

Webinar

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How to pitch your online directory

Our Team



James Chubb

CEO

james.chubb@eDirectory.com



Emerson Travaglini

Marketing

emerson.travaglini@eDirectory.com



Gabriel Militão

Marketing

gabriel.militao@eDirectory.com



edirectory

Next Events

- June 26th - The eDirectory Apps

Upcoming

- New Release eDirectory v14.5 early July (order today an Upgrade is included!)



<https://www.edirectory.com/webinars>



Background on the eDirectory platform

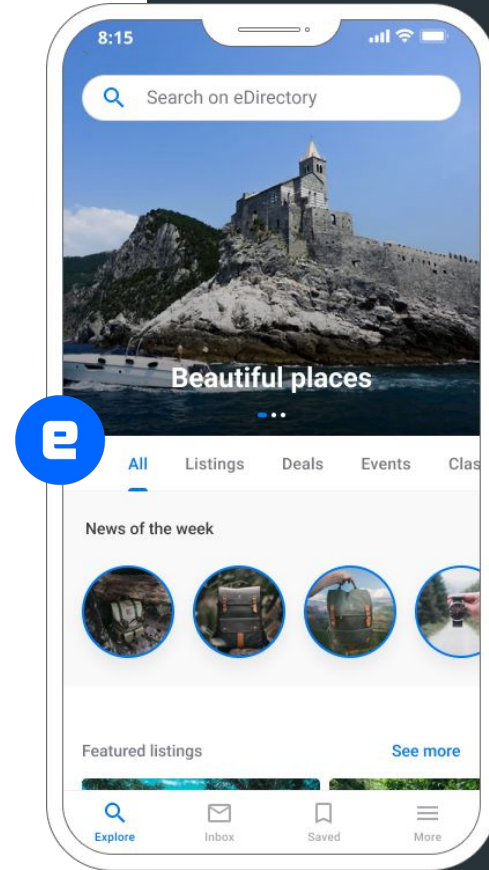
Directory Style sites for any industry or purpose

Highly customizable without coding

Integrated native app builder

Source code available

Request a live demo at www.eDirectory.com



How To Pitch Your Online Directory



The Sales Process

Directory sites typically provide detailed information, comparisons, and recommendations on products or services within a specific category.

These guides aim to assist consumers in making informed purchasing decisions by offering insights into various options available in the market.

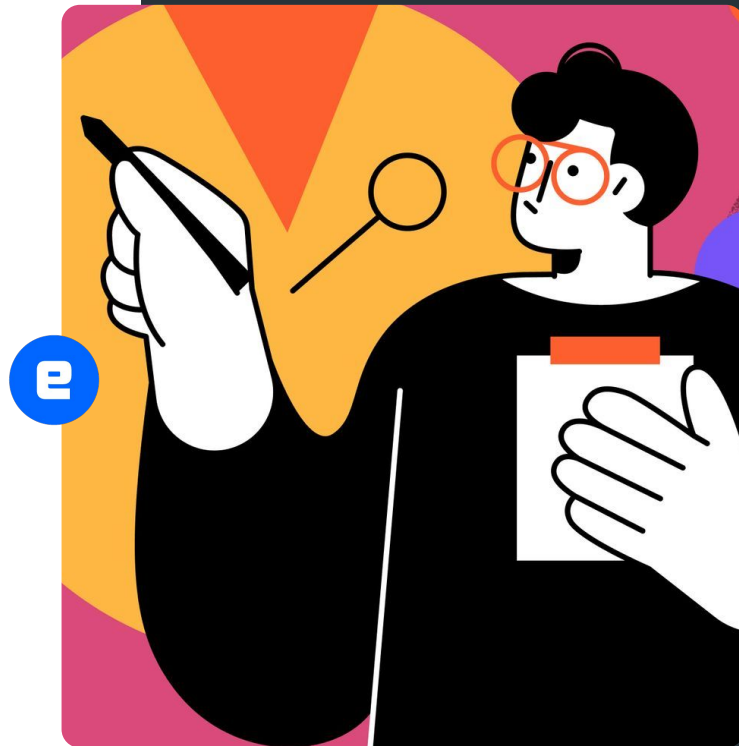
Awareness -> Engagement -> Client -> Advocate



