

PIVOT CMO

We Consistently book 50-60 sales calls for a digital marketing agency each month, doubling their total sales volume.

2,200

Outbound Request

19%

418 Connections
395 Emails Collected (18%)

2.5%

55 Meetings Booked.
~\$1.42MM Sales Pipeline
Generated

The Problem

Because our competitors are also ad agencies, traditional channels like Facebook ads, Google Ads, and even LinkedIn ads are fairly competitive. Mass email is also common in our industry but almost always untargeted and the leads are low quality. We wanted a scalable way to reach decision makers at companies that would truly benefit from our growth help. This means booking 1-on-1 calls with these decision makers to go over our services and to audit their ad accounts. The goal was to book at least 8 calls a week per sales person. LinkedIn sound like they would work, but we hadn't seen much success as key decision makers typically avoid LinkedIn Ads.

The Strategy

We realized that LinkedIn, in general, was a great platform if you can get connected to the right person at the right companies (seems obvious we know). We put together 4 separate audiences on LinkedIn, one extremely broad, one in verticals we had case studies for, one based on our founders' networks, and another based on company, size, and geo. We targeted people with titles like "growth", "marketing", "ecommerce" for the bigger companies, and titles like "CMO", "Founder", "COO", "CEO" for the smaller companies.

We sent out over 2,200 requests on LinkedIn the first month, then followed any questions with a personalized messaging sequence that spanned the month. The goal was to get potential clients on calls and we used Calendly links to help with the bookings. For the prospects that we connected with but didn't get a response, we built a system to collect emails for 60% - 75% of the prospects and we used direct email and retargeting on Facebook to get prospects interested in booking a free consult. It was this system that started working really well for us.

The Result

We booked 55 meetings the first month, which resulted in a business pipeline of ~\$1.42MM. We're now scaling this strategy and using it to help our clients with their business.