

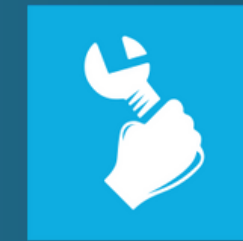
Property Management Companies

B2B LEAD GENERATION CASE STUDY





COMPANY



MAN WITH
A **WRENCH**

Repairs, Maintenance & Installation
APPLIANCES / PLUMBING / HVAC / ELECTRICAL

TARGETS

Property management
companies

RESULTS

Venture Growers managed to **book 4-5 sales calls per week** for a renowned full-service appliance repair, plumbing, electrical, and HVAC company

CAMPAIGN HIGHLIGHTS

We generated 50 sales calls in less than 90 days with some of the largest property and building managers in Canada that allowed the company to build key relationships and generate recurring income for the business.

COLD EMAIL

Our cold email campaign boasted an exceptional average **open rate of 40–50%** and an impressive **response rate of 10–12%**. This translated to an average of **4 to 5 high-quality bookings each week** for MWAW.

LINKEDIN RESULTS

862 new connections and 416 conversations started regarding the prospects' plumbing and HVAC needs.

MEETINGS BOOKED



JLL is a Fortune 500 company with annual revenue of \$20.9 billion, operations in over 80 countries and a global workforce of more than 103,000 as of December 31, 2022.



Over 25 years, Canadian Apartment Properties REIT has established approximately 65,000 suites, townhomes and manufactured home community sites internationally. With an impressive \$738 million yearly revenue.



DelSuites offers short term rental suites and has an established name in the Toronto area producing \$17.9 million in revenue yearly.

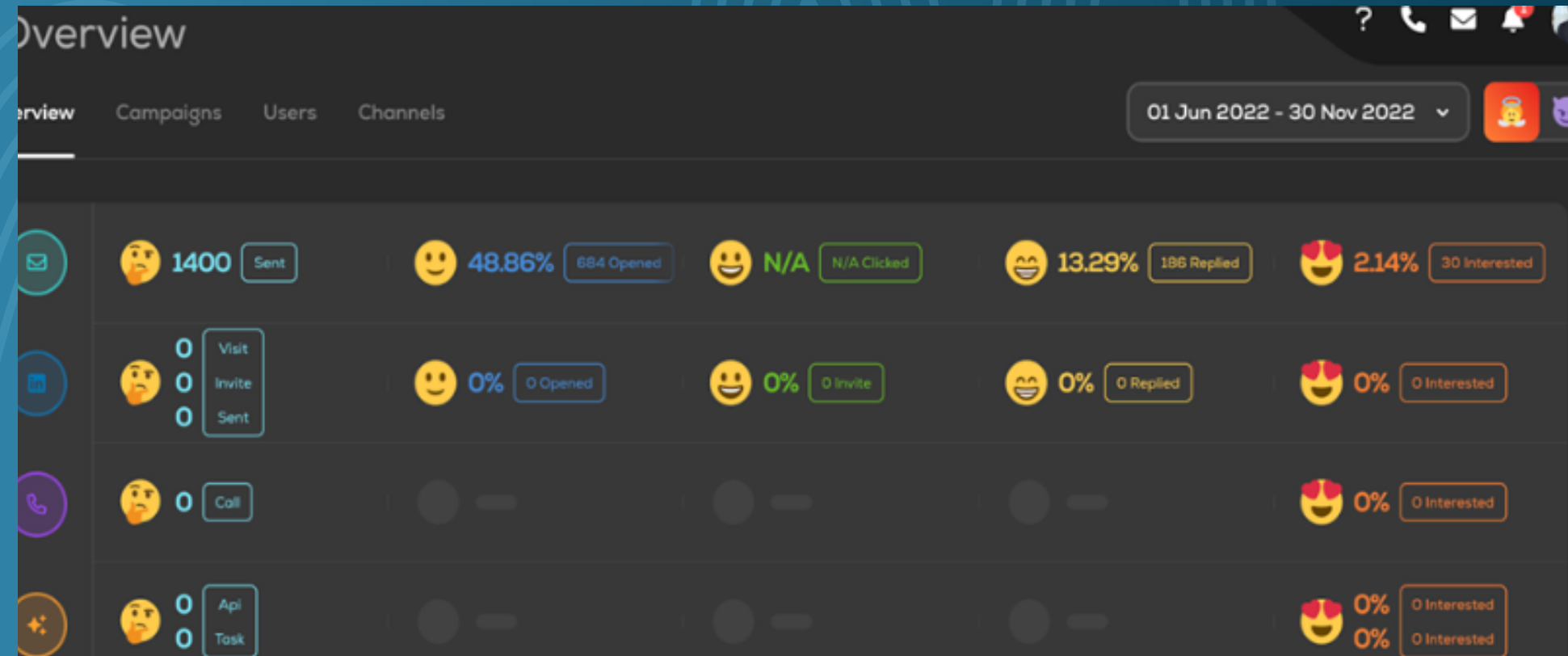


An established property manager in the Toronto area producing over \$17 million in revenue yearly.

