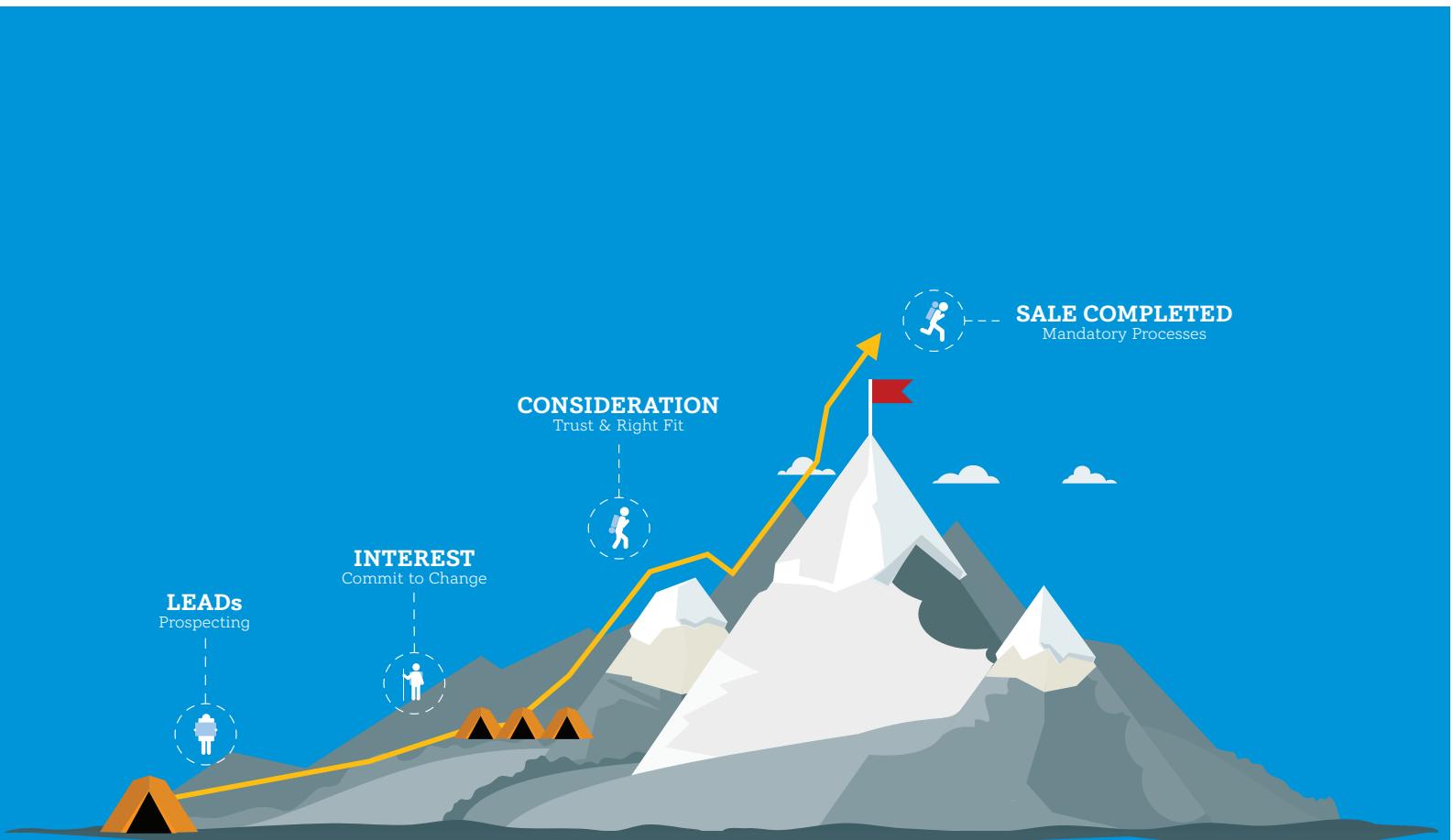




Cold Outreach for **LEAD GENERATION**



An Insider's Guide to
Successful B2B Lead Gen
within 120 Days

AKSHAT
KHARBANDA



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About

AKSHAT KHARBANDA

CEO, BIZAMPS

It was the fall of 2007, and a 10th Grader started looking for ways to make money online.

Curiosity, lack of pocket money and love for experimentation led him to learn digital marketing in order to promote his brand new website.

After hundreds of failed attempts and tens of tiny successes, his blog finally started making money.

Fast forward nine years, and Akshat Kharbanda is a digital marketer who has worked with 30 different startup/companies in 15 different industries over the past 5 years.

He has managed more than 50 Ad Accounts for companies with more than 100 Ad campaigns, with average \$200,000 spent monthly.

He has helped multiple companies 2X their lead generation in the same budget via Conversion Rate Optimization and created a 400% ROI from the first quarter.

He has conducted many experiments with many startups, experimented with new tactics and growth hacking to generate over 100 leads per day (on average) for Education Classes in NCR.

He was the 2006 person of the year from Time magazine
and a lot more...



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My story

“Oh, you can make money on the internet, how?”

15 year old me

This is where my story begins...

I started my journey on the electronic highway with my own blog when I was in 10th standard. With no clear strategy and just mindless persistence, I was able to generate 1 Lac INR of revenue before the end of my 12th standard.

Well, I was hooked. As soon as college was over, I started getting offers from IT companies to do their digital marketing.

It all began when I went to a TIE (The Indus Entrepreneurs) Conference. There, I got a chance to present my services to companies interested in digital marketing.

Sounds great, but...

When a digital marketing agency is marketing itself...

I was keen on implementing the tactics listed in leading marketing blogs, which included pretty much everything from SEO to Adwords to FB Ads to Networking.

I failed at getting myself some clients.

All of this to generate more leads for my clients. What actually happened was I spent \$ after \$ to get a few unqualified leads, which never led to any sales.

Every three months, my Google searches would look something like:

- **How to get clients**
- **How to get BIG clients**
- **How to get clients FAST**
- **How to get clients in India**

You get the idea.

I could now feel the excruciating pain of the CEO; spending all the money to get no returns.

This was a big setback for me as a marketer. I could now see how easy it was for people to lose their faith in marketing.

This is where I started my journey toward finding better lead generation skills. This eBook shares a lot of what I have learned so far as a digital marketing expert.



My unforgettable BNI experience

“Thinking is hard work, which is why you don’t see many people doing it.”

