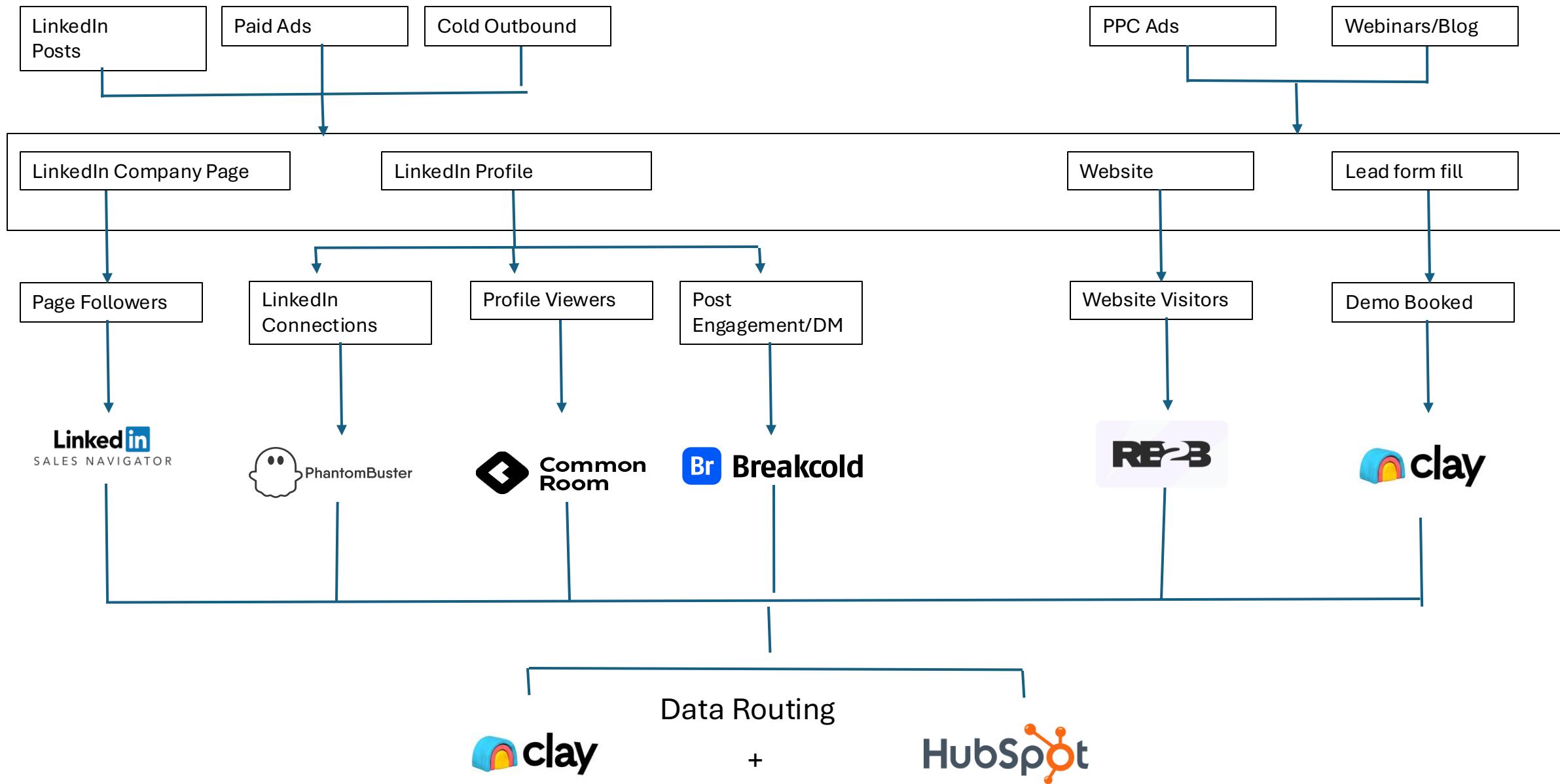


GTM Funnel for H2N

B2B Traffic Generation





(Lead Scoring & Prioritization)

Automated Outreach

Email Outreach

LinkedIn Outreach

Manual (Hyper-specific)

Email

Call

DM

Text

Marketing

Ad Retargeting

Marketing Sequences



The GTM funnel outlines a full-cycle B2B lead generation and conversion process, divided into two key stages:

1) Traffic Generation:

Multi-channel acquisition via LinkedIn Posts, Paid Ads, Cold Outbound, PPC Ads, and Webinars directs traffic to LinkedIn pages and a website. These channels drive engagement (followers, connections, profile views, DMs, website visits, demos), tracked through tools like LinkedIn Sales Navigator, PhantomBuster, Common Room, Breakcold, RB2B, and Clay. All data flows into Clay and HubSpot for centralized routing.

2) Lead Management & Outreach:

Using Clay and ChatGPT, leads are scored and prioritized, then routed to:

- Automated Outreach (Email/LinkedIn via Instantly)
- Manual Outreach (Email, Call, DM, Text)
- Marketing (Ad Retargeting, Sequences)