Thinking about your pitch – What are you trying to achieve

(Likely to be a multi-step process)

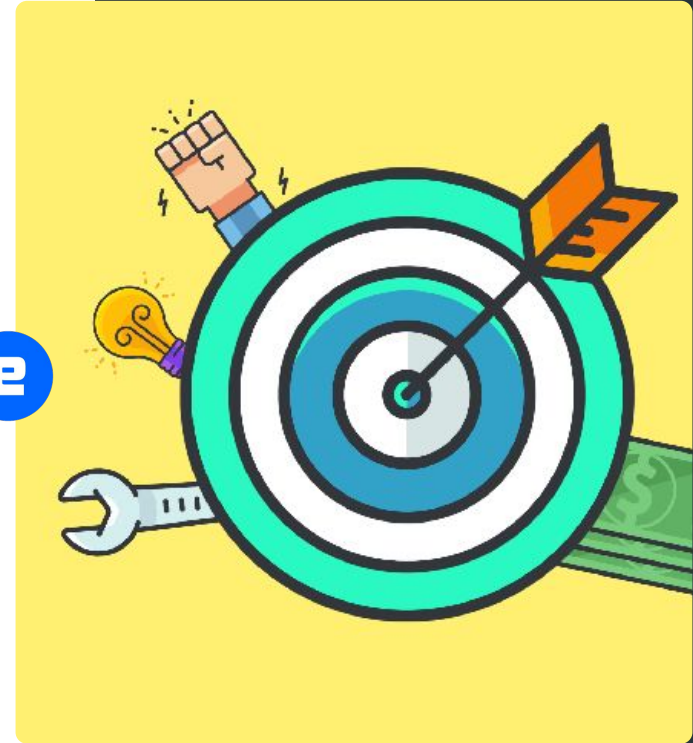
- Free Listing
- Engagement with visitors & featured in content
- Upgrade to paid plan



Identify your Pitch Targets

Identify customer personas

- Large corporate
- Franchisee
- Small business
- Individual practitioner
- Technical audience appeal or Marketing manager appeal

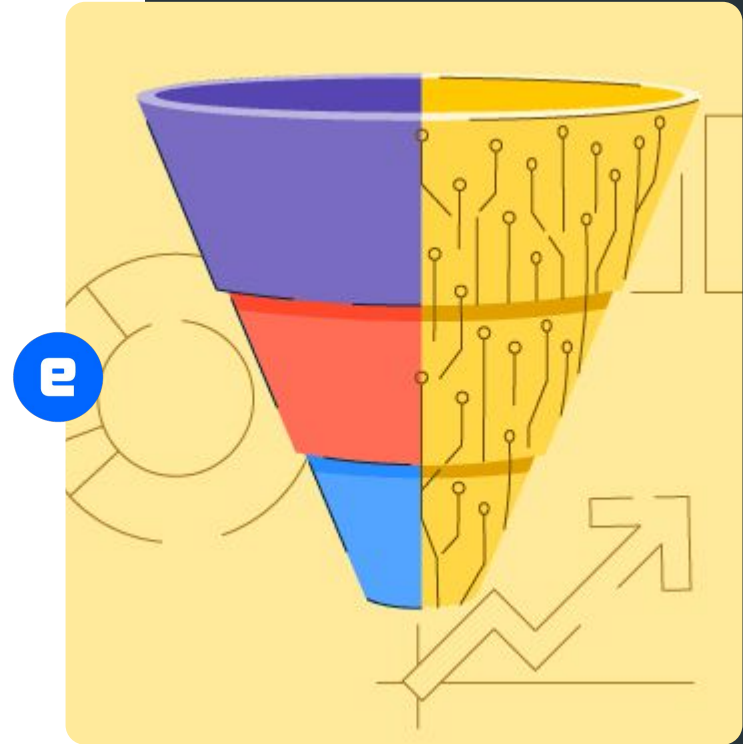


How do you get through?

