

HEALTH & WELLNESS ONLINE PLATFORM

B2B LEAD GENERATION CASE STUDY





COMPANY

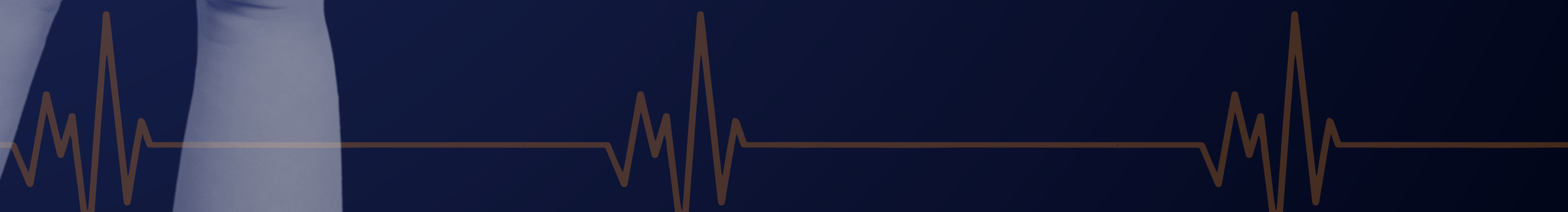
ASKDRNANDI.COM

TARGETS

Health & Wellness Online Platform

RESULTS

We helped this platform book calls with high quality clients and continue to book clients today.



CAMPAIGN HIGHLIGHTS

We managed to obtain high quality clients for AskDrNandi ,such as **Spice World, raking in over \$300 million** in revenue annually, **Freshnlean** with a staggering revenue of over **\$100 million per year**

COLD EMAIL

Our cold email campaign opened many doors for AskDrNandi and managed to gain consistent interested throughout the campaign.

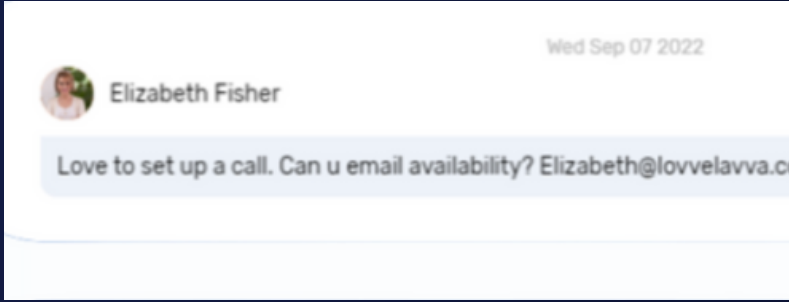
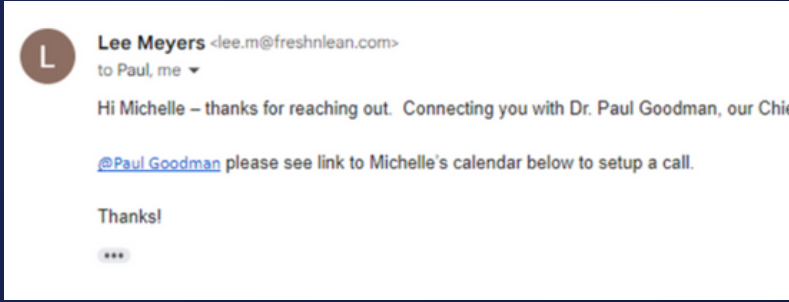
LINKEDIN RESULTS

The LinkedIn campaigns continue to generate a steady stream of incoming bookings and AskDrNandi has converted some of these leads into sales at a high conversion rate.