Sue Grafton

In my early years, I came across a Brand Strategist, who was generating almost all his leads from an organization called BNI (Business Networking International). I was impressed.

I thought that if he could get all his clients from BNI, then maybe I could get a few too.

I signed up for the membership, investing my first 40,000 INR in BNI. Then I spent another 30,000 INR as their annual charges to cover for the buffet and meeting costs.

I was all geared up to receive client after client. This made me wake up and rush to the venue for the meetings at 7 AM sharp.

AND...

Did I get clients?

Absolutely.

I got two Web Development clients, which is not my forte, but I had to take them onboard just to (barely) break even for the investment I had made in BNI.

The Bigger Problem: I didn't know how to sell via networking. Why service did not have a well-defined value proposition and a niche, like it now has with B2B Enterprise leadgen.

All those days of waking up early and working hard to generate clients just to end up with two clients. I wasaghast!

But every cloud has a silver lining, and my silver lining was that makinga lot of contacts in my BNI experience.

But Google ads would save me, right?

It is said,

“You have to spend money to make money.”

So that's what I did next.

After my not-so-successful experience with BNI, I resolved to get back at what I do best.

Digital Marketing.

I started investing my time, efforts and money into Google Ads. The idea was that people who are already spending their time searching will be more likely to buy. They are already in the market. After all, they have high intent and took the pain to search on Google.

I mean, won't they be more likely to convert into fruitful leads?

Not exactly.



In my case, over a period of two months, I had spent 40,000 INR on Search Ads for digital marketing services.

I even invested 15,000 INR in a person to manage my campaigns. I knew how to do it myself, but I was occupied with clients and did not have the time to do it.

This is what it ended up looking like

CPC (Cost per Click): 50 INR

Leads Generated: 20

Qualified Leads: 3

Sales: 0

And... Zero ROI

This was the fruit of my 60,000 INR spent, countless hours and earnest efforts. I even hired Top AdWords people from Fiverr. They did amazing setups but even they could not generate me any leads.

The campaigns were well done, and they observed their checklists, but there wasn't, of course, any strategy or plan after that.

The Bigger Problem: What I didn't realize was that these leads were basically price hopping, and using Google as a comparison engine to generate a lot of proposals. So leads had no investment with me.

Now...

I was done not seeing any results.

How I was not ready to wreck my business and lose all my clients

My new criteria then

**Get Leads with No Money down
(and No Waking Up Early!)**

In this phase of my development my Google searches had changed, or rather evolved. They now looked more like:

- **How to get clients FAST & FREE**

Because money wasn't on the list of available resources anymore.

I came across many things in this phase of my research. The tactics that have worked for me in my own business and for my clients boiled down to two areas of focus.

- **Cold Emails Outreach**
- **LinkedIn Outreach**

Don't be afraid of new experiences in digital marketing. You won't fail. You will either win, or you will learn. Settle for what works for you.



Cold email outreach the no-fail guide

Neo: Why do my eyes hurt?

Morpheus: Because you've never used them before...

The Matrix (1999)

Preparing the good old database

For this purpose, I prepared a database. It consisted of emails, point of contact, links to their online profile, company names and so on. This is what my database looked like:

1	A	B	C	D	E	F	G	H	I	J	K	L
	Profile	Degr	FirstName	Middle Name	Last Name	Employee	companyName	first line	Type	CompanyPrc	CompanyWe	Email
771	id 62141296	https://www.linkedin.com/in/ashtasondhi	2 Ashta	Sondhi			Spread Design and Innovation Pvt. Ltd.			https://www.linkedin.com/company/spread-design-and-innovation-pvt-ltd/		
772	id 1707136	https://www.linkedin.com/in/sonyamadeira	2 Sonya	Madeira			Rice Communications Pte Ltd			https://www.linkedin.com/company/rice-communications-pte-ltd/		
773	id 8716142	https://www.linkedin.com/in/soorajdhawan	2 Sooraj	Dhawan			FALCON INFOCOMM PRIVATE LIMITED			https://www.linkedin.com/company/falcon-infocomm-private-limited/		
774	id 60862605	https://www.linkedin.com/in/sorngrama	2 Sorn	Grama			Transaer, Inc.			https://www.linkedin.com/company/transaer-inc/		
775	id 26181774	https://www.linkedin.com/in/souravjandal	3 Sourav	Jandal			Language@Bar			https://www.linkedin.com/company/languagebar/		
776	id 62129	https://www.linkedin.com/in/stevepapa	2 Steve	Papa			Parallel Wireless			https://www.linkedin.com/company/parallel-wireless/		
777	id 20053342	https://www.linkedin.com/in/sanjeevpriyadarsi	2 Sanjeev	Priyadarsi			Hi Impact Consultants Pvt. Ltd. (Regd.)			https://www.linkedin.com/company/hi-impact-consultants-pvt-ltd-regd/		
778	id 64903700	https://www.linkedin.com/in/sunitaneja	3 Sunit	Anuja			Speedways Electric			https://www.linkedin.com/company/speedways-electric/		
779	id 17620644	https://www.linkedin.com/in/sureshersingh	3 Surender	Singh			Micro Medical			https://www.linkedin.com/company/micro-medical/		
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782	id 1021856	https://www.linkedin.com/in/sunmeetjolly	2 Sunmeet	Jolly			101 Islands LLC			https://www.linkedin.com/company/101-islands-llc/		
783	id 422752568	https://www.linkedin.com/in/davidmclean	2 David	McLean			Ethico Live			https://www.linkedin.com/company/ethico-live/		
784	id 10813532	https://www.linkedin.com/in/sandeepuppal	2 Sandeep	Uppal			i-Salosham Education and Learning Foundation			https://www.linkedin.com/company/i-salosham-education-and-learning-foundation/		
785	id 10222226	https://www.linkedin.com/in/subbirayavarapu	3 Subbu	Rayavarapu			etera solutions, LLC			https://www.linkedin.com/company/etera-solutions-llc/		
786	id 2709474	https://www.linkedin.com/in/subhashsharma	2 Subhash	Sharma			BridgetheGlobe Ltd			https://www.linkedin.com/company/bridgetheglobe-ltd/		
787	id 962383	https://www.linkedin.com/in/subriderkhurana	1 Subrider	Khurana			Various Startups & Emerging Companies			https://www.linkedin.com/company/various-startups-emerging-companies/		
788	id 96110725	https://www.linkedin.com/in/sudeepsarcar	2 Sudeep	Sarcar			India Expo Mart & Centre			https://www.linkedin.com/company/india-expo-mart-centre/		
789	id 107512826	https://www.linkedin.com/in/sudepshiwari	2 Sudesh	Tiwari			PRUDENT AID ASSOCIATION			https://www.linkedin.com/company/prudent-aid-association/		
790	id 20300595	https://www.linkedin.com/in/sudhishbajaj	2 Sudhi	Bajaj			Exclusify			https://www.linkedin.com/company/exclusify/		
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792	id 212156	https://www.linkedin.com/in/sujitpanigrahi	2 Sujit	Panigrahi			Sequoia Fitness and Sports Technology Pvt. Ltd.			https://www.linkedin.com/company/sequoia-fitness-and-sports-technology-pvt-ltd/		
793	id 250363563	https://www.linkedin.com/in/sk-kansal	2 Sk	Kansal			Shasat (UK) Limited			https://www.linkedin.com/company/shasat-uk-limited/		
794	id 74219	https://www.linkedin.com/in/sumanbose	1 Suman	Bose			Various Companies			https://www.linkedin.com/company/various-companies/		