What channel works best to make the connection:

- Calling
- Email
- SMS text or whatsapp messaging
- Social media messaging (Linkedin, Instagram, etc)
- Events
- In person visits

It might be a combination

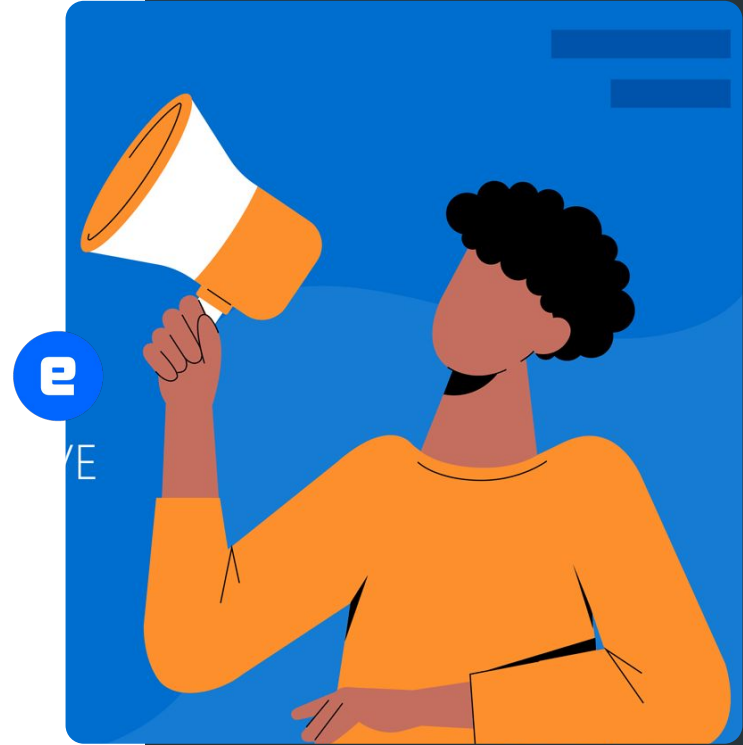


Understand the value you are providing

Ability for sponsors to respond to reviews

Seal of approval (Best of lists)

Visibility and Credibility



HOW TO PITCH YOUR ONLINE DIRECTORY

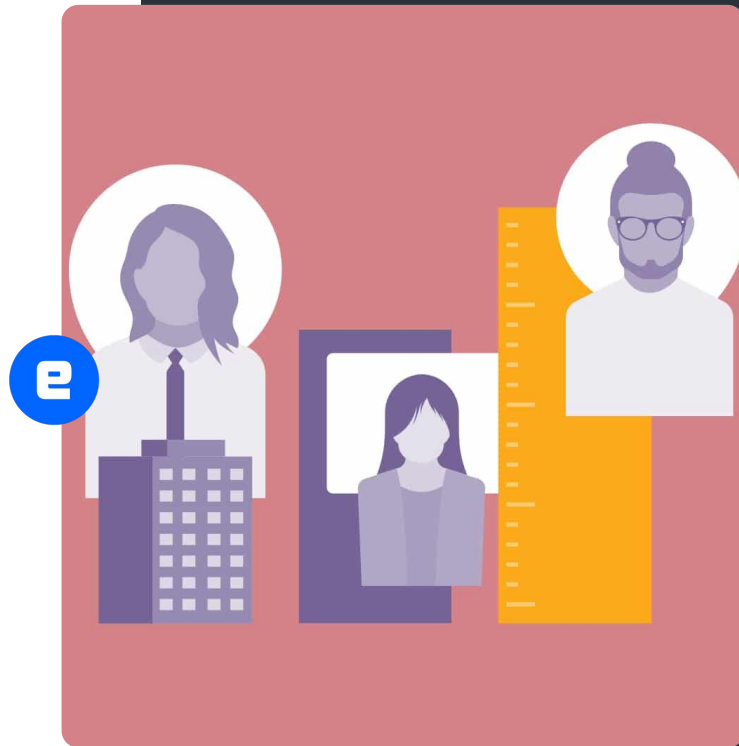
Remember to use testimonials

Anecdotal customer stories make your message resonate



Write your pitch, customized for personas and channels.

