

IT Services Company - Strategic Client Expansion



OVERVIEW

Our client, a mid-sized IT services company, was primarily growing through referrals, which limited their market reach and growth potential. They aimed to diversify their client acquisition strategies to include new, untapped markets, moving beyond their existing referral-dependent model.

Client Industry: Information Technology

Size: Mid-sized

Challenge: Over-reliance on referrals stifling growth.

Objectives: To build a robust pipeline of new clients through targeted outreach.

APPROACH

We began by defining an ideal customer profile based on an analysis of past successful client relationships. This profile guided our use of LinkedIn Sales Navigator to curate a list of potential prospects fitting the client's target market. Understanding the client's unique value proposition allowed us to craft a series of custom messaging sequences aimed at addressing common challenges faced by these prospects. Our approach not only involved initial outreach but also strategic follow-ups to enhance engagement. Throughout the campaign, we encountered and overcame challenges such as low initial response rates and high competition by refining our messaging and targeting criteria through continuous A/B testing.

Strategy Used:

- Prospect profiling, LinkedIn Sales Navigator,
- Tailored messaging sequences.
- Automated outreach to filtered prospects

Challenges & Solutions: Improved initial low engagement through message optimization, engagement with prospects and strategic follow-ups.

RESULT

The refined outreach strategy successfully generated 90 warm leads over six months, culminating in 32 scheduled meetings and 7 new, recurring client orders. This not only diversified the client's customer base but also set a foundation for scalable business growth.

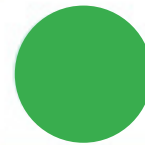
Key Outcomes: Established a new, sustainable client acquisition channel.

Client Impact: Reduced dependency on referrals, increased market penetration and recurring revenue streams.

RESULT



90
Warm Leads



32
Meetings Setup



7
Orders Won

DURATION



6 Months

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