

# THE RAWR AGENCY

## **B2B** Lead Generation Program





# B2B Appointment Setting

## Overview

Outsource your top of funnel sales activities. Our team will identify qualified leads, reach out to key decision makers, and schedule appointments or demos for your sales team.

## How We Do It

Our outreach strategy utilizes a Multi-Touch/Multi-Channel approach to contacting your target prospects. This ensures high visibility and improved conversion.

## Methods include:

- › Email: Outbound & Nurturing
- › Call & SMS
- › Social Media
- › Direct Mail\*

## Targeting

This is solely determined by your companies goals, channels, and target. We can customize your target audience by business type, location, size, etc and key leadership roles: owners, vice presidents, general managers, or lower level managers.

By utilizing your businesses' sales data from existing customers and using our proprietary search modeling processes, we create a Persona of the ideal prospect and then score all other prospects against that Persona. The intent being only to generate sales leads with a high probability of closure. We pride ourselves on the amount of custom data points we can implement into a campaign and the personalization of our campaigns.

# Custom Data Point Examples: Marketing Industry

Custom Data Point	Reasoning
Domain Data Points	Using domain metrics, we are going to cut down the audience size into segments based on data points such as: Domain Authority, Active Indexed Pages, Social Signals, Increase / Decline in traffic, Keyword Ranking Relevance, Site speed performance and active content output.
Job Listing Segments	Job listings are an efficient indicator of the companies weaknesses in specific activities, such as marketing, sales, lead generation, advertising, PR, branding, design, and development.
Technology Stack	If this company currently has traffic and it is relevant, what marketing automation, lead capturing, analytics, and monitoring technologies if any are being used. This indicates potential opportunity in exposing the strengths or weaknesses in the potential leads ability to convert traffic and retain influence.
Social Data Points	Do these companies currently have social media pages, if so are that optimized, are they active, how many followers, or influence does the potential lead have.
Firmographics	Firmographics is generalized data points that can be used to create multiple segments such as: Number of employees, Year founded, Years in business, Number of funding rounds, Public or Private, Funding amounts, Connected VCs.

# Additional Features

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## Campaign Control

### Lead Management

1. Track leads from capture to close
2. Block-Out dates and times on the Calendar to indicate availability
3. Get real-time alerts for appointments

### Monitor Progress:

1. Weekly email reports on status of leads and appointments
2. Receive regular strategy recommendations for improved success rates
3. Monitor email statistics: (Delivered, Opens, Replies)

### Nurture Cadence:

1. Create multiple journey paths to ensure all leads are being cultivated
2. Control & optimize marketing messages via custom landing pages and email templates
3. Respond to your prospects in real-time via email & sms

## Post Campaign:

You get to keep ALL prospect data, not just the set appointments, to utilize for continued nurturing campaigns. We include data points to every lead such as company, email, telephone, physical address and campaign history.

# Service Levels

## ENTRY

\$15,000

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3 Month Commitment

Customer Profiling

Call Marketing

Email Marketing

Social Marketing

Lead Nurturing

**60**

APPOINTMENTS

## ENTERPRISE

CONTACT US

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Call for a custom proposal:  
(888) 705-0930

All plans require a 90 day minimum commitment