



B2B Lead Generation Proposal

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a) Executive Summary

GetFiTech Media is pleased to propose a targeted B2B outbound lead generation strategy tailored to Kwara's unique needs as a leader in digital banking solutions for SACCOs. Our approach is designed to identify and engage with potential customers who align with Kwara's business goals, particularly within the SACCO sector in Kenya and Uganda. By leveraging our expertise in cold email and LinkedIn outreach, we aim to deliver high-quality leads that will accelerate Kwara's growth and market penetration.

b) Understanding of Kwara's Business and Goals

Kwara is redefining the core banking experience for SACCOs by offering a secure, scalable, and user-friendly digital platform. Mission is to enhance financial health in emerging markets by empowering SACCOs to serve their members more effectively through modern, reliable technology. Kwara's key offerings include a comprehensive core banking system, mobile banking solutions, and robust security features tailored to meet the regulatory and operational needs of SACCOs.

c) Ideal Customer Profiles and Buyer Personas

ICPs:

1. Small to Medium-Sized SACCOs seeking digital transformation.
2. Large, Established SACCOs needing advanced financial management and security.
3. New or Emerging SACCOs focused on financial inclusion.

Buyer Personas:

1. **David Mwangi** - SACCO Manager
2. **Lucy Kamau** - IT Officer
3. **Peter Otieno** - Chief Operations Officer (COO)
4. **Mary Wambui** - Chief Financial Officer (CFO)
5. **John Njuguna** - Founder/Chairperson

Each persona above represents a key decision-maker or influencer within the target SACCOs, responsible for selecting and implementing core banking solutions. Their pain points, goals, and responsibilities are closely aligned with the features and benefits offered by Kwara's platform.

d) Target Company List and Rationale

We identified 20 SACCOs across Kenya and Uganda that fit the ICPs, focusing on well-established SACCOs, emerging SACCOs, and those requiring digital transformation. Each company was selected based on its alignment with Kwara's offerings and the relevance of the identified buyer personas.

For example, large SACCOs like Kenya Police SACCO and Uganda Police (Exodus) SACCO require advanced, secure solutions to manage their extensive membership and financial operations. Emerging SACCOs like Kikubo Traders SACCO (UG) need scalable, cost-effective digital solutions to support rapid growth.

Kenya:

- Unaitas Sacco, Stima Sacco, K-Unity Sacco, Maisha Bora Sacco, Kenya Police Sacco, Mwalimu National Sacco, Ekeza Sacco, KWFT, Faulu Microfinance Bank, Musoni Microfinance.

Uganda:

- PostBank Uganda, Finance Trust Bank, UCSCU, Ugafode Microfinance, PRIDE Microfinance, EFC Uganda Limited, Uganda Women's Finance Trust, Bayport Financial Services, Centenary Bank, FINCA Uganda.

e) Strategy and Approach

Cold Email Outreach:

- **Curated Lists:** We will curate email lists from public and premium databases, focusing on decision-makers such as SACCO Managers, COOs, CFOs, and IT Officers in the identified SACCOs.
- **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:** Personalized email campaigns will be crafted to highlight how Kwara's platform addresses the specific challenges faced by the target personas, emphasizing cost-effectiveness, security, and ease of implementation.

LinkedIn Outreach:

- **Sales Navigator:** We will leverage LinkedIn Sales Navigator filters to build highly targeted lists of potential leads based on job titles, industry, and company size.
- **Engagement:** Through personalized connection requests and follow-up messages, we will engage directly with decision-makers, emphasizing Kwara's value proposition and inviting them to explore tailored solutions through demos or consultations.

f) Expected Outcomes and KPIs

- **Lead Conversion Rate:** We anticipate a conversion rate of 15-20% from initial outreach to qualified leads based on our targeted approach.
- **Engagement Metrics:** Open rates of 30-40% and response rates of 10-15% for cold email campaigns.
- **Meeting Set Rate:** A target of setting meetings with 10-12 qualified leads per month, leading to potential partnerships.

g) Competitive Analysis

Kwara's key competitors in the SACCO sector are traditional core banking software providers that often lack the flexibility, user-friendliness, and cost-effectiveness that Kwara offers. By focusing on these differentiators, we will position Kwara as the optimal choice for SACCOs looking to modernize and secure their operations. Additionally, Kwara's strong commitment to security and compliance gives it a competitive edge, particularly in highly regulated environments like Kenya and Uganda.

h) Risk Assessment and Mitigation Strategies

- **Market Saturation:** There is a risk of market saturation as more providers enter the digital banking space for SACCOs. We will mitigate this by focusing on Kwara's unique selling points, such as their SASRA-compliant platform and tailored solutions for SACCOs.
- **Lead Quality:** To ensure lead quality, we will employ strict criteria for lead selection and verification, focusing only on SACCOs that align closely with Kwara's ICPs.
- **Regulatory Changes:** Changes in regulations could impact SACCOs' needs. We will stay informed of any regulatory shifts and adjust our messaging to highlight how Kwara's platform ensures compliance.

i) Launch Timeline

- **Week 1:** Email infrastructure set-up, start inbox warming, finalize target lists and craft personalized messaging for email and LinkedIn outreach.
- **Week 2:** Launch initial cold email campaign and LinkedIn outreach, followed by tracking and analysis of engagement metrics.
- **Weeks 3-4:** Begin follow-up campaigns based on engagement data, set up meetings with interested leads, hand off warm leads to Kwara's Sales Team for closing and continue refining the outreach strategy.
- **Weeks 5-12:** Ramp-up lead generation efforts based on learnings from prior weeks.

Final thoughts:

This proposal outlines a strategic, targeted approach to B2B lead generation that aligns with Kwara's business goals and market position. By focusing on high-quality, relevant leads, GetFiTech Media is confident in delivering measurable results that will support Kwara's growth and expansion within the SACCO sector in Kenya and Uganda.