You can use any tool to acquire a database. A few of the tools worth mentioning are:

1. FindThatLead

FindThatLead is a powerful tool you can use to easily find thousands of qualified contacts and verified emails. It helps you find very targeted prospects on any vertical or geography.

2. GetProspect

This does the same thing as Findthatlead, but it's more expensive, bigger database. Use it along with Sales Navigator.

Note that Sales Navigator is the ultimate database of its kind ever built. It is another great way to start your cold email outreach.

3. Uplead

Main USP: More data points like recent funding or an event in the news.
All these tools have varying price plans with free trials.



4. Vainu.io

Vainu has a feature for buying signals like recent bulk hiring and predictive next funding. Although it is an expensive tool, which costs around \$500 per month, this might be a good option for you if you have less than 1000 prospects and some spare cash..

Remember: Your Prospect Database and maintained CRM are one of the best business investments.

Email personalization actually works

The golden rule for success

"In the first sentence, prove that it's an email that can't possibly be mass mailed."

Ever come across cold emails directed towards you?

You must have observed within 3 seconds whether it was a bulk mail-merged email or not.

What we see

Hi [Your Name],

I found [Your Company Name] from GetApp.

Automated pitch/some copy pasted body

Signature

This practice is now considered spam, not only by people at the receiving end but by Google as well. If you are to get any success in cold email outreach, get yourself acquainted with email hyper-personalization.

What we do instead

My approach towards email personalization is to hire a B2B researcher, who looks into the company we are emailing out to.

The researcher finds out the number of employees the company has. They also look into the website of the company and go through the profile of the person we are trying to contact. They then come up with a highly personalized first line of our cold email.

Examples

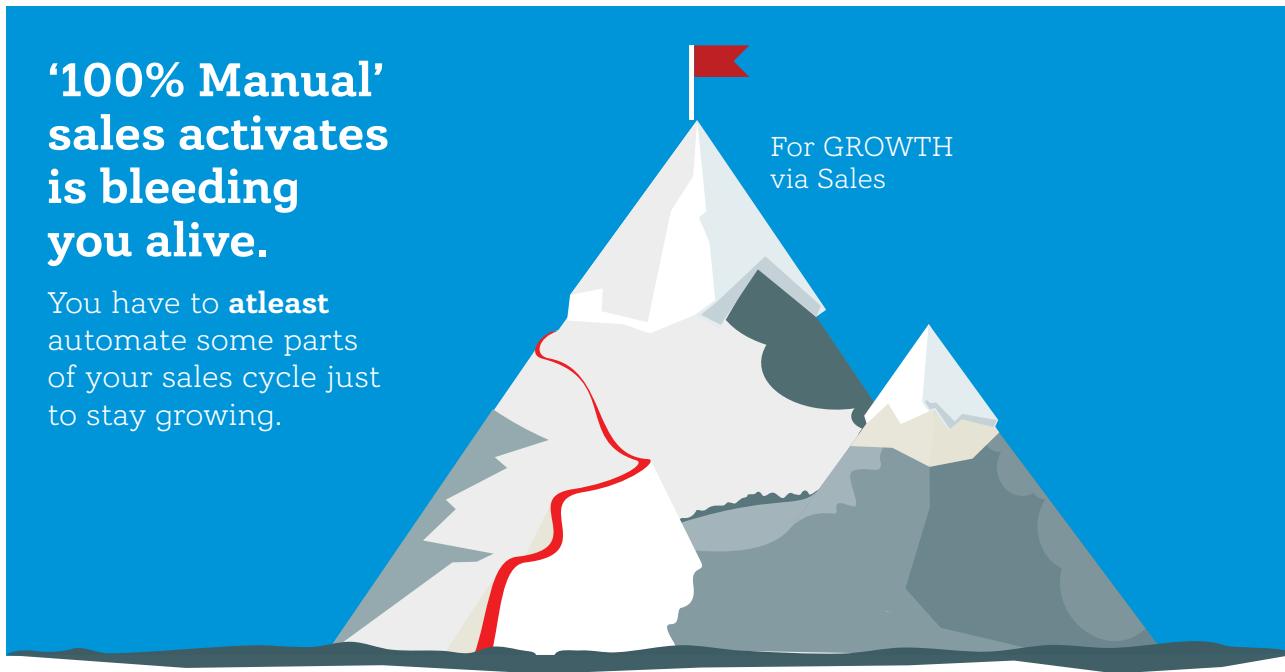
These are the first lines we custom write for each prospect and then mail merge to make our emails look handcrafted.

'I am delighted to see your CleanEdge Accelerator Program featured in Business Standard.'

'Congrats on working with clients like ARRI, IEEE, and State Bank.'

'I recently read an article by you on LinkedIn and was very impressed by 'this' point...'

This gives the reader a feeling that this message is not spam. This one line can only be written for them and the person at the other end actually means to get in touch with them.



Cold email outreach tools proven to work

In my search for the best, I have used 20 cold email outreach tools in my journey so far. My criteria for choosing the best is based on deliverability and open rates. You need consistently good open rates for success.

Your open rate should be at least 20%+ and the best case is to have an open rate of around 40%. Anything above that is a bonus.

I get my client's open rates checked on a daily basis. If it is less than 20%, then I know something is wrong and then either the email IDs gets changed or it goes through our secret warm-up operation. You can also use gmass.co/inbox to see if your emails end up in the spam folder. Check the 3-min video on bizamps.com to get a better understanding.