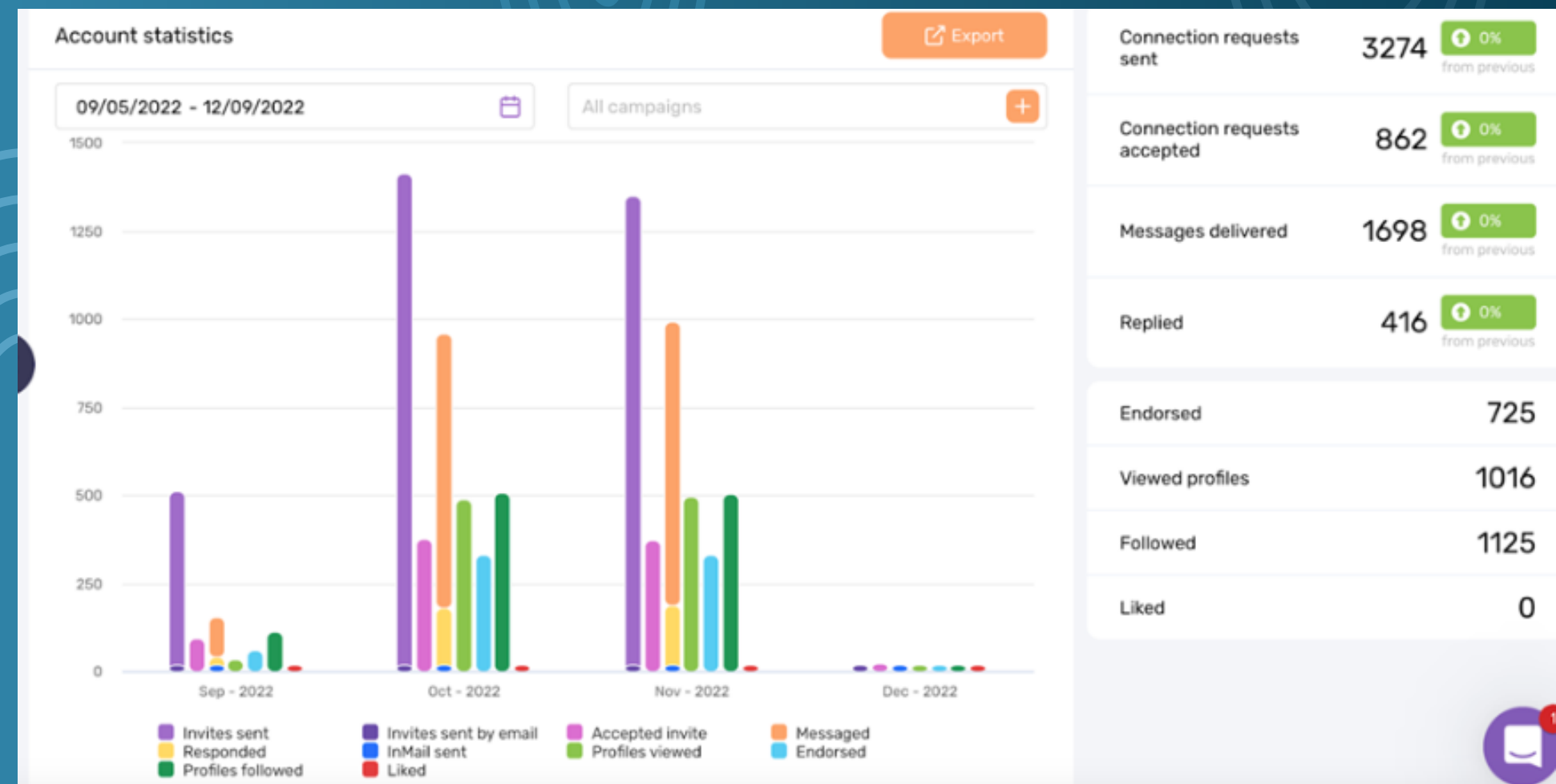


First Capital owns, operates, and develops grocery anchored open air centres in neighbourhoods with the strongest demographics in Canada. Producing \$533 million a year.

