

How LifeGuides Generated High Quality Leads, Appointments, and Deals With a LinkedIn Outreach Strategy

The Challenge:

LifeGuides provides a new concept for HR teams. Their offerings are designed to address burnout and an employee's need for mentorship in order to achieve their full potential. They came to us looking for another way to expand their business and generate more leads & sales for their business.

They had previously tried various outbound efforts, like networking and roundtable events, to generate more leads for their business but 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:

A Targeted LinkedIn Outreach Campaign

We developed a strategy that identified their target market (HR leaders from companies with 1000-5000 employees with a "culture of caring") and from there, we used prospecting lists they had used with other outbound agencies and ran prospects through a series of emails, LinkedIn messages, and calls from our own SDR team.

Through these messaging channels, we were able to generate the results that LifeGuides had been looking for all along.

The Results:

49 Leads, 27 Booked Calls, and 3 Prospective Deals

In just 8 months of running this campaign, we generated 49 leads, 27 booked calls, and they currently have 3 prospective deals in their pipeline.

More than that, a big part of their success is that we were able to position them as a trusted resource in their target industries, which attracted a lot of conversations on LinkedIn and opened the door for more sales opportunities with high-quality companies.

Some of the companies that were interested in LifeGuides include: Black Rifle Coffee, Wayfair, Liberty Mutual, JP Morgan, and Sysco.

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 LifeGuides:

Industry: Employee Wellness & Wellbeing

Location: Tempe, Arizona

View Company Website: <https://lifeguides.com/>

Want to Generate More Booked Calls & Leads?

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