The best tools I have come across for cold email outreach are:

1. Mailshake

In my experience, Mailshake has the highest deliverability. We don't use mass emailing software like Mailchimp.

Mailshake uses Gmail for Business to work.

Mailchimp uses IP-based emails, and inbox detect them as marketing emails.





Gmail for Business(GApps) allows 500-2000 emails a day. For my clients, I don't send more than 100 emails/day from each email ID, and we have at least three emails on three different domains for each client.

2. Gmass

Gmass is used to send mass emails inside Gmail. This is a free alternative, especially if you are trying to do a mail merge only once, let's say, to send a new case study email to all your old leads. I still use it.

3. Lemlist

Mass emailing service with personalized image and dynamic landing pages. It is the same as Mailshake, but these guys are always coming up with new innovative ideas. With them, don't forget to use a 'custom tracking domain,' otherwise your deliverability will go down to zero.

Remember, don't go beyond 500 emails per day. Spread your emails across 3-5 IDs in order to avoid your domain from getting marked as spam. This is enough to generate 10-30 leads per month.

If you plan on scaling your email outreach, then that is a whole other ball game.

Judge the tools by the open rate percentage over time. If your open rates are more than 40%, Then tech stack is a success.

**To start with cold email outreach, prepare a database of contacts with LinkedIn URLs for research.
Send personalized emails with custom first lines to those contacts.
Monitor Open rates like crazy.**



LinkedIn outreach tricks you should absolutely steal

I basically started with spamming my LinkedIn first connections with a direct pitch.

It's important to understand that yes, 1% of people might agree to meet, but you might alienate the other 99%.

But first, let's talk about how to see what tools you will need and why.

1. LinkedIn Sales Navigator

Sales Navigator has three main purposes for us:

- Turbocharge our lead search and filter capabilities.
- Doesn't get our account banned when connecting in bulk.
- We can 'mark as lead' the people who respond so that we can get their news and then reach out with context when the lead gets cold.

It costs around INR 6,000/month. Use search to narrow down your target.

P.S. The premium LinkedIn icon adds to the credibility too.

2. Dux Soup

This tool has helped me scrape meaningful information out of every profile that I visit on autopilot. It does the prospecting leg-work for you too. Dux Soup basically works as an extension to Google Chrome.

It automates the process for you in the sense that it will go to the profiles you are visiting. It will auto follow them, send them personalized messages, and even auto endorse them for you. The best part is that it automatically scrapes every profile you visit.

You can then export a .csv file and upload it to email finding tools.

Dux Soup costs around INR 1,200.

3. Octopuscrm.io

I used this particular tool to send out drip campaigns to the people Dux Soup connect me with. This is a goto tool if you are a business owner, a marketing expert or a recruiter.

4. MeetLeonard

This is another tool I have used to work better with LinkedIn. It is a lead generation tool. MeetLeonard helps you automate connecting, messaging and prospecting on LinkedIn.



Don't

Don't send bulk invites to email contacts, even if LinkedIn prompts you to! Otherwise you might get your profile banned if people reject the invite. There are limits, even with Sales Navigator; most tools have them inbuilt.

LinkedIn user experience (UX) needs your attention

LinkedIn has a very Facebook-like user interface. There is just not enough space for long messages on LinkedIn. Even on a desktop, the space allocated to the message area is just not enough.

The screenshot shows a LinkedIn inbox with several messages listed on the left. A specific message from 'Collin McLoughlin' is expanded on the right. The message content is as follows:

Hi Colin,
Thank you for your reply.
I currently provide online training in Six Sigma, which you can find here:
<http://www.shmula.com/six-sigma-dmaic-training-table-of-contents/>
I'm just getting started on a Lean Curriculum, but thought licensing good content might be a route for me to consider. It turns out making videos is actually a lot of hard work. Who knew.
Here was my proposed Lean Curriculum:
<http://www.shmula.com/lean-training-curriculum/>
My site receives very healthy organic traffic of about 1500 per day, plus a growing email list of about 16,000 subscribers.
For a small annual fee of \$149, I would provide my members with access to Six Sigma training videos which I created myself, eventually Lean Videos, and to a lot of ready-made templates and helpful premium ebooks.
My landingpage for membership is found here:
shmula.com/join/
Thanks Colin. I've never licensed content, so I don't have a proposal on-hand. But, a discussion would be great to form of our thoughts.

Below the message, there is a text input field with placeholder text 'Click here to [reply](#) or [forward](#)' and a 'Send' button.

Anything longer than 3-4 sentences will be hard to read and lose your prospect's attention. People end up skimming your message and moving on.

Therefore, it's crucial to keep your messages very short on LinkedIn.

Also, keep in mind that the messaging interface on LinkedIn supports threads. If you send one message after another, the person at the other end might feel like they're being spammed. Do it but be cautious. Do not send too many messages all at once.

Keep the length of your messages short and tone slightly informal.



How the pros do it

A seamless LinkedIn communication strategy

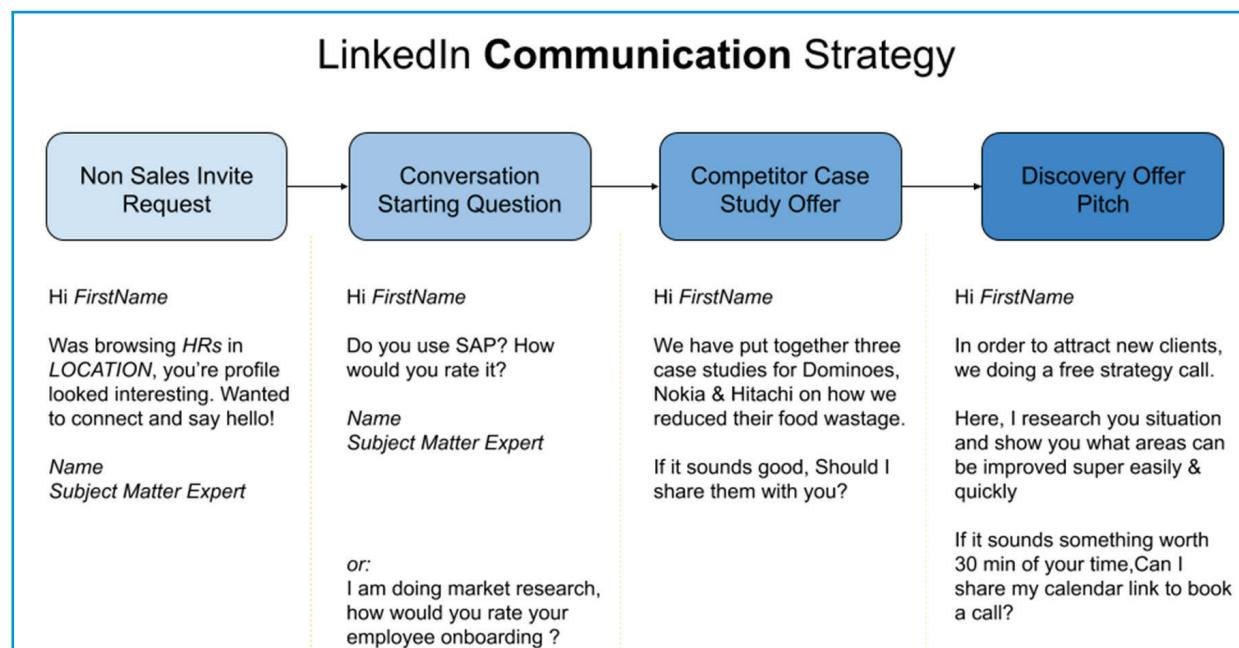
"LinkedIn: People I Don't Know & spammers paradise where 100% of the message gets opened, unlike email."

