GetFiTech Media
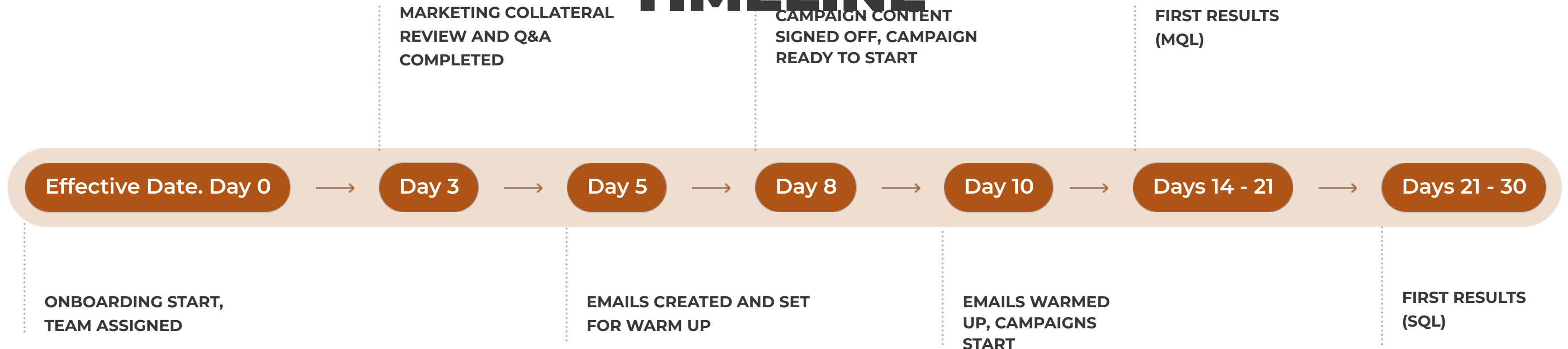
#1 B2B LEAD GENERATION AGENCY

Onboarding Overview

We're excited to take the next step in scaling your outbound outreach together. By following our onboarding process outlined below, you can start seeing results from your sales campaigns in as soon as 30 days. Let's get started!

ONBOARDING

TIMELINE

MARKETING COLLATERAL REVIEW AND Q&A COMPLETED

CAMPAIGN CONTENT SIGNED OFF, CAMPAIGN READY TO START

FIRST RESULTS (MQL)

Effective Date. Day 0 → Day 3 → Day 5 → Day 8 → Day 10 → Days 14 - 21 → Days 21 - 30

ONBOARDING START, TEAM ASSIGNED

EMAILS CREATED AND SET FOR WARM UP

EMAILS WARMED UP, CAMPAIGNS START

FIRST RESULTS (SQL)

Requirements to make discovery & implementation successful

✓ allocating at least 8 hours for the onboarding period

✓ promptly responding to Q&A and team queries

Effective Date

Intro to Your GetFiTech Media Team

→ Once your partnership agreement is signed, we'll introduce you via email to the Sales Operations Manager (SOM) and Sales Executives (SEs) for your campaigns.

Day 1 - 2

Discover Your Competitive Position

(Essential for optimal performance)

→ **Objective**: The initial discovery phase is where we get to know everything about your company and how it stands out in the market. Without this comprehensive overview, your campaign performance may suffer. The GetFiTech Media team will refer to this documentation as a way to craft and optimize your sales strategy.

→ **Deliverables**: We'll send you an onboarding Q&A. After completion, your GetFiTech Media team will transform this information into a personalized sales strategy for your company. To stay on schedule, submit your Q&A within 48 hours.

Day 1 -

Discover Your Competitive Position

2

(Essential for optimal performance)

— Q&A Breakdown:

Origin Story: Tell us your company journey to help us resonate with your prospects' problems and position your solution in a meaningful way.

Competitive Differentiators: Pinpoint where your company stands apart from its competitors in your market.

Account Verticals: Let us know how different industries adapt your solution to their needs so we can create targeted, value-first campaigns.

Ideal Client Profiles: Describe your ideal clients' demographics, and we'll search our database for the leads who are right for your company.

Buyer Personas: Dig deeper into your ideal clients' goals and desires so we can create personalized messaging.

Booking Procedure: We'll set guidelines specific to your scheduling preferences to streamline the booking process.

Domain Setup: Coordinate with our internal deliverability team to ensure campaigns are compliant with your respective Data Privacy laws (CAN-SPAM, GDPR, DPA-2019) and launched on time.

Sales Collateral: Provide us with your top-converting materials so we can study your brand's messaging and deliver valuable assets to prospects.

