

# INBOUND & OUTBOUND CAMPAIGN PROCESS

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We assist companies with finding leads and converting them into qualified leads; and then into customers. We do this by using a combination of inbound and outbound. Why? Like macaroni and cheese, it's just better when they're together.



## STEP 1: ONBOARDING

The onboarding process takes 10 days and includes the following:

### Strategy

We work with you to determine an effective strategy that accommodates for real world changes and requirements across the US/Canada, Europe, the United Kingdom, Israel and Australia.

### Data

Our data teams build tailored lists of relevant contacts sourced from the best databases and manually validated to ensure 100% deliverability before our SDRs begin their processes.

### Content

Our content team works alongside your marketing team to generate and test sales messaging that engages and drives action over phone, email and social.

### Systems

Our operations teams set up the appropriate workflows to direct leads to the SDR team, as well as set up your CRM and dashboards to ensure that we can measure the effectiveness of our campaigns. We work within your systems and create reporting and workflows that provide scalability, visibility and inform key decisions and fast adaptations.

### Training

All of our SDRs are experienced, pre-trained and on-boarded within your systems, ensuring that they are well versed in your solution before they make the first call. Our team will shadow sales calls and are all contactable daily - just like an internal team.

## STEP 2: SDR PROGRAM

Our SDR management team trains your SDRs and sets up ongoing sessions with your team to ensure that we shorten the learning curve and align with each other.

We monitor our SDRs performances daily by recording conversations, objections and outcomes. This way we can adjust campaigns on the fly and as needed in order to maximize the opportunity to do business.

Since we work from within your systems, you gain direct access to every email, call and connection made.

## STEP 3: OPTIMIZING & REPORTING

Once launched, we continuously optimize the focus, messaging and approach to drive maximal results.

We build custom reports to track activities and outcomes and meet with you weekly (SDRs only) and biweekly (Account Managers) to ensure we are all pointed in the right direction.

## RESULTS

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### BITEABLE

OVER \$500K IN SALES  
GENERATED IN THE FIRST 6  
MONTHS.

### PECAN

OVER 130 B2B MEETINGS IN  
THE FIRST 4 MONTHS

### VERBIT

OVER 100 B2B MEETINGS IN  
THE FIRST 2 MONTHS

### POWTOON

5X ROI in the first 6 months

