

Marketing Agency

B2B LEAD GENERATION CASE STUDY





VENTURE GROWERS

Booking 3-5 sales calls per week
for our own marketing agency.

[Venture Growers Website](#)



CAMPAIGN HIGHLIGHTS

We generated 50+ sales calls in 90 days with companies that were looking for ways to increase their social media presence, website traffic, and B2B leads.

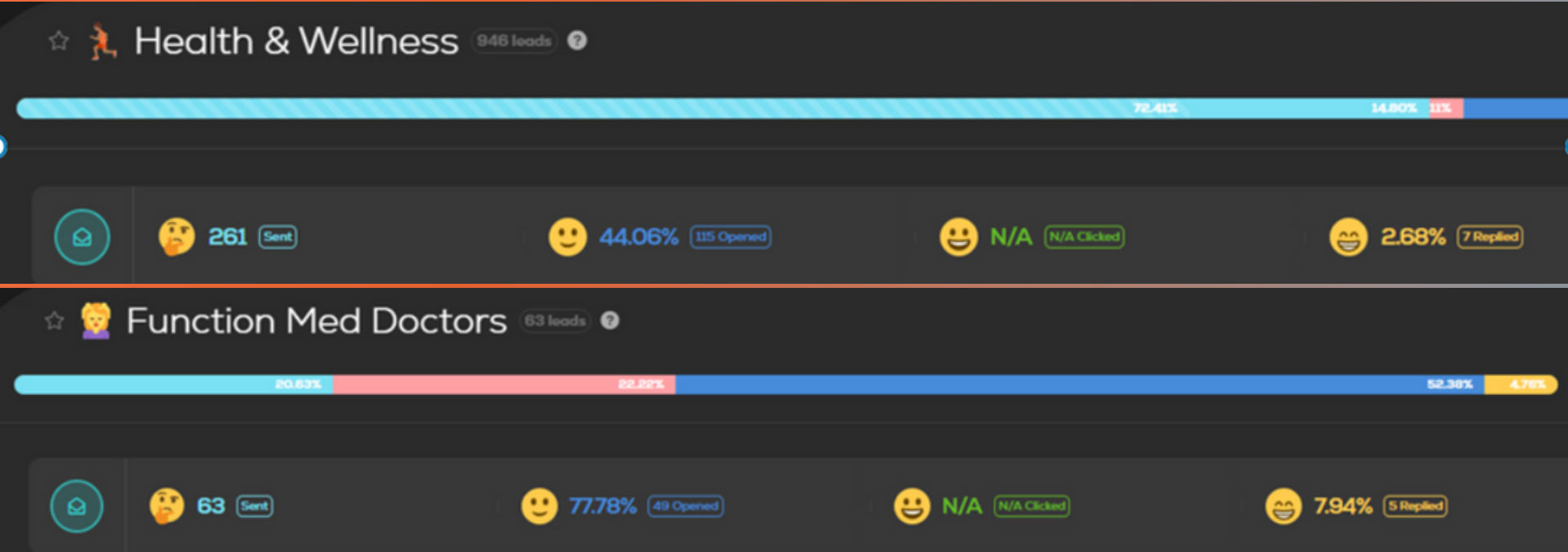
COLD EMAIL

Our cold email campaigns got an average of 45–80% open rates and 3–8% response rates – resulting in an average of 3–5 leads per week.

