

TORONTO GLASS SUPPLIER

B2B LEAD GENERATION CASE STUDY



COMPANY



TARGETS

General Contractors and Interior designers

RESULTS

We gained over **50 sales**
qualified leads in 90 days.

CAMPAIGN HIGHLIGHTS

Within just 90 days of the campaign, Venture Growers **generated 50 sales qualified leads** and engaged **over 75 interested prospects**, positioning Glass Ninja for future client bookings.

COLD EMAIL

Our email campaign contributed **15 sales qualified leads** and an **additional 5 interested prospects**, solidifying the ability of Venture Growers to expand Glass Ninja's client base through various channels

COLD CALLING

The cold calling campaign generated over **35 sales qualified leads** and an **astounding 70 interested prospects**, highlighting its effectiveness in driving tangible results.

SAMPLE RESPONSES



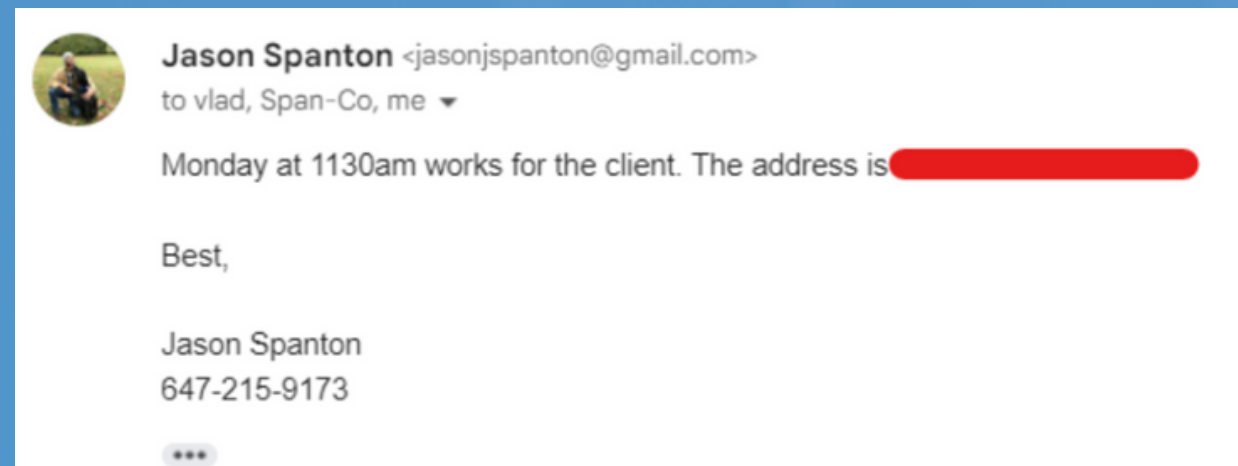
Hi Jordan,

Thanks for reaching out! Great Work!

I will have our designer Minhye add you to our supplier list.

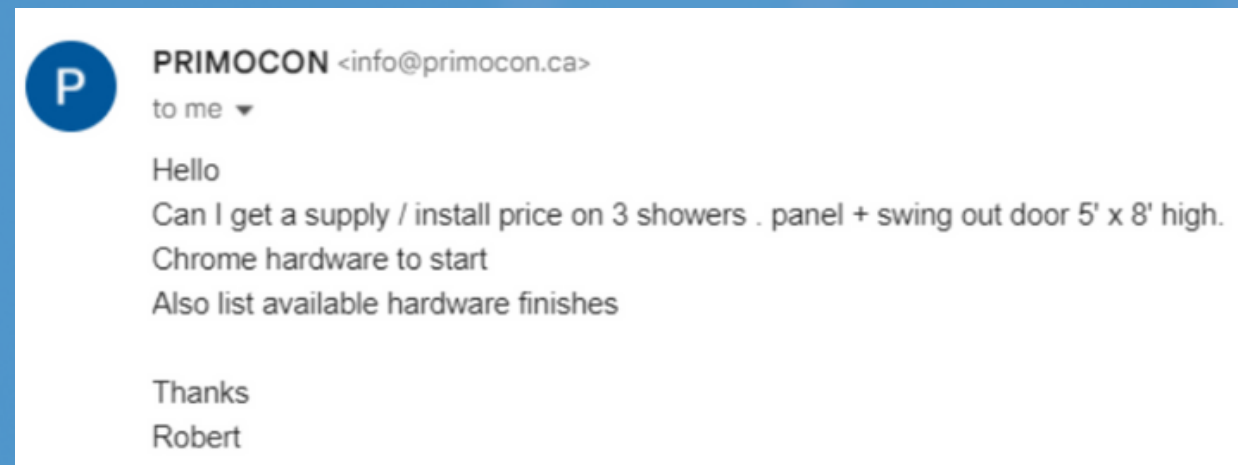
I am wondering if you do restaurants too? We have used a lot of fluted glass for our projects and we usually source the products and our contractors order and arrange install.

Jude Kamal



Monday at 11:30am works for the client. The address is

Jason Spanton



Hello

Can I get a supply / install price on 3 showers, panel + swing out door 5' x 8' high. Chrome hardware to start.

Also list available hardware finishes.

Robert

EMAIL OUTREACH

This is how we did it.

**Defined our
target audience**

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.

**Built out a
quality lead list**

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.

**Crafted compelling
subject lines**

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.

**Strong
email opener**

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.

**Strategic follow-
up messages**

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.

**A/B
Testing**

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



Span-Co is a full service construction contractor serving the needs of Toronto homeowners since 1975. Producing \$5million in revenue yearly.



Royal Home Improvements is a trusted home renovation company, offering home improvement services in Toronto since 1969. Generating over \$7million in revenue a year.



Hardhat Reno Guys is a full-service renovation company based in Toronto and specializing in quality such as kitchen, bathrooms, basements, home additions, and more



LUX DESIGN is Toronto's premier Interior Design firm. 2023 Gold Houzz winner in Residential, Condo and Commercial Interior Design.



With vast experience in building custom homes, house restorations, renovations and other jobs. Producing a yearly revenue of \$7 million.

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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