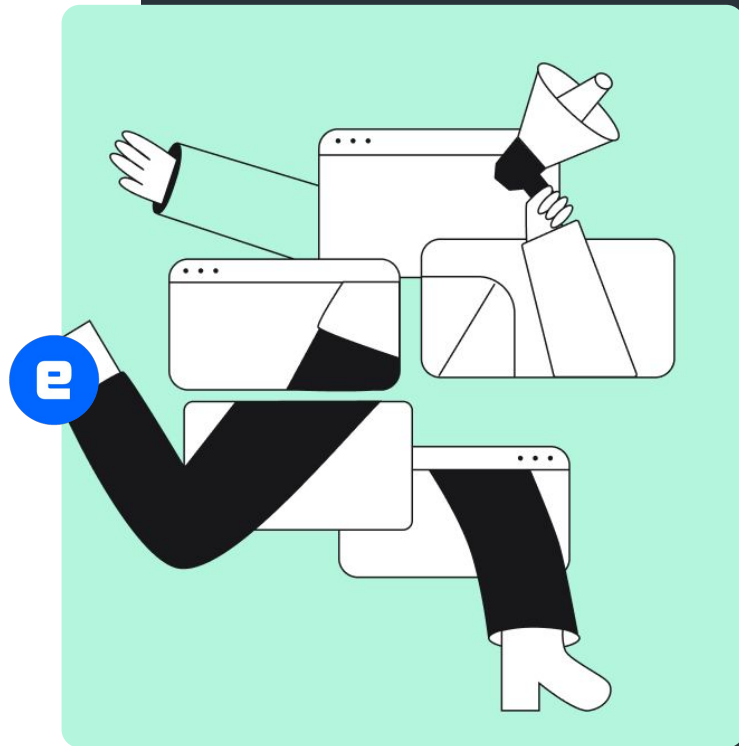
Build their listing as part of the sales process & include link to claim with the pitch



HOW TO PITCH YOUR ONLINE DIRECTORY

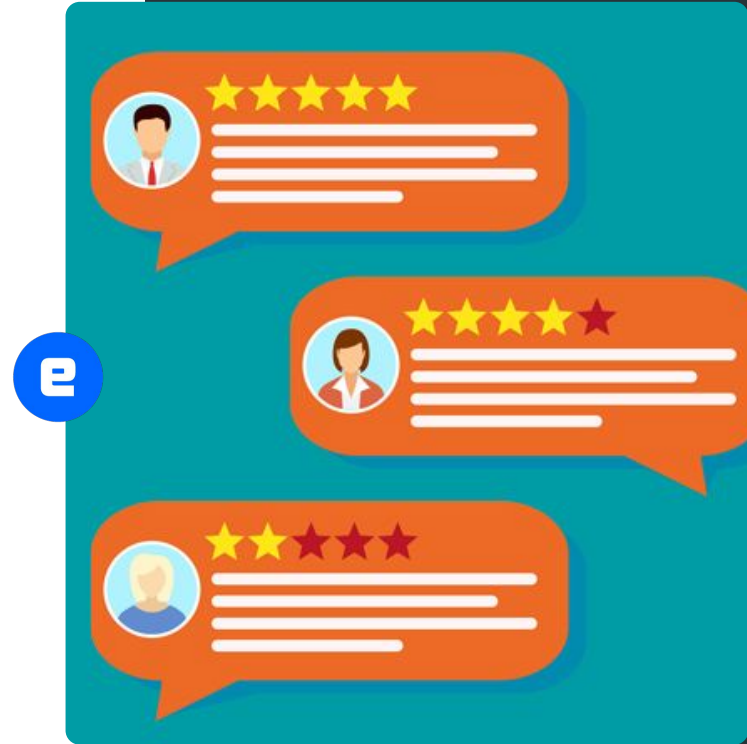
Specific Sales Pitch Tactics

Beyond the “be part of our directory and get visibility for your business”