DISCOVERY TIMELINE

Category	Question
General Questions / Verticals / Value Prop	General overview of _____'s services
	What would be the _____ elevator pitch?
	How long has _____ been around?
	How many people are on the Sales team, and do customers get a dedicated Account Manager?
	How many customers does _____ have, and who are some of the biggest ones?
	What is the average ARR?
	Who are _____'s main competitors?
	What does _____ do differently than its competitors?
	How long is your average sales cycle?
	We shouldn't aim for channel partnerships, our goal is creating a funnel for direct sales, right?
	From when a customer signs up, how long does it take for them to be live?
Lead Gen	Do you have a one-page PDF that can be sent out?
	Does _____ have a pre-recorded demo (or lengthier videos)?
	What is the ideal customer target for _____?
	What kind of outbound + inbound lead generation work has _____ done to date?
	What are the most common customer objections and how does _____ overcome them?
	What kind of companies are you targeting? (company type, tech. installed)?
	What geography, employee count, and revenue size are typical thresholds for _____ prospects?
	What titles should we ideally target? (Title keywords, departments, job description)
	If a client was searching for a _____ type solution, what are the top keywords they'd be using to search?
	Can you share outbound email templates that you have created in the past?
	What is the primary motivation for companies to talk to _____?
	Any free plans? Free pilots?
	How long is the typical contract term? Is it month-to-month, or is there a commitment?
	Are there companies that are too small to be clients?

Onboarding - typical Q&A questionnaire

Day 3 -

Meet Your GetFiTech Media Team
5

⊙ **Objective**: Your SOM will schedule a meeting to discuss the discovery material. During this call, you'll dive into strategies, value propositions, messaging, and campaign structure.

⊙ **Deliverables**: Weekly call with the GetFiTech Media team will be coordinated and scheduled.

Research and Drafting

⊙ **Objective**: At this point, the GetFiTech Media team is ready to develop your sales strategy and build out multichannel campaigns. Over the new few days, the SEs will study your website, discovery questionnaire, and sales collateral.

⊙ **Deliverables**: SEs will outline the optimal campaign strategy by researching ICPs and prospect pool size. A volume-based strategy is best for large lead lists with thousands of prospects. For smaller lists, we'll focus on an ABM approach with customized messaging and additional touchpoints to hundreds of prospects each month.

Assigning fractional sales team that will invest up-to 20 hours learning, strategizing, and finalizing your marketing campaign collateral

First few days — defining ideal lead profiles and KPIs, service positioning Q&A, drafting Campaign Call Scripts

Day 6 -
7
Email Setup and Warmup Process

- ➡ **Objective**: Achieving optimal email open and response rates hinge on proper domain configuration and maintenance. That's why we have a deliverability expert who manages the domain records and warms up emails for the SEs.

- ➡ **Deliverables**: Domains and email addresses for the outbound email campaigns.

Day 8 -
9
Campaign Signoff, Setup, and First Weekly Call

- ➡ **Objective**: It's essential that our content accurately reflects your brand and solution. Content must be approved and signed before the CRM and campaigns are set up in our systems.

- ➡ **Deliverables**: Each SE will send their email sequences, LinkedIn messaging, and [call scripts](#) to your internal team for approval. Adjustments can be addressed on your first weekly call. After signoff, the GetFiTech Media team will import leads into the CRM and schedule campaigns.

DISCOVERY TIMELINE

Next few days

🕐 Phone and Email Campaigns scheduling, CRM setup 🕐 corporate emails setup 🕐 weekly call setup

email sequence example

Day 10 -

Ready to Launch
13

➔ **Objective**: At this point, emails are warmed up, sequences are imported, and SEs are prepared to engage with your prospects.

➔ **Deliverables**: The first touchpoint is initiated.

Day 14 -

First MQL Results
20

➔ **Objective**: Data and metrics are collected, recorded, and analyzed by the SOM. SEs reply to lead responses to gauge interest.

➔ **Deliverables**: Market-qualified leads (MQLs) are generally identified within the first two weeks of campaigning. You'll also receive your first weekly report summarizing the campaign results.

Day 21 - 30

First SQL Results

Objective: SEs follow up with MQLs to provide additional information and qualify for discovery calls.

Deliverables: Sales-qualified leads (SQLs) are generally identified within one to two weeks of the first MQL.

Day 31 -

Campaign Progression
90

Over the next 60 days, your pipeline may look something like the chart on the next slide. While this is an average over various accounts, the number of MQLs and SQLs vary depending on factors such as target market, average deal size, and brand recognition.