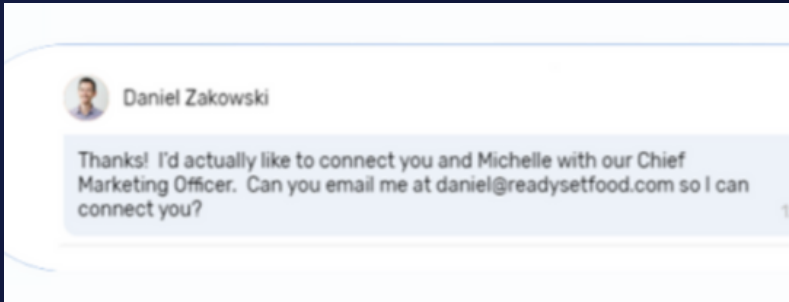
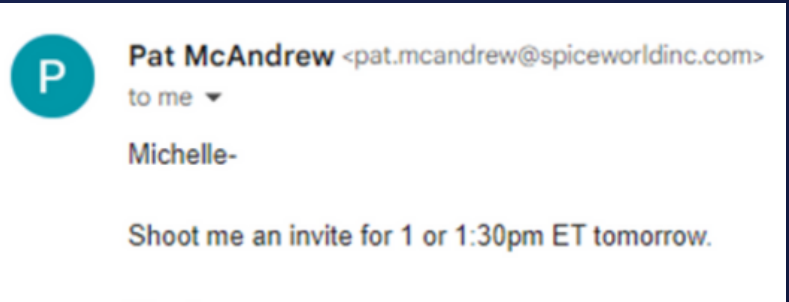
SAMPLE RESPONSES

Hi Michelle,
Thanks for reaching out. Connecting you to Dr. Paul Goodman, our Chief Medical Officer, who's interested in learning more.
Lee Meyers



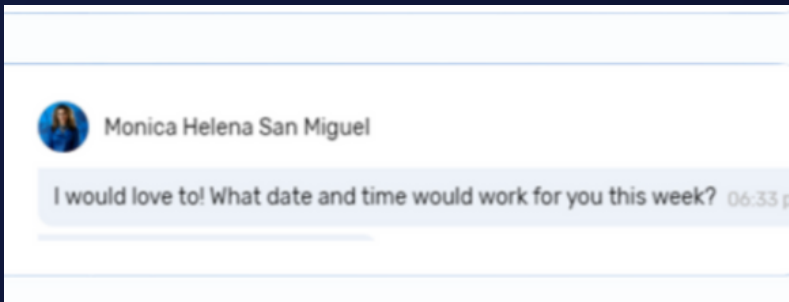
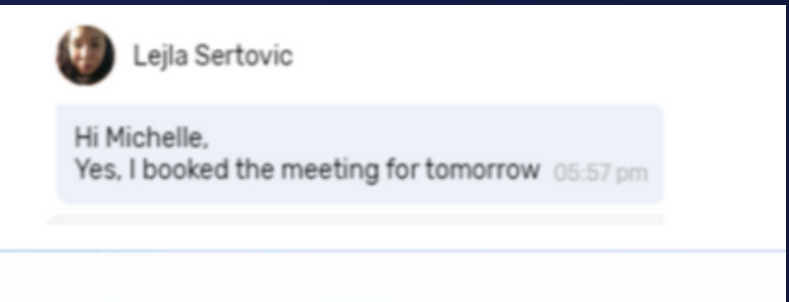
Love to set up a call. Can you email availability?
Elizabeth Fisher

Hi Michelle,
Shoot me an invite for 1 or 1:30pm ET tomorrow. Thanks
Pat McAndrew



Thanks! I'd actually like to connect you and Michell with our Chief Marketing Officer. Can you email me so I can connect you?
Daneil Zakowski

Hi Michelle,
Yes. I booked the meeting for tomorrow
Lejla Sertovic



I would love to! What date and time would work for you this week?
Monica Helena San Miguel



LINKEDIN OUTREACH

This is how we did it.

1

Defined our target audience

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

Built out a quality lead list

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

Crafted unique connection requests

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

4

Strong messaging sequence

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.

5

We pivoted the campaign

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.

EMAIL OUTREACH



Beloved multi-million dollar market leading fish monger company.



Market leader with over \$100mm in revenue per year. Meetings set and partnership discussions being had.



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



A leading corporation generating \$300mm+ in revenue per year. After 3 meetings, several decks and almost 30 email exchanges, we closed a major sponsorship deal with this company. All started with a cold email originating from the B2B lead generation campaign.



An international tech company looking to aggressively expand after raising \$9mm in its quest for market domination. In final negotiations.



VENTURE GROWERS PACKAGES

\$800 / month

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

\$1400 / month (save \$200)

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

BONUS PACKAGES

+ \$1400

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



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

partnerships@venturegrowers.io

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