Access to see and respond to reviews:

Learn what customers are saying about your business



HOW TO PITCH YOUR ONLINE DIRECTORY

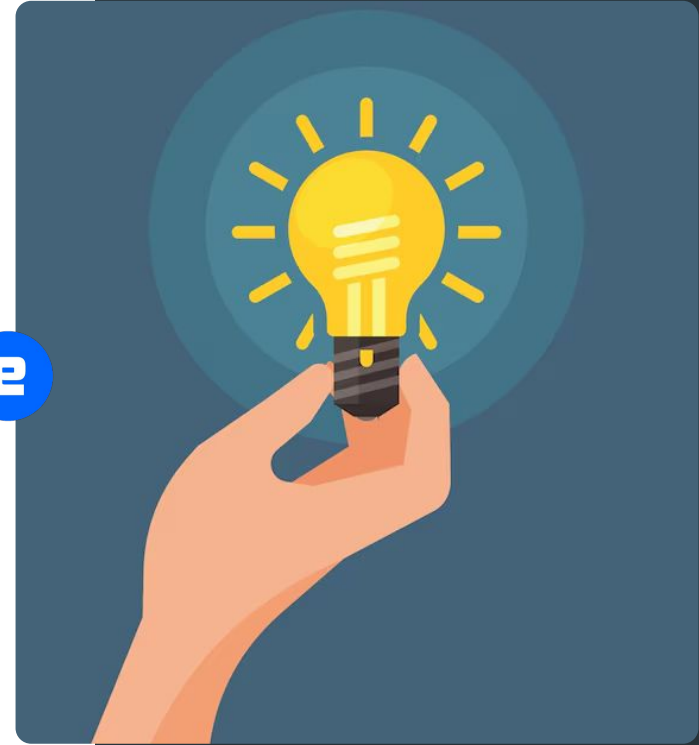
Time based industry Category Report / Survey

Example: 2024 Report on Florida Fishing Charters Daily Rates and packages



Sign up to receive business tips

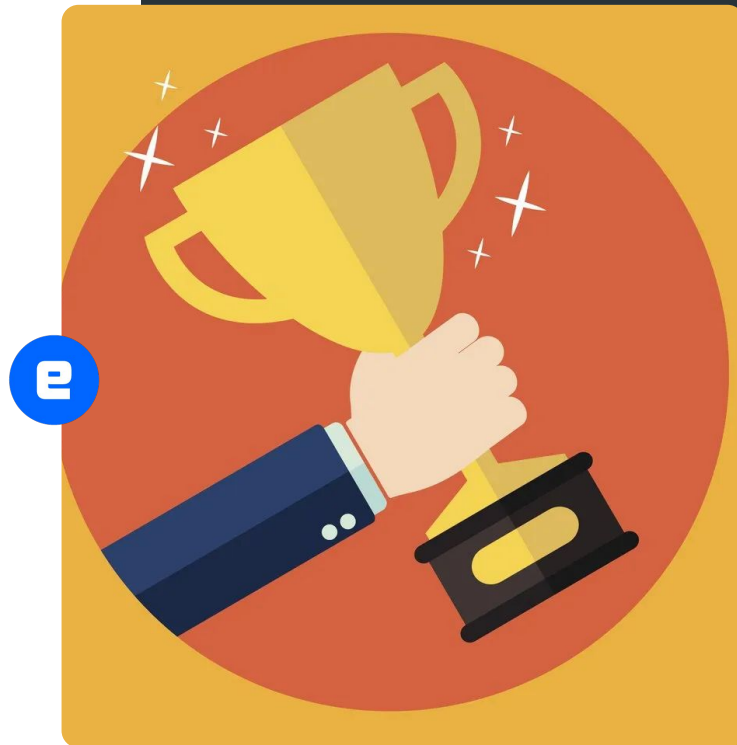
- Industry specific tips
- Marketing tips like how to handling a negative review
- Resource packages



