

Leadfacta

# Lead Accelerator

**MORE** →



Leadfacta

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# Why Leadfacta?

## 01

### Consistent Quality Leads

Every week you can expect 100 to 150 high quality leads. We don't buy lead list; we pride ourselves on our smart research methodology, making our leads outperform our competitors.

## 02

### Low Risk & High Reward

Let's talk ROI. We should pay for ourselves and then some. Once we show you what we can do, you will be asking for me leads. And we can deliver. Scale as you need without the risk of a full-time hire.

## 03

### Let your sales team sell

Nobody is good at everything. Most sales reps don't prospect as well as they sell. Moreover, when they get busy with sales, prospecting suffers! Our Lead Accelerator program runs like a machine so you can focus on closing and delivery.

## 04

### Affordable Expertise

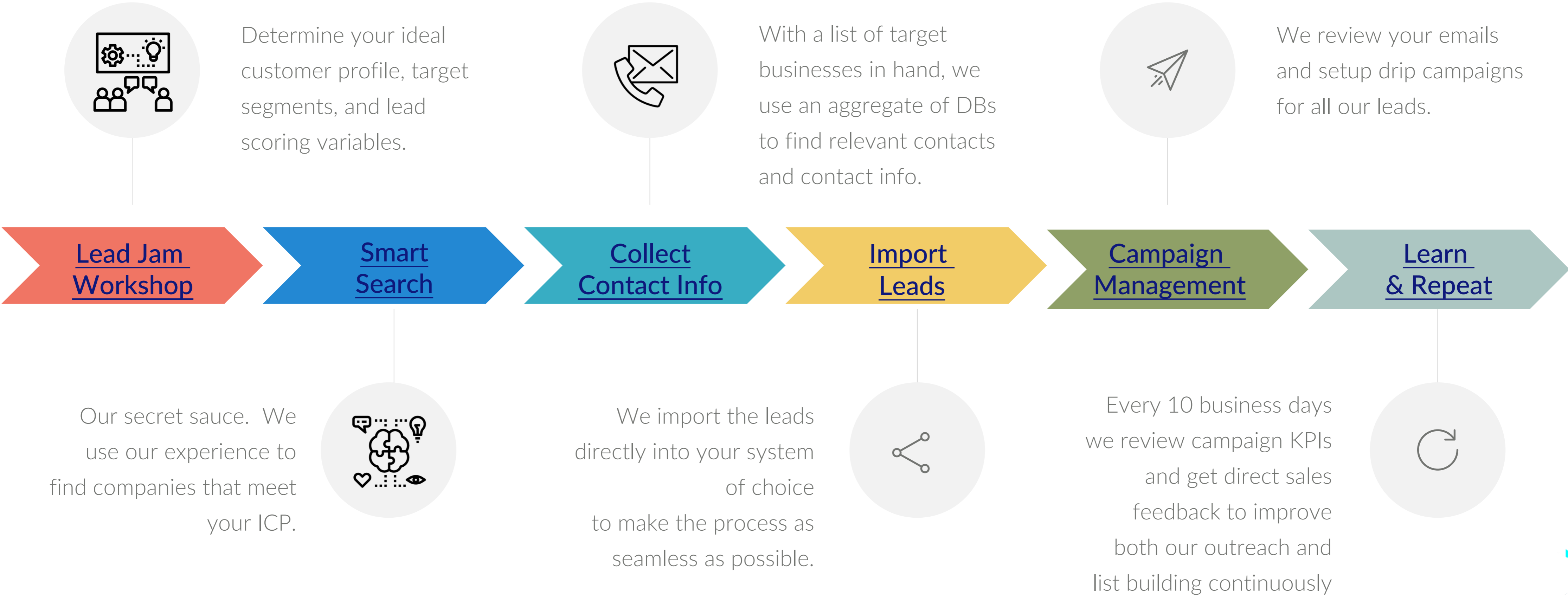
Before being founders, we were users. We couldn't find the perfect solution to our outbound lead generation. Options were either cheap low quality leads or expensive fully outsourced sales teams. We created our own system and now we are sharing it with you.



Lead Accelerator

# Overview

Our Lead Accelerator program runs like a machine so you can focus on closing and delivery.



# B. Leads Jam Workshop

Step 2: ...

Step 2: Instr...