You now have a list of your ideal target customers, and you know what to take care of on LinkedIn. So you are ready to start communicating with your target customers.

The drip sequence

Your drip sequence will comprise of four major parts.

- Non-Salesy Invite Request
- Conversation-Starting Question
- Competitor Case Study Offer
- Discovery Offer Pitch



Message 1 - Non-salesy invite request

The first step is to casually try and connect with each of your prospects.

You can go with something like:

Hi [First name],

I was browsing HRs in LOCATION, and your profile looked interesting. I wanted to connect and say hello!

*Name
Subject Matter Expert*



Message 2 - Conversation starting questions

Once someone is willing to connect with you, you strike a meaningful conversation. This can be done by asking them some conversation-starting questions.

Remember, you are still not ready to present your pitch to them.

For instance, you are selling services for SAP software. You know the person you are trying to target uses SAP as well. Send them the following message:

Hi [First name],

Do you use SAP? How would you rate it?

Name

Subject Matter Expert

The person will reply with, let's say, a 3 on 10.

You can then continue with the conversation asking them **how to convert this 3 into 10.**

Later on, you can offer to provide your services to them.

This is basically a sales qualifying question. A qualifying question triggers a strong response in your prospect to pursue it. This helps you determine whether this person can buy from you or not.

Some conversation-starting questions can be:

Hi [First Name],

I am doing market research. How would you rate your employee on-boarding?

Name

Subject Matter Expert

Another example:

Hi [First Name],

[First Line] Do you XYZ?

Are you currently focusing on lead generation?

Name

Subject Matter Expert

And another if you are targeting hospitals:

Hi [First Name],

Are you using this LMS/Pager? How do you rate it?

Name

Subject Matter Expert



Message 3 - Competitor Case Study Offer

If your conversation-starter fails to get you a response, you can offer them a case study. This is where you create value. Send them something they can benefit from.

Let's say you are sending a message to the restaurant on the issue of food wastage, you can write:

Hi [First Name],

We have put together three case studies for Dominos, McDonalds and KFC on how we reduced their food wastage.

If this sounds good, should I share them with you?

Name

Subject Matter Expert

They'll see how you are already doing it for others in their niche and might feel intrigued to find out for themselves as well.

Other examples:

[First Line]

We have this case study on how we achieved X results for another [industry] company. It shows exactly how we did it. Would you like me to send it your way?

Or

The Five Most Critical Insights for HRs in Fintech Today. This Executive Briefing has more than \$3 Million in research boiled down to bullet style, fast-paced outstanding education on how to increase employee productivity in this scary period of....

Message 4 - Discovery offer pitch

The last thing you can do to trigger a response is to send a discovery offer pitch their way.

What to say

Hi [First Name],

In order to attract new clients, we are doing a free strategy call.

Here, I research your situation and show you what areas can be improved super easily and quickly.

If it sounds something worth 30 minutes of your time, can I share my calendar link to book a call?

Name

Subject Matter Expert



Coffee/Call pitch

If you are flying somewhere near the vicinity of your ideal prospect, you can ask them to come over for a coffee with you.

[First Line]

I hate purposeless meetings, and I understand your time is valuable. I am XYZ , and I want ABC.

I will be flying from New Delhi to Mumbai next week. I was wondering if we could set up a quick meeting.

*Name
Subject Matter Expert*

Idea portfolio pitch

If you are a design company, your pitch can go as:

[First Line]
My Company does X. Would you like to see our portfolio?

Or

I see your competitors have an app that rewards points and vendor management. We have built for both of these cases before. I was wondering if you would like to see the app/mockup for your company?

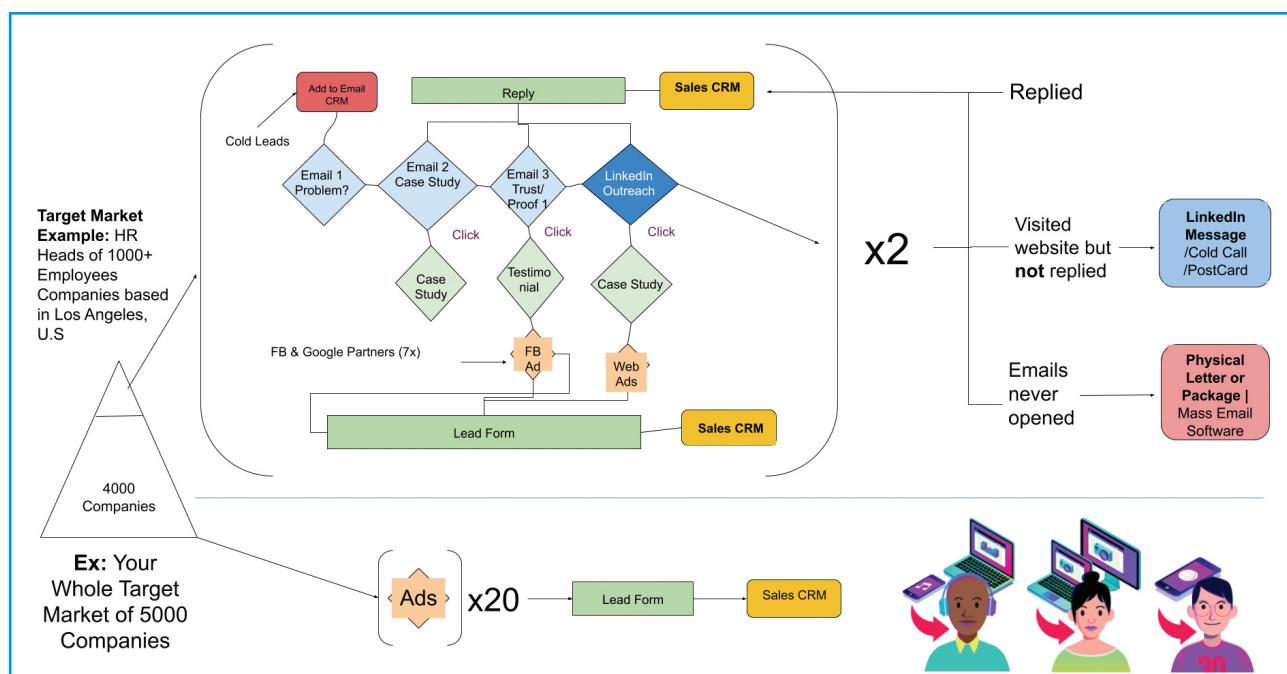
LinkedIn outreach becomes fruitful with the right tools and a clear strategy. Understand the interface and start non-salesy conversations with your prospects. Then work your way up to a pitch.



