

How An Employee Evaluation Software Company Utilized a Multichannel Outreach Strategy To Pave the Way For Industry Disruption

The Challenge: Reaching Growth Goals for Lead Volume & Quality

Truvelop, a relatively new company, has developed an employee evaluation and performance software that will disrupt the way that performance reviews are done. Disruption doesn't happen on its own though; they needed a way to get themselves in contact with HR executives in manufacturing industries through a high-quality brand awareness outreach strategy.

Before they came to us, they had been relying on content blogging, search engine marketing, and email outreach, but they weren't getting the number of leads they desired through any of these channels.

The Solution: A Targeted Outreach Strategy

First, we identified the target market and built a prospect database of the exact types of companies that Truvelop wants to work with. Lisa, Truvelop's CEO shared with us a list of companies she considered her ideal prospects. With this initial guidance, we chose to focus on targeting manufacturing industries across industrial states and HR executives from companies that ranged from 51 to 5,000 employees.

We developed a LinkedIn outreach sequence that is the first of its kind. We sent 11 different touch points over the course of 30 days through a mixture of LinkedIn messages and email (4 on LinkedIn and 7 emails).

The Results: Increased Opportunities

In less than 90 days, we generated 16 high-quality leads and scheduled 4 demos for Truvelop. A few of these leads are also currently in the middle of the sales process and will likely become a client over time.

Even more importantly, the prospects that are in the pipeline are in Truvelop's target market. Our focus is always to deliver the right message to the right people and throughout this campaign, we've been able to do just that.



Truvelop[™]

About Truvelop:

Truvelop is an employee evaluation and performance review software that allows companies to conduct daily reviews on employees. Their philosophy is that all employees aren't created equal; some have a bigger impact than others, an impact that is part of a sliding scale. This scale is the basis for the algorithm on their mobile app, which allows companies to capture observations, measure & track performance, and more.

Industry: Human Resources

Location: Baltimore, MD

View Company Website: <https://www.truvelop.com/>

Think We Can Help?

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