

# How One Managed IT Service Provider Generated 29 High Quality Leads In Less Than 2 Weeks

## The Challenge:

Alliance Corp's managed IT services are unmatched in their industry, and allows them to deliver excellent results for their clients. What they didn't have, however, were the *RIGHT* kinds of opportunities coming in the door.

They came to us looking for another way to expand their business and generate more leads. Before they came to us, they primarily used branding and networking to bring in more interested prospects. They weren't getting the results they needed in order to meet their growth goals; they needed more targeted prospects, who had the **budget** and the **need** to work with them.

## The Solution:

We created a strategy that surrounded an outreach plan to target and connect with the exact people they were looking for. The platform we chose? LinkedIn messaging. Executing a lead generation strategy like this has four parts:

1. On Alliance Corp's behalf, we researched their target market. This included finding people on LinkedIn with job titles like: CEO, Owner, CIO, CFO, COO, IT Executives, CTO, and more. They wanted to connect and reconnect with people in the St. Louis area.
2. Second, armed with this knowledge, we created the messaging campaigns and put it in overdrive with weekly messaging, beginning with a LinkedIn connection request. We started with their original connections with a focus on MO/IL people.
3. From there, we relied on our outreach plan. We sent out two rounds of messaging in two weeks and generated 29 leads in that timeframe.
4. Finally, after potential leads have gone through the funnel, we deliver quality prospects to Alliance Corp ready to book appointments. Note that with weekly messaging, it would typically take the prospect a month to complete the entire funnel and *go from cold lead to warm prospect ready to set an appointment*.

## The Results:

This outreach sequence resulted in 29 quality leads in only two weeks. More than that, a big part of Alliance Corp's success is that we were able to position them as a trusted resource in their industry, which attracted a lot of conversations on LinkedIn and opened the door for their sales team.

As a result, they not only saw an influx of quality prospects, which was exactly what they needed, but they also saw the difference that trust building and excellent positioning can have on the sales process.

## About Alliance Corp:

Alliance Corp provides managed IT services for businesses of any size in any industry. They specialize in cloud, security, migration systems, and more. They offer best-in-class, tightly integrated solutions with efficient execution.

**Industry:** Managed IT

**Location:** Creve Coeur, MO

**View Company Website:** <https://www.alliance-corp.co/>



## Think We Can Help?

Let's Chat to See How We Can Help Generate Quality Appointments for Your Business!

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