Step 2

Step 2: Instr...

Step 2: Out...

Step 3

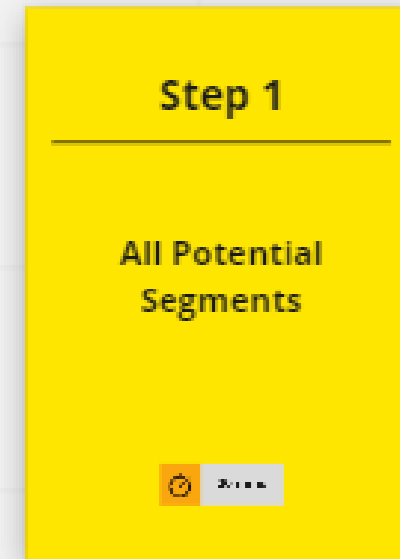
Step 3: Instr...

Step 3: Out...

End of work...

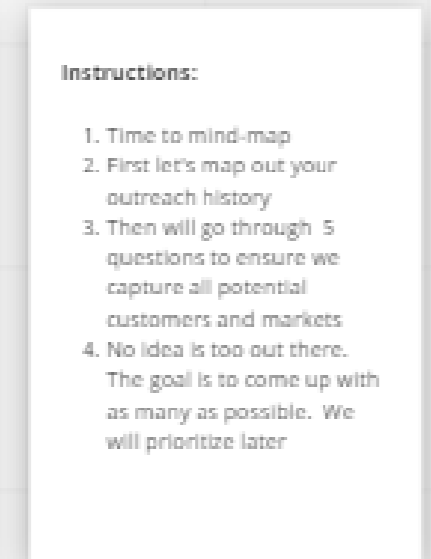
**Step 1**

**All Potential Segments**



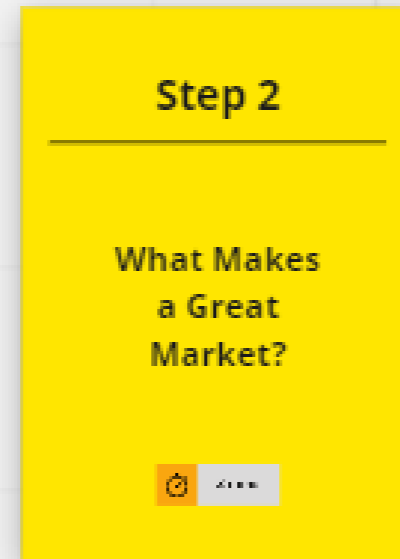
**Instructions:**

1. Time to mind-map
2. First let's map out your outreach history
3. Then will go through 5 questions to ensure we capture all potential customers and markets
4. No idea is too out there. The goal is to come up with as many as possible. We will prioritize later



**Step 2**

**What Makes a Great Market?**



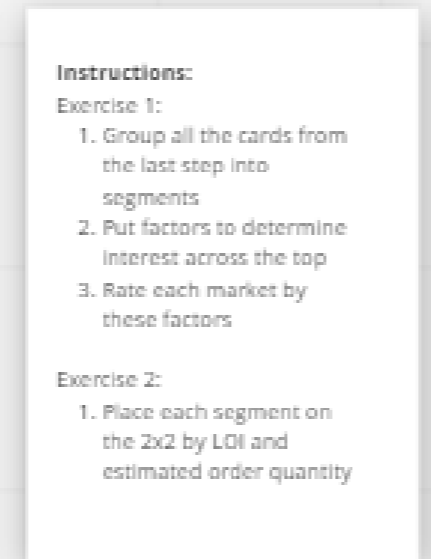
**Instructions:**

**Exercise 1:**

1. Group all the cards from the last step into segments
2. Put factors to determine interest across the top
3. Rate each market by these factors