Multi-channel mania

(Level - Basic)

LinkedIn alone might not be enough for you. In that case, you might have to devise a strategy that integrates email, LinkedIn, direct mail letters and Ads to follow these people around..



The strategy

Say you have 5000 target companies you want to reach out to. Divide them into two groups.

- Group 1 - 1000 companies
- Group 2 - 4000 companies

Strategy for group 1

Email 1 - Send your first cold email to these 1000 companies. Directly ask them about a specific problem they are facing.

Email 2 - Talk about a case study.

Email 3 - Send them a testimonial.

Email 4 - Email 5 - Email 6 - Email 7

LinkedIn - If they don't reply to your emails, you can message them on LinkedIn. Just make sure you have reached out to them.

You can send around 7 emails. In emails, you can go a little more salesy. You can include a bit of your pitch in them.



When I do marketing for my company, the tone is slightly informal. My brand tries to be a little fun rather than being too uptight about everything. Our emails even have emojis in them. A few examples of which are:

Email Subject: Hot leads for {Company}

Body:

{First line}

We can generate 30+ enterprise leads/month. Did you like the sound of that?

I can totally fill up your lead pipeline via hyper-personalized emails and ads, automated based on tried and tested algorithms.

And we all know that more leads equals more money, so....*Kaching!* Yet another sound that we can hear all day!

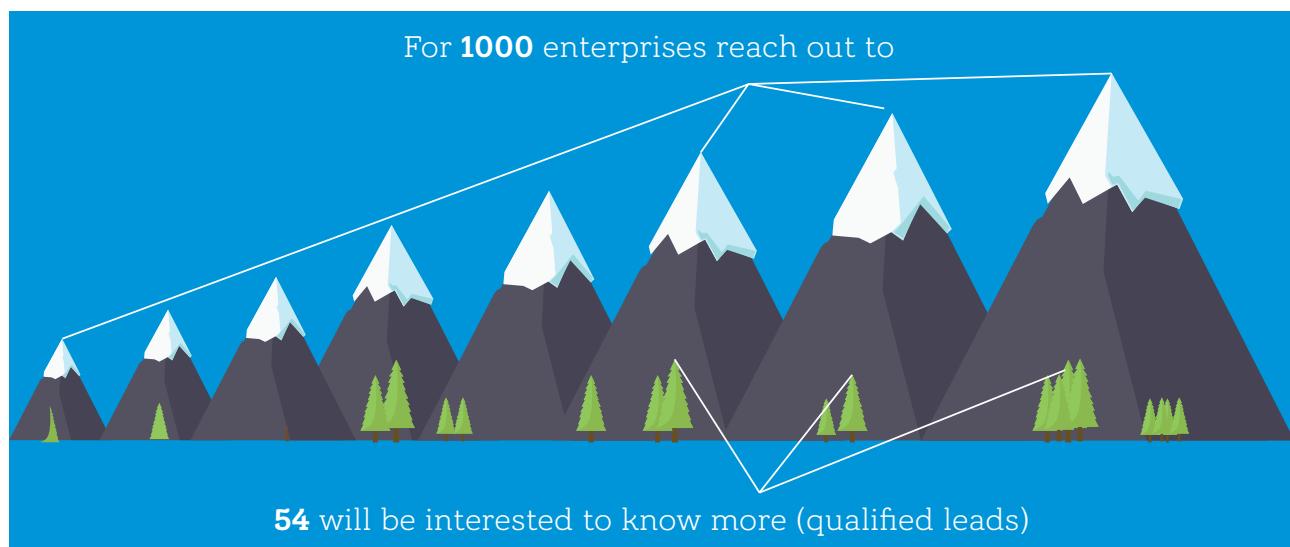
{Name}, would it interest you to know more about how this tailored-for-you solution works?

Thanks,

Akshat Kharbanda

CEO BizAmps | 8837821190

PS : Here is a sneak peek at the tool's special features and pricing: B2B Client Acquisition Package {Custom Link}



Strategy for group 2

For this group, go with Ad campaigns. Anyone coming to you through the Ad can be taken to a Lead form and then to a sales CRM.

Sometimes, email or LinkedIn alone isn't enough. You have to come up with a strategy to integrate direct mail too,because your competition isn't doing it.



Ten [Dirty] facts people should know about lead generation

The most common problems you will face in lead generation are:

LinkedIn is too good to be true!

LinkedIn bans free users more, especially when using automation and bulk connecting.

Make sure you always have Sales Navigator to reduce the chances of getting banned.

Once, I got my account suspended because I didn't renew my Sales Navigator.

Too much visual content on your website? Think again!

While visual content is good for your website, too much embedded video content only is not such a good idea because even that's a commitment for people.

A good image to text ratio is 70:30. This means you can have 70% images/GIFs and 30% text, but it can't be 70% video and 20% text

Mostly people will see your website on a phone. So make sure you have a very mobile-friendly web interface. Image heavy or video-based websites are not that good for phone users.

Tools research? Let it go!

Make sure you don't take forever to research tools. Get recommendations from people already in your sphere and get going. It's a rabbit hole with 100 alternatives for every micro thing.