HOW TO PITCH YOUR ONLINE DIRECTORY

Awards:

Be included for consideration in our Best of List



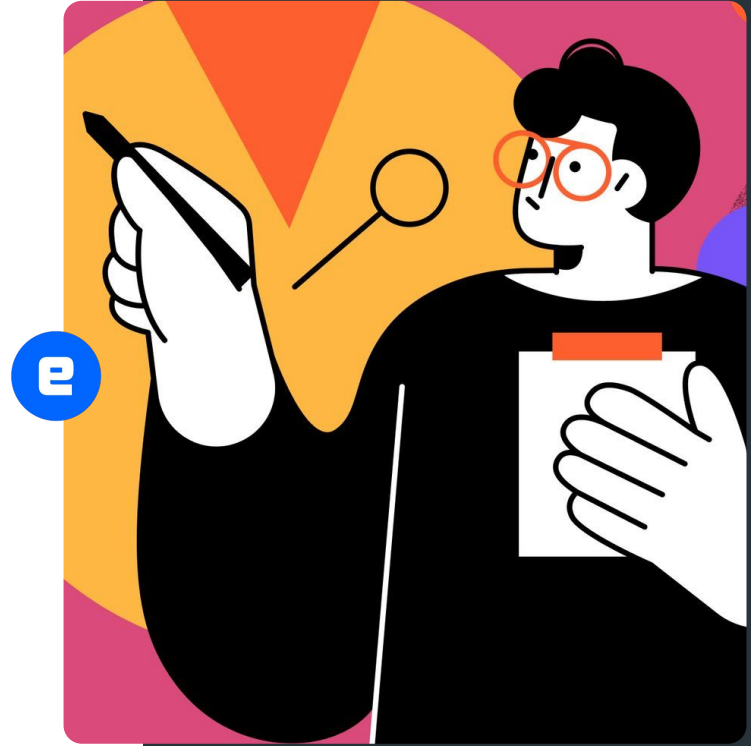
Is your contact information correct?

(A simple but successful tactic)



HOW TO PITCH YOUR ONLINE DIRECTORY

Refine your pitch & Be Persistent



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Resources available on eDirectory.com

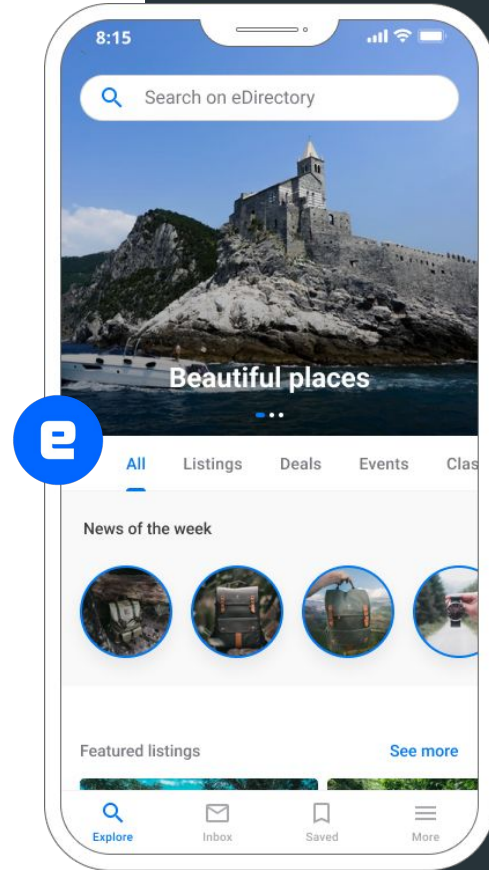
Sample Media Kit

Badges for Business Verification and Awards

Email outreach samples

QR Code

Social Media cheat sheet



QUESTIONS?