**Exercise 2:**

1. Place each segment on the 2x2 by LOI and estimated order quantity

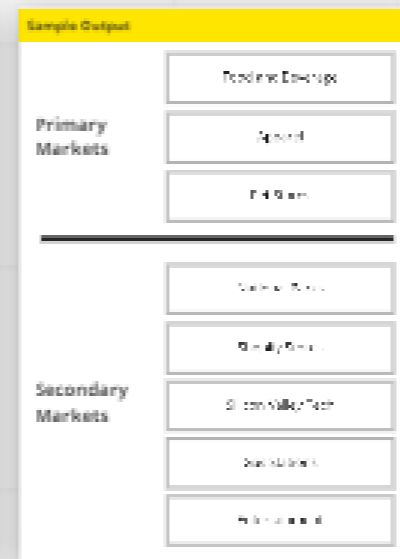


**Sample Output**

Primary Markets
Topical Events
Segment
149

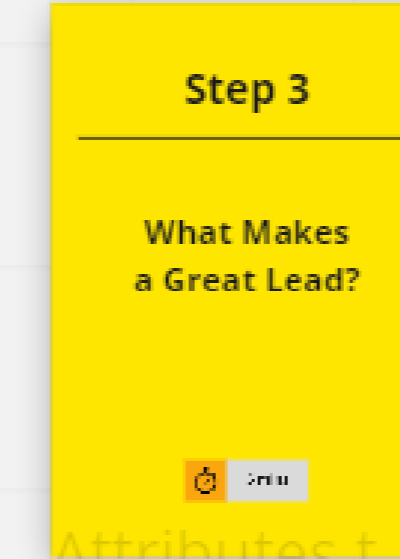
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Secondary Markets
Online Tools
Direct Mail
Direct Mail/Text
Direct Mail
Direct Mail



**Step 3**

**What Makes a Great Lead?**

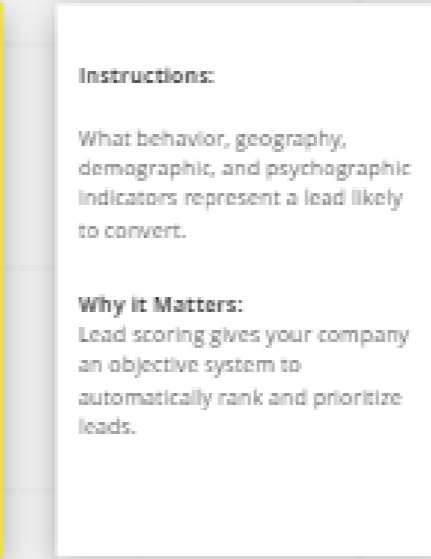


**Instructions:**

What behavior, geography, demographic, and psychographic indicators represent a lead likely to convert.

**Why it Matters:**

Lead scoring gives your company an objective system to automatically rank and prioritize leads.

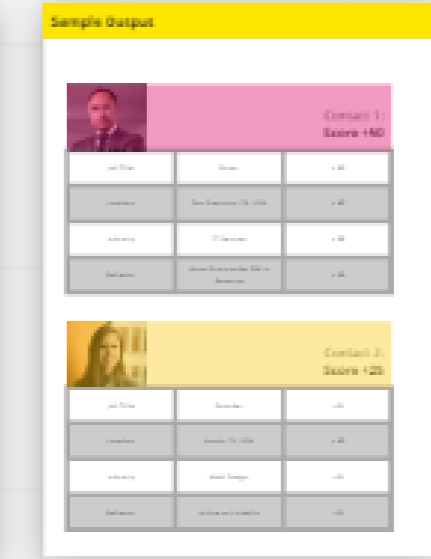


**Sample Output**

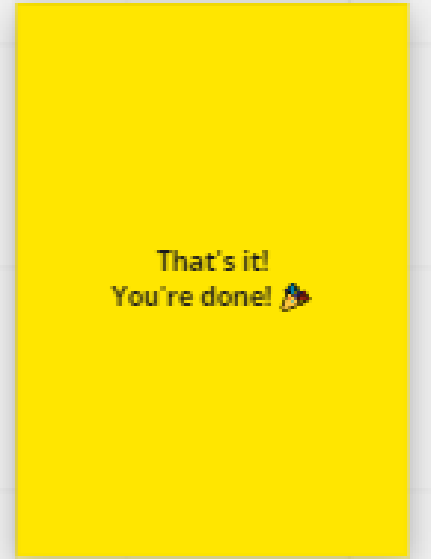
Contact 1	Score	1-10
John Doe	85	High
Jane Smith	72	Medium
Bob Johnson	68	Medium
Alice Brown	55	Low

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Contact 2	Score	1-10
David Lee	90	High
Emily White	78	Medium
Michael Green	65	Medium
Sarah Black	52	Low



