer Email	Prospective Customer Email
Reach out to prospective customers who submitted their contact information on our Stay in Touch lead form .	Use with developers who have [Ad Opportunity] account but have never run campaigns or are new to being a managed account.	Use with developers who don't have [Ad Opportunity] account and may be unaware of [Ad Opportunity] benefits.
Download	Download	Download
Customer facing 1:1 usage Do not distribute	Customer facing 1:1 usage Do not distribute	Customer facing 1:1 usage Do not distribute

Call Scripts | Crush the Meeting

Prospect from a Lead Form Script	[Ad Opportunity] Overview Script
Hold an exploratory conversation with someone who submitted the online form asking to be contacted.	When meeting with potential new customers, use this guide to set up the pitch and close the deal in a consultative conversation. Use the script with the Ads [Ad Opportunity] Overview presentation .
Download	Download
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