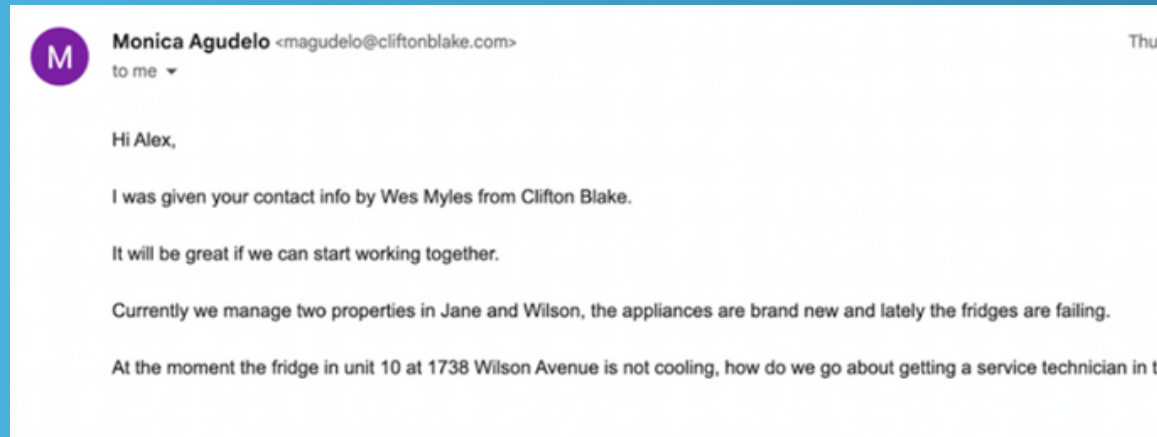
COLD EMAIL



LINKEDIN



SAMPLE RESPONSES

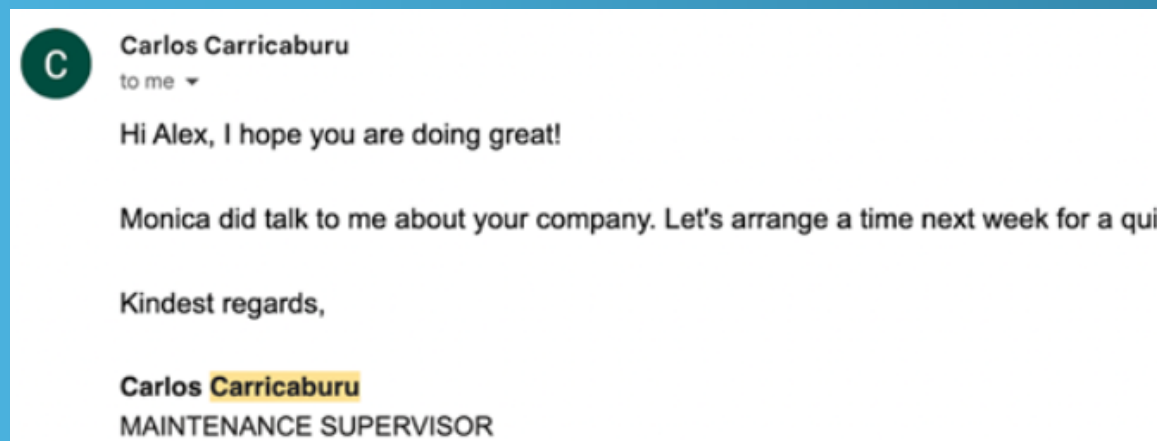


Hi Alex,

I was given your contact info by Wes Myles from Clifton Blake.
It will be great if we can start working together.

Currently we manage two properties in Jane and Wilson, the appliances are brand new and lately the fridges are failing. At the moment the fridge in unit 10 at 1738 Wilson Avenue is not cooling, how do we go about getting a service technician in this location as soon as possible.

Monica Agudelo

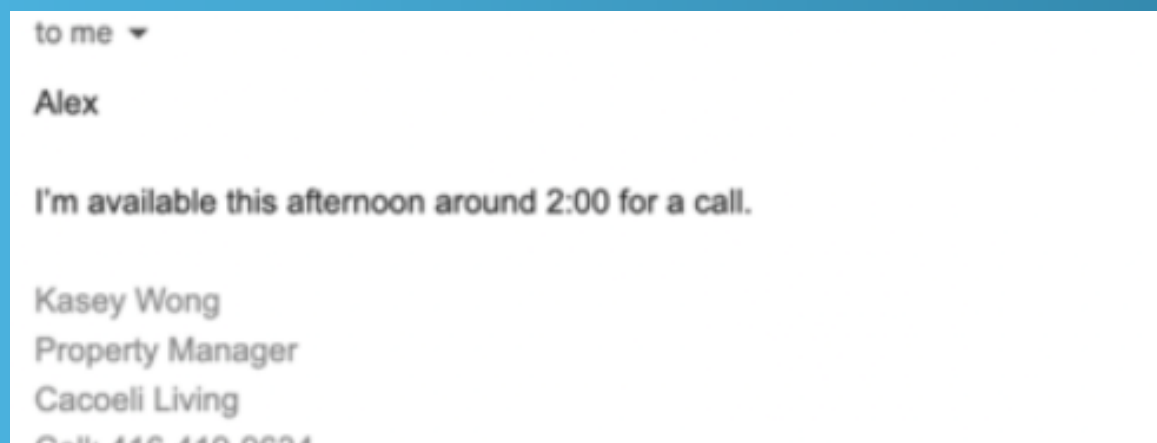


Hi Alex,

I hope you are doing great!

Monica did talk to me about your company. Let's arrange a time next week for a quick chat. Thank you so much for reaching out.

Kind regards, Carlos Carricaburu



Hi Alex,

I'm available this afternoon around 2:00 for a call.

Kasey Wong

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

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.

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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