**That's it! You're done!**



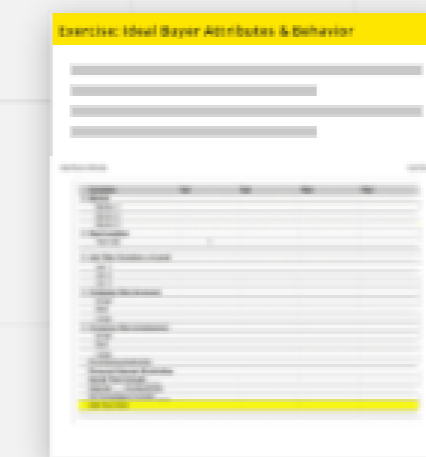
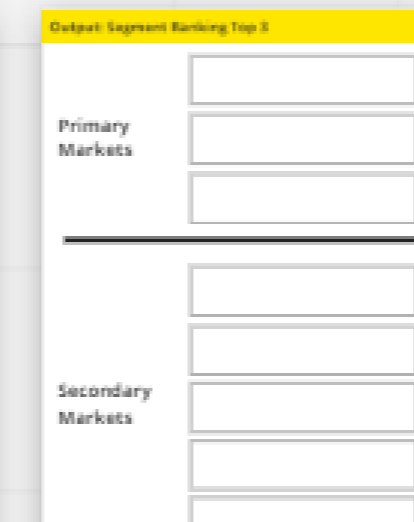
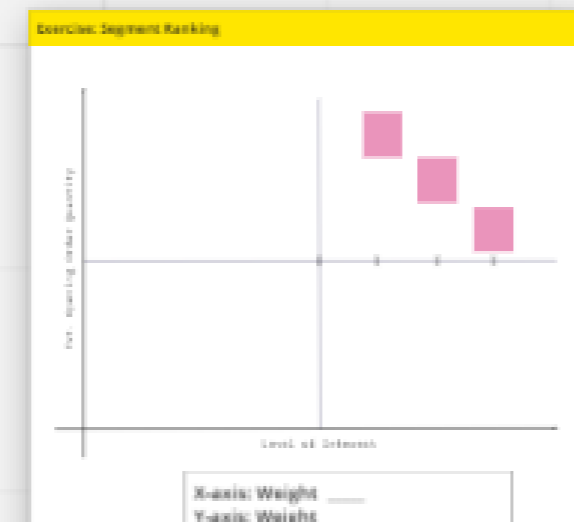
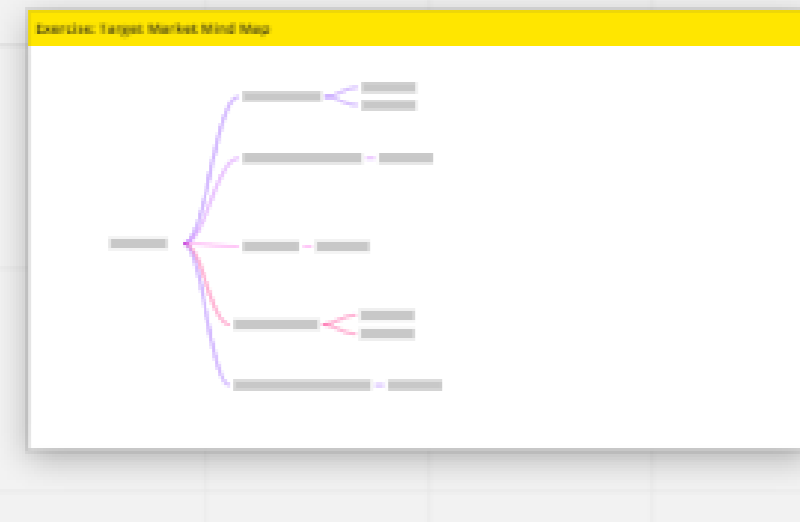
Your Outre...

Target Market Mind Map

Segment Ranking

Primary Ma...

Attributes t...



## Step 1:

# Lead Jam Workshop

Our kickoff session (aka Lead Jam Workshop) is designed to learn as much about your industry as fast as possible so we can co-create an outbound targeting strategy. Our expertise in outbound combined with your industry knowledge will create the perfect outbound playbook.

