



# B2B Lead Generation Proposal

**PREPARED FOR:**

Sakina Sef  
Kentaste Products Limited

**PREPARED BY:**

Paul Shangwe  
GetFiTech Media

## Executive Summary

Kentaste, as a leading producer of high-quality, natural coconut products in East Africa, has achieved significant growth in the markets of Africa, the USA, Europe, and the Middle East. To further scale its operations and tap into new markets, particularly in Europe, the Middle East, and Asia, Kentaste needs a robust outbound lead generation strategy. GetFiTech Media, with its expertise in B2B lead generation, is uniquely positioned to support Kentaste in achieving these objectives by leveraging targeted cold email campaigns and LinkedIn outreach.

## Understanding of Kentaste's Business and Goals

Kentaste is dedicated to producing and exporting a wide range of coconut products that are certified organic and ethically sourced. The company aims to expand its market presence, particularly by finding new distribution partners in Europe, the Middle East, and Asia. In addition, Kentaste seeks to strengthen its relationships with food manufacturers and health and wellness brands that align with its commitment to quality and sustainability.

## Ideal Customer Profiles and Buyer Personas

Based on our research, the following Ideal Customer Profiles (ICPs) and associated buyer personas have been identified for Kentaste:

- **Natural and Organic Food Retailers:** These companies are looking for high-quality, organic products to meet the growing consumer demand for health-conscious foods.
- **Food Manufacturers and Processors:** These companies require consistent, high-quality ingredients to develop new food products, particularly in the plant-based and health-oriented segments.
- **Health and Wellness Brands:** These companies focus on natural and organic products for both personal care and dietary supplements.

For each ICP, detailed buyer personas have been developed, focusing on key responsibilities, pain points, and goals to ensure targeted and effective outreach.

## Target Company List and Rationale

We have identified over 20 companies that align well with Kentaste's ICPs, examples are Whole Foods Market, Nestlé, and The Honest Company. Each company has been carefully selected based on its market positioning, product offerings, and alignment with Kentaste's values. For instance, Whole Foods Market is an ideal candidate due to its strong focus on organic products, making it a perfect match for Kentaste's offerings.

# Strategy and Approach

## Cold Email Outreach

- **Curated Lists:** We will curate email lists from public and premium databases, focusing on decision-makers such as Heads of Product Sourcing at Natural and Organic Food Retailers, Product Development Managers at Food Manufacturers and Processors and Brand Managers at Health and Wellness Brands.
- **Email Deliverability:** High inboxing rate is critical to campaign success; we will make sure SPF, DMARC and DKIM settings are properly configured and all sender mailboxes are properly warmed up ahead of campaign start.
- **List Management:** We shall adhere to list management best practices by verifying emails using top rated verification services to minimize bounce rates, suppress unengaged recipients, and provide easy to access unsubscribe links.
- **Email Campaigns:** We'll craft personalized email campaigns that emphasize Kentaste's high-quality, sustainably sourced coconut products, tailored to each Ideal Customer Profile (ICP). The goal is to resonate with their specific needs and objectives, ultimately leading them to book a meeting with Kentaste's sales team to explore potential business partnerships.

## LinkedIn Outreach

Using LinkedIn Sales Navigator, we will build and refine target lists that align with Kentaste's ICPs. Our LinkedIn outreach will include:

- **Connection Requests:** Personalized messages that highlight mutual interests and the potential for collaboration.
- **Engagement:** Consistent interaction with target leads through content sharing and direct messaging to foster relationships and drive interest.

## Expected Outcomes and KPIs

Our targeted outbound strategies are designed to:

- Generate qualified leads that are aligned with Kentaste's ICPs.
- Increase Kentaste's brand visibility in new markets.
- Achieve a conversion rate of 10-15% from lead generation to partnership discussions.

Key performance indicators (KPIs) will include the number of leads generated, the engagement rate of cold emails, connection acceptance rates on LinkedIn, and the overall conversion rate from leads to customers.

## Competitive Analysis

Kentaste operates in a competitive landscape where numerous companies offer coconut-based products, both locally and internationally. However, GetFiTech Media will tout Kentaste's leadership in the coconut products market by emphasizing its commitment to high-quality, sustainably sourced, and all-natural products.

Leveraging Kentaste's strong ethical practices, including its zero-waste production process and support for organic-certified smallholder farmers, GetFiTech Media will highlight Kentaste's unique value proposition. This approach will appeal to conscious consumers and businesses in key markets, particularly in Europe, the Middle East, and Asia, where organic and fair-trade certifications are increasingly sought after.

## Risk Assessment and Mitigation Strategies

- **Market Saturation:** To mitigate the risk of entering saturated markets, we will focus on niche segments within the broader food, health, and wellness industries.
- **Compliance Issues:** We will ensure all outreach complies with GDPR and other relevant regulations, particularly in Europe and the Middle East.
- **List Fatigue:** Our approach includes list segmentation and varied messaging to avoid fatigue and maintain engagement with target leads.

## Next Steps

1. **Kickoff Meeting:** A detailed discussion with Kentaste's team to align on goals, timelines, and expectations.
2. **Custom Campaign Development:** Crafting tailored cold email and LinkedIn outreach campaigns.
3. **Campaign Launch:** Initiating outreach efforts and beginning lead generation activities.

## Why GetFiTech Media?

GetFiTech Media brings a wealth of experience in B2B lead generation, particularly in the food and wellness sectors. Our approach is data-driven, culturally informed, and results-oriented, ensuring that Kentaste's growth objectives are met with precision and effectiveness.

## Final Thoughts

Partnering with GetFiTech Media will provide Kentaste with the strategic outreach needed to expand its global footprint and secure new distribution and manufacturing partnerships. We are excited about the opportunity to help Kentaste achieve its ambitious growth goals.