



Building & Reaching Your  
**Ideal B2B Target Market To**  
Generate A Sustainable Pipeline



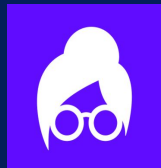
# Build Your Audience Of Decision Makers

## Challenge:

- CPL (Cost Per Lead) in B2B is rising rapidly across platforms.
- Traditional B2B digital ads aren't as cost-effective as before.

## Solution:

- Use premium tools like ZoomInfo, Apollo, Lusha and LinkedIn Sales Navigator to identify and segment decision-makers.
- Leverage a data team to optimise audience segmentation and insights from these subscriptions.



# Create Content That Addresses A Challenge

## HOW:

- Create content that add value. Ideally it's video content, but concise written content via a post or carousel is good.
- Adding value builds trust, a level of authority and increase brand equity.



# Distributing On LinkedIn

## Challenge:

- Cold outreach without brand familiarity risks negative responses and burnout.
- Familiarity with your brand is essential before direct outreach.

## Solution:

- Build a decision-maker audience in your target market.
- Upload this audience to LinkedIn Ads Campaign Manager using their emails.
- Boost value-driven content (videos, carousels) to prospects to increase impressions and build credibility.
- Set a budget focused on cost per impression to establish brand familiarity—engagement will follow organically.



# Connecting On LinkedIn

## Challenge:

- People hate being sold to in the DM.
- People are busy and don't have time to read a long spiel about your product.
- Professionals are always getting spammy connection requests.

**They're over it.**



## Solution

- Connect personally with professionals.
- A courteous introduction goes a long way.
- Avoid spamming DM sequences.
- Avoid call to actions unless there is genuine dialogue that organically creates this opportunity.

# Phone Outreach

## Challenge:

- Increased difficulty in phone answer rate due to SPAM calls.
- A refined, respectful, and clear phone script is essential.

## Solution:

- **Introduce** yourself fully (full name, title, company, location, problem solved, and city).
- **Reminder:** Mention any prior connection (LinkedIn, email click) to create familiarity.
- **Qualify** the prospect (e.g., "I understand you're the Cloud Services Manager at ABC Bank").
- **Focus on Benefits:** Keep it introductory—avoid discussing features.
- **Next Steps:** Express interest in a future formal call, with the primary goal of sending more info and scheduling a callback (successful intros can lead to immediate meetings).



# Email Outreach

## Challenge:

- You're not the only one reaching out to these professionals.
- Avoid pitching too early or sending spammy, meeting-focused emails.

## Solution:

- Create human-centric emails that address relatable pain points.
- Add value with actionable content (written or video) to build trust.
- Make emails visually appealing using brand colors and logos.
- Include a soft call to action only after adding value.
- Track open, click, and unsubscribe data meticulously.



# Send More Information

## HOW:

### Structure Your "More Information" Emails

- **Branding:** Include your logo and brand colors for recognition.
- **Overview:** Start with a quick summary in bullet points.
- **Sections:**
  - **About You:** Who you are and how you help.
  - **Features & Benefits:** Show how features provide real benefits.
- **Social Proof:** Highlight team pedigree, notable clients, case studies, and testimonials.
- **Call to Action:** Be clear about wanting a meeting; include options like "Book here" or "Reply to this email."





# Call Back And Book The Meeting

## Meeting Strategy: Building On Value

- **Touch Points:** With five touch points, three of which added value (LinkedIn Ad, 1st Email and More Info, you've set a strong foundation for a successful meeting.
- **Meeting Focus:**
  - Clarify that this meeting is about discussing a common problem you solve and its benefits—not selling.
  - Avoid jumping into a product demo or hard sell; focus on building rapport.
- **Approach:**
  - Use the meeting to understand the prospect's pain points and introduce relatable issues.
  - If they resonate, propose a follow-up meeting to present a tailored solution.





**READY TO REACH YOUR  
B2B TARGET MARKET?**

**Contact us today!**

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