## Highlights:

- ❖ Create an ideal customer profile
- ❖ Select top three target segment
- ❖ Determine initial lead scoring variables (so we can measure success & trigger certain campaign actions)





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**Step 2:**

# Smart Search

We never buy list. There is no one way to search for leads and it can't be done effectively by a machine. We pull on our years of experience and info gathered from our *Lead Jam Workshop* to put together a unique Smart Search strategy for your desired target segments.

## Highlights:

- ❖ No list buying
- ❖ Human research, not machines
- ❖ Individualized search strategy





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### Step 3:

# Collect Contact Info

With a list of businesses in hand, we pinpoint relevant contacts and gather their email, phone, and other key datapoints. We then ping each email to ensure your emails don't bounce.

### Highlights:

- ❖ Email, phone, position, and other key data points collected.
- ❖ No need to pay thousands of dollars to ZoomInfo. We got that covered.
- ❖ All emails validated = no bounced emails, protecting your domain authority



Company Name	Notes on Companies	Business Website	First Name	Last Name	Title	Notes on Titles	Corporate Email	Validation
Anda		<a href="https://www.andan">https://www.andan</a>	Rick	Rues	Director of Marketing		fake_email@email.com	Y
Anda	pharmaceutical distributors	<a href="https://www.andan">https://www.andan</a>	Cathy	Novaro	Procurement Manager		fake_email@email.com	Y
Anda		<a href="https://www.andan">https://www.andan</a>	Ana	Reyes	VP of Sales and Marketing		fake_email@email.com	Y
Vetsource	Pet Meds, food, OTC products	<a href="https://vetsource">https://vetsource</a>	Anna	Goss	Associate Buyer		fake_email@email.com	Y
Vetsource		<a href="https://vetsource">https://vetsource</a>	Katherine	Alla	VP of Marketing		fake_email@email.com	Y
Vetsource		<a href="https://vetsource">https://vetsource</a>	Ben	Boyer	Senior Buyer		fake_email@email.com	Y
Petcube	Pet Cameras	<a href="https://petcube.com">https://petcube.com</a>	Andrew	Ben	Co-Founder and CMO		fake_email@email.com	Y
Whistle Labs	Pet GPS	<a href="https://www.whistle">https://www.whistle</a>	Caroline	Jenn	VP of Marketing		fake_email@email.com	Y
Whistle Labs		<a href="https://www.whistle">https://www.whistle</a>	Avani	Pat	Head of Product Marketing and GTM		fake_email@email.com	Y
PetDesk	Software for vets	<a href="https://petdesk.com">https://petdesk.com</a>	Kevin	OLeary	Senior Director of Marketing		fake_email@email.com	Y
Stella & Chewy's	Pet Food	<a href="https://www.stellae">https://www.stellae</a>	Eljo	Halimi	Senior Buyer		fake_email@email.com	Y
Stella & Chewy's		<a href="https://www.stellae">https://www.stellae</a>	Betsy	Radue	Director of Digital Marketing		fake_email@email.com	Y
Stella & Chewy's		<a href="https://www.stellae">https://www.stellae</a>	Molly	Mulcahy	VP of Brand Marketing		fake_email@email.com	Y
The Farmer's Dog	Dog Food	<a href="https://www.thefarmer">https://www.thefarmer</a>	Eric	Tsytlyin	Head of Brand		fake_email@email.com	Y
The Farmer's Dog		<a href="https://www.thefarmer">https://www.thefarmer</a>	Arnold	Glick	Integrated Marketing Manager		fake_email@email.com	Y
Ollie Pets	Dog Food	<a href="https://www.myollie">https://www.myollie</a>	Hillary	Benjamin	CMO		fake_email@email.com	Y

**Step 4:**

# Import Leads

We can deliver lead list in google sheets, excel, csv, or import directly to your email marketing software.

