B2B OUTREACH STRATEGY

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GOALS	Generate demand for your business solutions	Target key decision makers for Partner Programs	Campaigns to drive Conversations, Appointments & Sales Opportunities	Create Strategy Overview to Track KPI Metrics
PHASE I: TARGETS	**Market Research:** Extensive market and competitive research to find the best product, offers and messaging	**Linkedin Targeting:** Research and connect with target audience on Linkedin and Sales Navigator messaging	**Database Lead Lists:** Find key decision makers using Apollo.io, Seamless.ai & Enterprise List Brokers	**Database Cleanup:** Clean your lists to prevent Spam with Zerobounce, EmailListVerify or List Brokers
PHASE II: OUTREACH	**Mass Email System:** Consistently send bulk mass emails using a solution to help get into inboxes	**Offer & Messaging:** Craft compelling email offer that will elicit higher positive replies, SQLs & appointments	**Spam Compliance:** Bulk email system, 20 sends per email, compliant copy to get into inboxes	**Split-Test Offers:** Test email offers, copy, headlines, subject lines, signatures, PS lines, call to actions
PHASE III: METRICS	**Outreach Numbers:** The key is # of emails sent daily. If the goal is 500/day: send 20 messages from 25 email addresses	**Sales Qualified Leads**: Track the Sales Qualified Leads (SQLs) that are interested in learning more about iolo Products	**Booked Appointments**: Measure how many Booked Appointments came from the email campaigns	**Proposals & Deals:** The sales teams should be measuring how many Proposals & Closed Deals were achieved

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