

# CLIENT ENGAGEMENT STRATEGY

Networking Cycle: \_\_\_\_\_

Target Focus: \_\_\_\_\_

| FREQUENCY | METHOD / CHANNEL           | CORE OBJECTIVE & VALUE ADD          | FOLLOW-UP STATUS |
|-----------|----------------------------|-------------------------------------|------------------|
| Day 1     | Initial<br>LinkedIn/Direct | Relevant industry insight share     | Sent             |
|           |                            |                                     | Pending          |
| Day 4     | Personalized Email         | Solve a specific pain point mention | Sent             |
|           |                            |                                     | Pending          |
| Day 10    | Value Content Call         | Invite to webinar or private event  | Sent             |
|           |                            |                                     | Pending          |
| Day 20    | Direct Interaction         | Referral or case study exchange     | Sent             |
|           |                            |                                     | Pending          |
| Monthly   | Maintenance Touch          | "No-ask" check-in / Industry news   | Sent             |
|           |                            |                                     | Pending          |

Key Networking Goals  
High-Value Prospects