Highlights:

- ❖ Up to 150 leads delivered every week directly into your system of choice







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## Step 5:

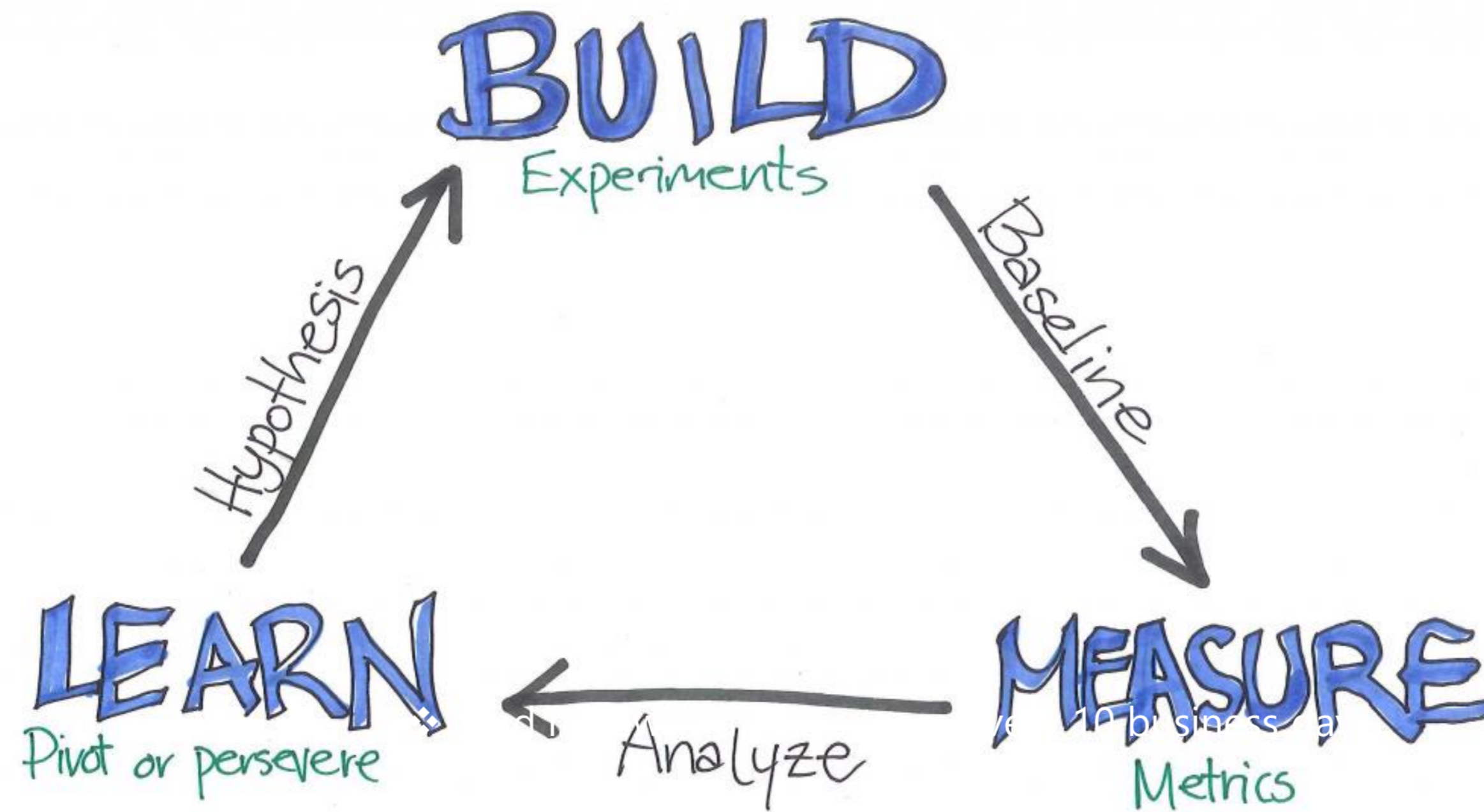
# Campaign Management

Take advantage of our years of experience creating and managing outbound lead campaigns. We guide you through the creation of outbound campaigns and monitor their results.

## Highlights:

- ❖ Guided email and campaign setup formulated for outbound
- ❖ Campaign management, including tracking KPIs to turn insights into action
- ❖ Your sales team doesn't have to do anything until a lead shows interest





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**Step 6:**

# Learn & Repeat

Founded on lean principles, Leadfacta applies these same principles (build, measure, learn) to your outbound efforts. We are constantly reviewing campaign metrics and meeting with your sales team to understand how we can improve

**Highlights:**

- ❖ Campaign recommended based on past performance
- ❖ Sales rep input gathered to improve our lead targeting strategy
- ❖ Quarterly performance reviews and quarterly planning





# Leadfacta

NEVER WORRY ABOUT  
PROSEPECTING AGAIN