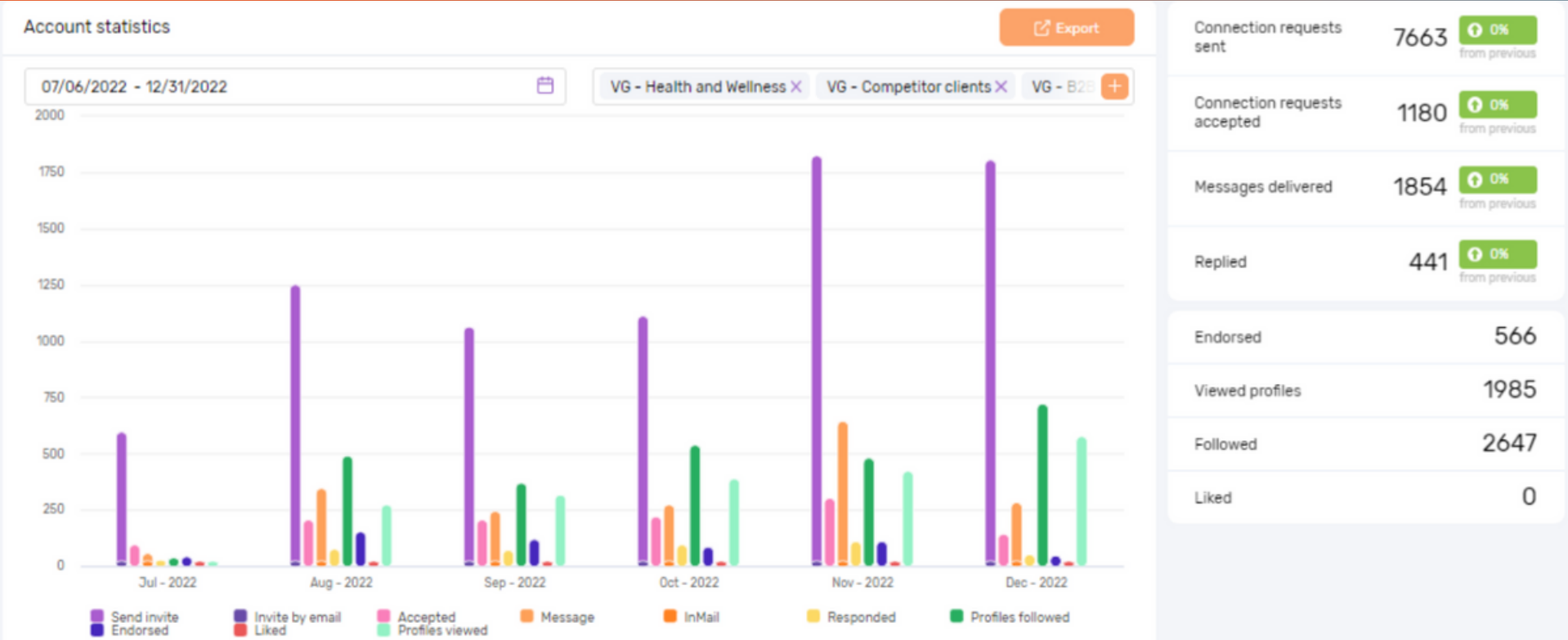
LINKEDIN RESULTS

1,180 new connections and 441 conversations started regarding the prospects' marketing situation and needs.

COLD EMAIL



LINKEDIN



LINKEDIN OUTREACH

This is how we did it.

Defined our
target audience

Built out a
quality lead list

Crafted unique
connection requests

Strong messaging
sequence

We pivoted
the campaign

1

2

3

4

5

We identified our ideal customer profile (ICP) based on industry, company size, job titles, and other relevant criteria. This helped tailor our outreach messages more effectively.

Using the power of Sales Navigator we were able to identify the exact prospects we needed to do outreach to. With this, we were able to generate a high quality list that gave us the best chance of success.

The face of our campaign, the "connection request" needed to be spot on to allow the best results.

We created sequences that was personalized and identified pain points specified for industry prospects. This includes a strong opening, a clear call to action, and a compelling value proposition for the prospect to engage with.

When the campaign started to slow, we quickly adapted and identified a new ICP that we could engage with, we then created a new sequence of messaging and adapted the campaign so that it could continue to create a steady flow of bookings.

EMAIL OUTREACH

This is how we did it.

Defined our
target audience

Built out a
quality lead list

Crafted compelling
subject lines

Strong
email opener

Strategic follow-
up messages

A/B
Testing

1

We identified our ideal customer profile (ICP) based on industry, company size, job titles, and other relevant criteria. This helped tailor our outreach messages more effectively.

2

Using the power of Sales Navigator we were able to identify the exact prospects we needed to do outreach to. With this, we were able to generate a high quality list that gave us the best chance of success.

3

We wanted to create subject lines that are attractive and that entice the prospect to open the email. We kept it concise, personalized and relevant.

4

We created an email that was personalized and identified pain points specified for industry prospects. This includes a strong opening, a clear call to action, and a compelling value proposition.

5

We understand the art of good cold email campaigns is in the follow up. So we strategically created compelling follow-up messaging that gently nudged potentially interested prospects into taking a meeting.

6

To optimize our campaign, we conducted comprehensive A/B testing on every aspect – subject lines, email bodies, and follow-up messages. This meticulous approach ensured that we maximized our chances of success and allowed us to adapt and refine our strategy if it didn't meet our desired results.

MEETINGS BOOKED



Keva health is a virtual care platform empowering patients and physicians. \$16.5 million in revenue yearly



Source is the decision augmentation platform that empowers leaders in Telco, Media, and Utilities to make data-backed decisions with confidence. In just a few years, has grown to \$2million.



An innovative, fast-growing company that recently raised \$18.8mm in funding. In final stages of negotiations for a partnership across major key areas.



Vytal Health is an integrative functional medicine site dedicated to promoting health and wellness



Smartbrain.io is a platform connecting companies with the best IT specialists from Eastern Europe producing \$5million.

VENTURE GROWERS PACKAGES

Direct Email Package

- Direct EMAIL outreach campaigns to 1,000 targeted and verified email accounts per month
- Lead list building and tracking of qualified leads
- CRM setup and lead generation campaigns integration
- Weekly reporting and Bi-weekly strategy call
- 1 Dedicated Account Manager
- Appointment setting and handling of responses

\$800 / month

Direct LinkedIn Outreach

- Direct LINKEDIN outreach campaigns to 1,000 targeted LinkedIn accounts.
- Lead list building and tracking of qualified leads
- CRM setup and lead generation campaigns integration
- Weekly reporting and Bi-weekly strategy call
- 1 Dedicated Account Manager
- Appointment setting and handling of responses

\$800 / month

Email + LinkedIn Bundle

- Direct EMAIL and LINKEDIN outreach campaigns to 1,000 targeted and verified email accounts per month
- Lead list building and tracking of qualified leads
- CRM setup and lead generation campaigns integration
- Weekly reporting and strategy call
- 1 Dedicated Account Manager
- Appointment setting and handling of responses

\$1400 / month (save \$200)

BONUS PACKAGES

COLD CALLING

- 200 targeted cold calls per week
- 800 targeted prospects contacted per month
- Targeted Lead list built for outreach
- Dedicated Project Admin to report on and oversee cold call outreach progress
- Trained SDR to perform all cold calling outreach
- Tailored Cold Calling script with your unique value proposition

+ \$1400



OTHER SERVICES

B2B Lead Generation not quite what you are looking for?

Explore our other services we offer or book a call with one of our founder today to find out more.

- SEO MARKETING
- SOCIAL MEDIA MANAGEMENT
- PPC

[BOOK A CALL TODAY](#)



LET'S GET IN TOUCH



VENTURE GROWERS

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