

U.S. SPRAY FOAM RENTALS

PROFESSIONAL SPRAY FOAM EQUIPMENT RENTAL FOR THE HOMEOWNER & CONTRACTOR

U.S. Spray Foam Rentals is a nationwide supplier of spray foam equipment. Their primary focus is renting professional spray foam equipment and providing training to contractors and homeowners.

Historically, most of their business has come through their website, via google traffic.

Looking to grow and take a more proactive approach to developing new business, they asked the question....



....“Where can our best prospects be reached, and how can we go about targeting them to generate qualified leads?”

Identifying Their Target Market

In our initial conversations with them, we identified the following ideal prospect profiles:

- General Contractors
- Commercial Contractors
- Project Managers
- Construction Management Firms
- Home Builders
- Remodelers
- Estimators

Using LinkedIn’s Advanced People Search, we were quickly able to identify over 107,000 ideal prospects in the United States.

With this large of a database to target, we knew this campaign would generate a flow of qualified leads for years to come.

The Campaign Plan

Given the massive size of the market, we recommended a fairly direct approach. In some industries, this wouldn't work. But in construction, it works very well.

Contractors are not only happy to take a look at another bid, but sometimes they urgently NEED more options to consider. So getting in the door is relatively easy through our methods.

With this in mind, we structured a direct outreach and messaging campaign to go after exactly the right prospects.

The messages include a very brief outline of U.S. Spray Foam Rentals' value proposition, and then requests a time to set up a phone call.

U.S. Spray Foam Rentals has two primary sales people. The company wanted us to funnel certain leads (based on market segments) to the specific sales person for that segment.

Thus, we executed the activity utilizing the two sales reps accounts.

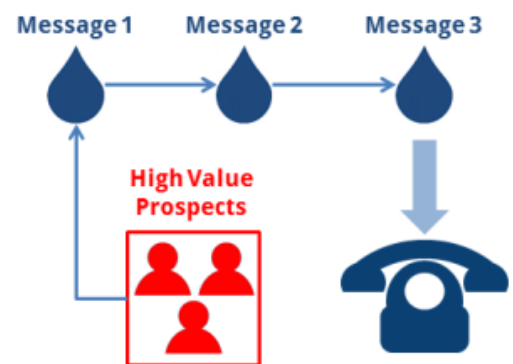
Working from within their LinkedIn accounts, we deliver weekly batches of targeted messages based on the segments that the sales reps are responsible for.

LinkedSelling's scope of work includes everything up until the point when the prospect agrees to a phone call, at which time we hand off the lead. We handle all of the prospecting, tracking, outreach, and messaging.

What work is the U.S. Spray Foam Rentals team responsible for?

Aside from the initial planning meeting and script approval, LinkedSelling handles everything.

Our client's team only has to handle the leads and the scheduling of calls with the prospects.



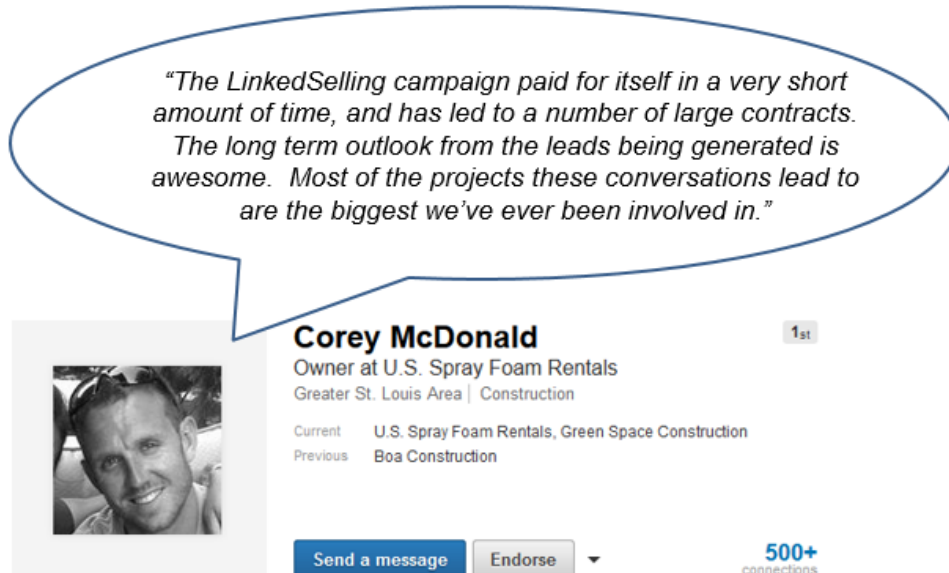
The Results

The campaign started generating leads in the first week. And it hasn't let up since.

On average, we're delivering 23.4 leads per month.

These are qualified prospects with both short and long term needs. Many of these leads result in immediate opportunities. And nearly all of them have built the foundation for lasting relationships that will generate hundreds of thousands in revenue over their lifetime.

Needless to say, the results have been tremendous.



If this sounds like it makes sense for your business, we'd love to schedule a call and explore what kind of approach and campaign would generate the best results for you.

[Click here to get in touch!](#)