



# B2B Lead Generation Proposal

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## a) Executive Summary

DPO Group, as a leading pan-African Payment Service Provider (PSP), has the potential to further scale its operations and capture more market share in Africa and beyond. GetFiTech Media proposes a targeted outbound B2B lead generation strategy that leverages our expertise in identifying and engaging with key decision-makers across DPO Group's ideal customer profiles (ICPs). This proposal outlines our approach, the expected outcomes, and why GetFiTech Media is the ideal partner to drive DPO Group's growth in the competitive payments landscape.

## b) Understanding of DPO Group's Business and Goals

DPO Group provides secure, seamless payment solutions across Africa, enabling businesses of all sizes to accept payments through various methods including mobile money, credit/debit cards, and more. The acquisition by Network International positions DPO Group to expand its offerings and enter new markets. The goal is to increase its customer base across sectors such as e-commerce, hospitality, travel, and education by offering flexible, secure, and integrated payment solutions.

## c) Ideal Customer Profiles and Buyer Personas

- **E-commerce Platforms and Marketplaces:** Targeting companies like Jumia and Konga that need secure, multi-currency payment solutions to handle high transaction volumes.
  - **Buyer Persona:** E-commerce Operations Manager, CTO
- **Hospitality and Travel Industry:** Focused on businesses like Travelstart and Comfy Inn Hotel that require robust payment systems for cross-border transactions.
  - **Buyer Persona:** Revenue Manager, Director of Guest Experience
- **Educational Institutions and Online Learning Platforms:** Engaging with institutions like Moringa School, Ubongo Kids, and Strathmore University that need secure, multi-currency payment gateways.
  - **Buyer Persona:** Director of Finance, Head of Student Services

## d) Strategy and Approach

- **Cold Email Outreach:** We will curate high-quality cold email lists from public and premium databases, ensuring list hygiene through top-rated verification services. Each email campaign will be crafted to address the specific pain points and goals of the target buyer personas, highlighting how DPO Group's payment solutions can solve their challenges, with a nurture sequence aimed at driving them towards potential partnership.
- **LinkedIn Outreach:** Utilizing LinkedIn Sales Navigator filters, we will build precise target lists of decision-makers. Personalized LinkedIn messages and InMail campaigns will be designed to initiate meaningful conversations, leading to higher engagement rates with the aim of securing consultations for DPO Groups sales team that lead to possible partnerships.

## e) Expected Outcomes and KPIs

- **Outcomes:**
  - Increase in qualified leads for DPO Group's sales team.
  - Enhanced brand awareness among key decision-makers in target industries.
  - Potential expansion into new markets through strategic partnerships.
- **KPIs:**
  - Number of qualified leads generated per month.
  - Conversion rate from lead to opportunity.
  - Engagement rates on email and LinkedIn campaigns.

## f) Competitive Analysis Focused on DPO Group

- **Strengths:**
  - Strong presence across 21 African countries.
  - Diverse payment methods including mobile money and multi-currency support.
- **Weaknesses:**
  - Increasing competition from global payment providers entering the African market.
- **Opportunities:**
  - Expanding into new industries and regions through tailored payment solutions.
- **Threats:**
  - Rapid technological advancements in the payments sector, requiring constant innovation.

## g) Risk Assessment and Mitigation Strategies

- **Risk:** Low engagement in outbound campaigns.
  - **Mitigation:** Regularly update target lists and refine messaging based on feedback.
- **Risk:** Competition from other payment providers.
  - **Mitigation:** Emphasize DPO Group's local expertise and existing partnerships.

## h) Next Steps

1. **Kickoff Meeting:** Align on campaign objectives, timelines, and key metrics.
2. **Custom Campaign Development:** Develop tailored outreach content and strategies.
3. **Launch Campaign:** Execute email and LinkedIn outreach, monitor performance, and make adjustments as needed.

## i) Why GetFiTech Media

GetFiTech Media offers deep expertise in outbound B2B lead generation, with a proven track record of helping companies enhance their sales pipeline. Our team understands the nuances of doing business across Africa, making us uniquely positioned to drive successful campaigns for DPO Group.

## j) Final Thoughts

DPO Group is poised for significant growth in Africa's rapidly evolving digital payments landscape. By partnering with GetFiTech Media, DPO Group can leverage our expertise to generate high-quality leads, expand its customer base, and solidify its position as the leading payment service provider in the region.