



# B2B Lead Generation Proposal

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## **a) Executive Summary**

GetFiTech Media proposes a targeted outbound B2B lead generation strategy to help African Elite Group expand its client base in Eastern Africa. Our approach leverages targeted cold email campaigns and LinkedIn outreach, tailored to the unique needs of African Elite Group, with the goal of driving measurable business growth.

## **b) Understanding of African Elite Group's Business and Goals**

African Elite Group operates at the intersection of PR, digital marketing, and advanced IT services, catering to a wide range of clients in Eastern Africa. Their primary goal is to enhance brand visibility and provide comprehensive IT solutions to their clients. Our lead generation strategy will focus on attracting large corporations, government agencies, and mid-sized technology startups that align with African Elite Group's offerings.

## **c) Ideal Customer Profiles and Buyer Personas**

Our strategy targets three key ICPs:

1. **Large Corporations in Eastern Africa:** These entities require both PR and IT services to maintain their brand image and streamline operations.
2. **Government Agencies and NGOs:** These organizations need PR services for public awareness and crisis management, as well as IT solutions for operational efficiency.
3. **Mid-sized Technology Startups:** These companies require digital marketing and IT infrastructure to scale rapidly.

For each ICP, we have identified specific buyer personas, including Corporate Communications Directors, CIOs, Public Relations Officers, Program Managers, Heads of Marketing, and CTOs.

## **d) Target Company List and Rationale**

We have identified over 10 target companies, including the likes of Andela, Equity Bank, Twiga Foods, Jumia, BRAC etc, which are well-aligned with African Elite Group's service offerings.

These companies have been selected based on their operational scale, industry relevance, and the likelihood of requiring comprehensive PR services.

## e) Strategy and Approach

Our outbound lead generation strategy will include:

- **Cold Email Campaigns:** We will curate cold email lists from both public and premium databases, ensuring that all email addresses are verified using top-rated verification services. We will also maintain list hygiene by adhering to list management best practices thus ensuring high deliverability rates.
- **LinkedIn Outreach:** Using LinkedIn Sales Navigator, we will build highly targeted lists based on specific filters such as job titles, company size, and industry. Our outreach will focus on engaging with decision-makers and influencers within the target companies.

## f) Expected Outcomes and KPIs

We expect to generate a significant number of qualified leads that can be converted into business opportunities for African Elite Group. KPIs will include:

- Number of leads generated per month
- Email open and response rates
- LinkedIn connection and engagement rates
- Conversion rate from leads to clients

## g) Competitive Analysis

### Competitive Landscape

#### 1. Key Competitors

- **Redhouse Group**
- **Ogilvy Africa**
- **WPP-Scangroup**
- **BCW (Burson Cohn & Wolfe) Africa**

## 2. Market Position

- **Strengths:** Niche focus, integrated services, and agility.
- **Challenges:** Brand recognition and resource limitations.

## 3. Differentiation Strategy

- **Local Expertise**
- **Comprehensive Solutions**
- **Personalized Service**

# h) Risk Assessment and Mitigation Strategies

## Risk: Low Response Rates

- **Description:** Potential low response rates due to unengaging messaging or poor targeting.
- **Mitigation:** A/B testing, targeted segmentation, and personalization.

## Risk: Email Deliverability Issues

- **Description:** Emails landing in spam folders.
- **Mitigation:** Email verification, list hygiene, and sender reputation management.

## Risk: LinkedIn Algorithm Restrictions

- **Description:** Limitations on connection requests and messages.
- **Mitigation:** Compliance with LinkedIn guidelines and a warm-up strategy.

## Risk: Inaccurate Targeting

- **Description:** Targeting the wrong companies or buyer personas.
- **Mitigation:** Deep research, feedback loops, and data enrichment.

## **Risk: Saturation and Fatigue**

- **Description:** Prospects experiencing message fatigue.
- **Mitigation:** Cadence management, content variety, and re-engagement campaigns.

## **Risk: Legal and Compliance Issues**

- **Description:** Non-compliance with data protection regulations.
- **Mitigation:** Regulatory compliance, consent management, and legal reviews.

## **Risk: Market Dynamics and Economic Factors**

- **Description:** Impact of market changes or economic conditions.
- **Mitigation:** Market monitoring, flexible campaigns, and diversification.

## **i) Next Steps**

1. **Kickoff Meeting:** Align on goals, timelines, and expectations.
2. **Custom Campaign Development:** Tailor the outreach campaigns to African Elite Group's unique value proposition and target market.
3. **Launch:** Execute the lead generation campaigns with ongoing monitoring and optimization.

## **j) Why GetFiTech Media**

GetFiTech Media offers a unique blend of experience in outbound B2B lead generation and a deep understanding of the African market. Our data-driven approach and commitment to delivering measurable results make us the ideal partner for African Elite Group.

## **k) Final Thoughts**

We are excited about the opportunity to partner with African Elite Group and help them achieve their business goals through targeted lead generation. Our strategy is designed to not only generate leads but also to build lasting relationships with key decision-makers in the target industries.