The unknown way to get your emails BLOCKED!

- Gmail blocks your emails if a lot of your emails that you are sending out are being reported as spam.
- Companies using free WordPress themes have bad code in them. This also happens when themes and plugins are stolen from various places.

I was once working with a company who had a virus on its website. Whenever someone clicked a link to their website, it would land on a spam page.

Google identified the virus because all the links in your Gmail are checked by Google. This is to make sure they are not leading to phishing websites..

Adwords ads get disapproved for the same reason. Make sure everything on your website is authentic. So you can use Adwords ads as a check.



A picture is worth a thousand 'errors'?

Sometimes, images won't load on your website correctly. Make sure your website is updated before you go for an email or ad campaign.

I once installed SSL on my website, and the images on my website did not load. At the same time, I was running my email as well as Adwords campaigns.

Pro Tip: Use a Free CDN & SSL certificate from Cloudflare for a faster & secure website. It improves everything

One strategy to avoid 'all' human errors.

You need to understand this.

Despite all your efforts, sometimes human errors will come up.

You might send emails from an email that was not intended to send emails, and you can screw up the timings.

You might send emails on a Saturday/Friday afternoon when very few people will read them..

On the other hand, if you are emailing a CEO, then he might have some spare time on weekends and might actually try to interact with you. So you decide how you play.

You can screw up the subject line. You might not know how to insert tech keywords. Happens.

It happens. Accept that!

Don't cheap out on designers. Use Freelancer.com to find good ones

You might hire freelancers to do work for you. The delays at their end might cause you damage.

I once hired a freelancer to redesign my landing page, and it took him two months to do that.

Retargeting ads is not that simple

If you are retargeting ads, you have to upload an email list to Google Ads. But unless you have \$50k adspent on Google, you can't upload your prospect lists.

As a way around this, you can use third-party tools like AdRoll to do that. My B2B companies have no idea about this CRM targeting feature, and this is of great advantage to anyone who has this knowledge.

The most daunting of all problems:

Leads are a cliffhanger until...

...you get the sale. Sometimes, you will get leads by reaching out to them at the right time. Leads convert into meetings, but meetings do not convert into sales. So it's important to have a lead management and nurturing strategy.

Not contacting the prospect via email/LinkedIn REGULARLY

You need to contact your prospects via email on LinkedIn every three months. If you are not doing that, you are leaving your best leads and a good sum of money on the table.



The truth about numbers no one tells you

How do the numbers work?

Numbers, if you ask me, in medium competition markets work something like this:

On Email

If you

- email 100 recipients
- 40 will open your email
- 10 will reply to your email
- 3+ will be ready for calls/meetings

On LinkedIn

If you

- send 300 people invites
- 100 will accept the invites
- 100 will open your message as they accept the invite

(there is currently no spam box on LinkedIn)

- 10 will reply
- 3 calls/meetings

It took me a year to setup and optimize everything.

Lead generation takes consistent effort, deliberate considerations and optimization to work. You will end up with errors. But the point is to keep moving forward, learning from your experience and mine.



The trick only the B2B experts know (and don't share)

In AdRoll, I can upload my database of prospects as a CRM audience.

AdRoll will then show the ad campaigns only to these prospects. Voila!

This gives the company the option to only spend the ad budget on people who are in our prospecting database.

These ads are shown on Facebook, Facebook Partners, Truecaller, Google Display Ads, and all websites with Adsense on them.

This process is costly. The minimum budget is around \$5/day. You can not do anything below that.

Ads you can design:

- GWD Animated Ads - Use Google Web Designer to design them
- Video Ads
- Native Ads
- Facebook Static Ads

“Nobody reads ads! People read what interests them, and sometimes, it’s an ad.” - The Socrates of San Francisco - Howard Luck

Publish case studies Ads to generate sales leads.

How to Craft Ads Like a Boss

Great ads come with great concepts.

Every ad works on some psychology and to get there, you need to ignite your creativity or just copy & improve.

Craft Heavy-Hitting Headlines for instant inspiration

On average, five times as many people read the headline as read the body copy. When you have written your headline, you have spent eighty cents out of your dollar.” - David Ogilvy



A few examples are:

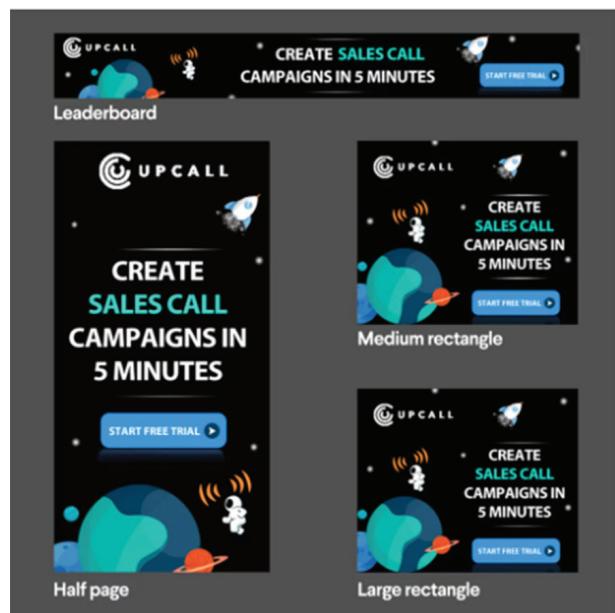
- [Case Study] How I finally got the culture right at Mixergy
- [Case Study] How I unscrewed our internal operating systems
- [Analysis] 1000 emails vs. 1000 direct Mails vs. Cost Analysis vs. Time
- [Claim] We can get you your next biggest client
- [Claim] We will fill your revenue pipeline in 120 days
- [Reverse Psychology] Our Ad marketing clearly doesn't work, WINK!
- [Psychology] Please don't think about our color scheme (an ad with bad colors)
- [Content Based] B2B Account Based Marketing for Lead Generation

Key Ingredients of Unforgettable Ads

A few essentials are:

- Contrasting color combinations
- Minimalistic with smart utilization of space (Google: Negative space)
- Have a good copy presented in a very readable manner (Google: Visual hierarchy)
- Use reverse psychology
- Grab attention immediately via Clickbait (See Buzzfeed, Native Ads & YouTube Thumbnails)
- Stop people in their tracks (Meme style Ads & Videos)

Examples of Ads I like:



Google about 9 months ago

The perfect ending to every beginning.
New domains that tell your story.

