



Lead Generation Plan

- I. **Planning**
 - **Need:** Resellers for SG Trends
 - **Objective:** Generate leads for SG Trends
 - **Target Market:** Online Sellers of clothing
 - **Location:** Cebu, Bohol
 - **Content Strategy:** Relationship-based
- II. **Creating**
 - Social Media Content
- III. **Distribute**
 - Promote Social Media Sites
- IV. **Capture**
 - Spreadsheet
- V. **Analyze**
 - Track via spreadsheet
- VI. **Cultivate**
 - Personalize Interaction
 - Interaction
- VII. **Convert**
 - Respond with answers

Message Template for Leads

Hi (Name),

How are you? I hope everything is doing well.

By the way, I see that you are selling dresses and clothes on Facebook.

If you would be interested, we are looking for resellers in (Location) of our graphic tees.

You can check our designs on our Facebook Page:

<https://www.facebook.com/SGtrendscebu>

Please feel free to contact me if you'd like to be part of the team :) Thank you.