Each week, your SEs will scale the lead list volume. This ramp-up process allows us to optimize your campaign for responses while protecting the domain reputation, so your MQLs and SQLs continue to trend upward.

An **MQL** is a prospect who has responded to our outreach and matches your ICP. Our goal is to convert MQLs to SQLs by asking discovery questions and overcoming objections.

An **SQL** is a prospect interested in taking the next step in the sales process. If a prospect asks for more information or requests a meeting, you have gained an SQL.

Average Pilot Campaign Matrix — Single Team's Lead Generation Milestones

Market Qualified Leads (MQLs) and Sales Qualified Leads (SQLs) generated during the first 3 months of the pilot campaign

Target Markets and ICPs Identified

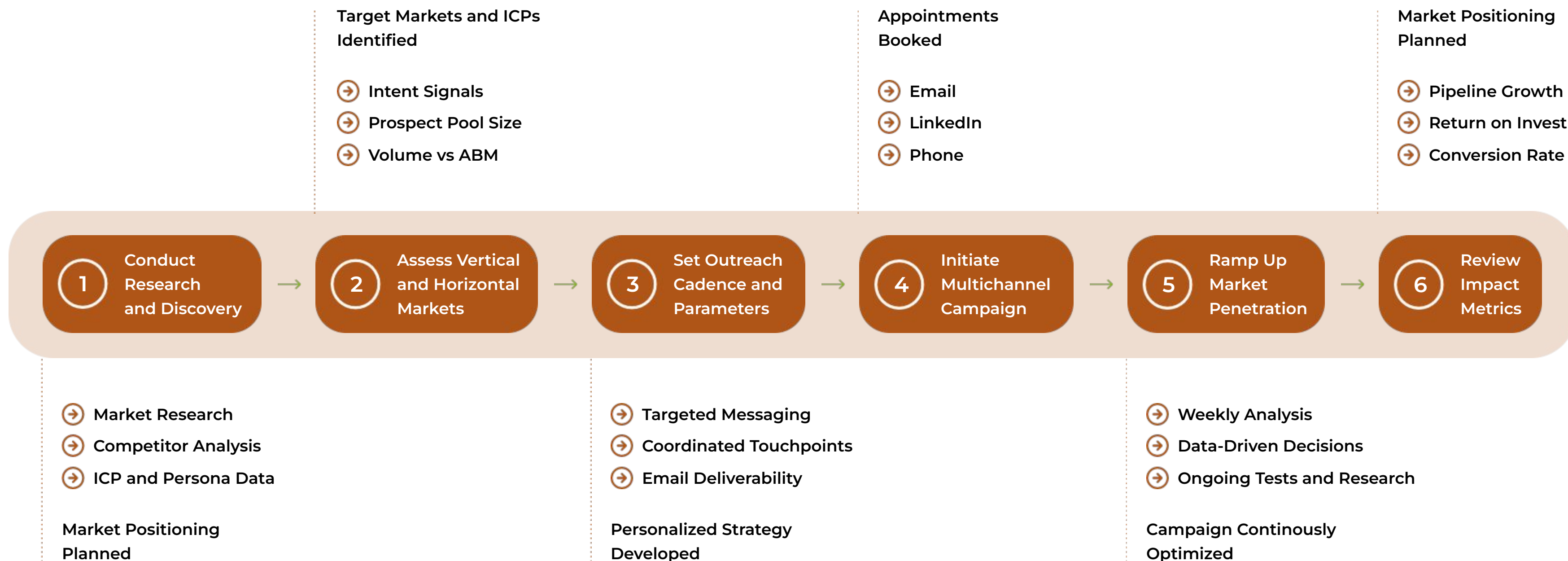- → Intent Signals
- → Prospect Pool Size
- → Volume vs ABM

Appointments Booked

- → Email
- → LinkedIn
- → Phone

Market Positioning Planned

- → Pipeline Growth
- → Return on Invest
- → Conversion Rate

| 1 Conduct Research and Discovery | → | 2 Assess Vertical and Horizontal Markets | → | 3 Set Outreach Cadence and Parameters | → | 4 Initiate Multichannel Campaign | → | 5 Ramp Up Market Penetration | → | 6 Review Impact Metrics |

- → Market Research
- → Competitor Analysis
- → ICP and Persona Data

Market Positioning Planned

- → Targeted Messaging
- → Coordinated Touchpoints
- → Email Deliverability

Personalized Strategy Developed

- → Weekly Analysis
- → Data-Driven Decisions
- → Ongoing Tests and Research

Campaign Continously Optimized

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