.photos

.graphics

Get your new domain today

Sign Up

CoSchedule about 12 months ago

Ready to get your marketing organized?
20,000+ marketers and bloggers use the CoSchedule editorial calendar to plan ahead and save time.

CoSchedule

The Best Way To Plan Your Marketing, Save A Ton Of Time

Marketing Editorial Calendar

Organize all of your content on a single, consolidated editorial calendar, save time scheduling...

COSCHEDULE.COM | BY COSCHEDULE

Learn More



BIZAMPS ▶ **HUNGRY FOR BIGGER,**
better clients every week?

Learn more

**SPEAK LOUDLY
SPEAK VISUALLY**

Receive practical tips on how to communicate visually, right in your inbox.

Email Address

Join us!

We don't share emails with anyone

Those oh-so-clever ad agencies bragged they had loads of glossy ways to convince customers into booking with us.

So we fired them.

We don't need advertising tricks, we've got timeless results and utterly posh. Make up your own mind at slh.com

SMALL LUXURY HOTELS OF THE WORLD
To do good, think small.
slh.com

Even the most exciting, glossy advert can't seduce people who know what they want.

So here's a boring one.

People already know our 120 hotels are unique and luxurious, so we don't need advertising tricks. Make up your own mind at slh.com

SMALL LUXURY HOTELS OF THE WORLD
To do good, think small.
slh.com

Brainwashing people into luxury holidays is easy – you just use a glossy, retouched picture.

It's not that we're stupid, or stingy... we just believe people have minds of their own.

Our hotels don't need advertising tricks, we've got timeless results and utterly posh. Make up your own mind at slh.com

SMALL LUXURY HOTELS OF THE WORLD
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Cold Outreach for Lead Generation

25



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144 likes **smartest.guys.in.marketing** An Entrepreneur walks into a bar...

The bartender asks, "Why the long face?" The entrepreneur says, "I just don't get it!" "I've done EVERYTHING you're supposed to... - Built a fancy website
- Begged my friends for referrals.
- Read a million blog posts that didn't really tell me anything!
- Worked 12 hours a day doing pointless crap everyone else told me to do.
- Wrote guest blogs. Tried to start a podcast.

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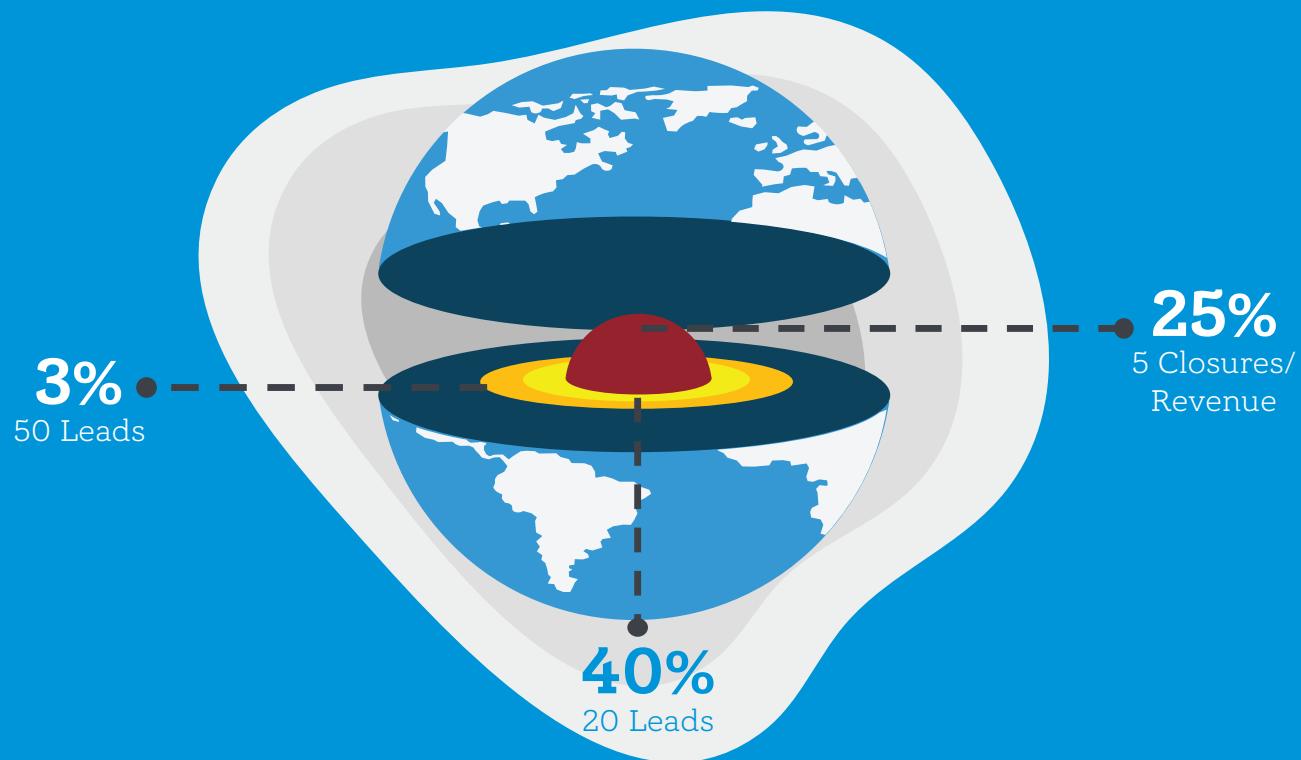
14 Like Comment Share

To make ads work for you, come up with a unique and creative strategy. Retarget ads using AdRoll and keep publishing.

CONCLUSION

Your World - Our Target Market

Goal setting revenue when you know your numbers



How to make it work for you in 120 days

Everything I've told you here takes time and effort.
As a quick recap, here are the five things you need to do to succeed at Lead Generation:

1. Start off with **LinkedIn Outreach** and build connections & scrape info.
2. Then **Cold Email Outreach**.
3. **Optimize** your profiles, websites and landing pages.
4. **Retarget ads** to your cold email outreach database via AdRoll.
5. Read all TLDRs & copy our examples.

To see what results you can expect for your target market & product., request a case study from us. We have many but don't publish them publicly.



BIZAMPS

Need any help with any of these lead generation strategies for your business?

Contact me at akshat@bizamps.com, and we can schedule a time to chat about what you want to achieve and how we can help.

Visit my website BizAmps.com and see the videos to get more in-depth info about ***B2B Enterprise Lead Generation***.