



CASE STUDY

Vivid Labs

+

MBS

Overview

Goal

Book qualified sales meetings with the owners and Marketing Directors of small to medium sized businesses generating a min. \$5M / Year in revenue.

Challenge

There are simply too many marketing agencies to choose from! We were hired to break through the noise and generate late stage sales appointments with the ideal clients in a highly competitive marketing niche.

Strategy

Less Is More


B2B Insiders identified the targeting filters that isolated the owners and Marketing Directors of companies with 11-50 employees in industries hyper-active on LinkedIn. We then narrowed down the prospect list to only the companies that were near their HQ, or located close by to their existing customers. Creating a 'fear of missing out'.

'Personalization at Scale'

We then drafted clear, concise, and persuasive messaging that highlighted Vivid Labs' unique selling proposition, while nurturing them with enough value to the point where they were ready to have a 'yes or no' purchasing decision with their team.

Proprietary Software

After targeting and messaging was honed, we used our proprietary software to connect and message thousands of LinkedIn users at scale, that had the same audience makeup of their highest paying customers.

A man in a white long-sleeved shirt and dark pants stands on the left, holding a white mug and gesturing towards a whiteboard. The whiteboard is divided into columns labeled 'Story', 'To Do', 'Dev Progress', 'Done', and 'Goals'. The 'Goals' column contains handwritten notes: 'Create Prod Data Model + corresponding API', 'MVP - Connect API to existing data to create what we know about - person history', and 'Banking'. A man in a blue shirt and white shorts sits on a blue sofa on the right, looking at the presenter. Another person is partially visible on the far left. The room has a brick wall and a large window with a wooden frame.

"If You're Looking For a Lead Generation Agency for LinkedIn, this is it."

Dan Russell, CEO, Vivid Labs

Results

**258 qualified sales leads in just 90 days*

**49 new customers closed*

**\$1.2M in revenue generated*

B2B Insiders Sourced Meetings

Mon 10	Tue 11	Wed 12	Thu 13	Fri 14
		*Intro - Michael Sadicario // B, 6:30am		
Overview Call Request - scc, 7:30am	*Intro - Cameron Toth // Bambl, 7am Campbell & Company <-> Ba, 7:30am	*Intro - David Adi // Bambee HI, 7am *Intro - Amanda May // Bam, 7:30am		
*Intro - Britt Gotcher // Bambee, 8am	2R Drilling Save account call, 8am		Follow up Call to Britt, 8am	
*Intro - Sean D. Mack // Ban, 8:30am	Bambee Overview Call, 8:30am			*Intro - Alicia Lazarto // Ban, 8:30am
Meet Your Dedicated Bambee I, 9am	Bambee Account Set up / Souf, 9am	Matt and Jake save dominos, 9am	Meet your Dedicat Customer Overvie	*Intro - Peter Rice // Bambee H, 9am
Overview Call Request - Ivet, 9:30am	*Intro - Melissa yannizzi // E, 9:30am	*Intro - Caspar Szulc // Bam, 9:30am	Bambee Platform Demo / N, 9:30am	*Intro - John B. Richards // L, 9:30am
	*Intro - Earl Ernsberger // Ban, 10am	Overview Call Request - Marc, 10am	Overview Call Request - Danic, 10am	Overview Call Request - Julia, 10am
*Intro - Darryl Gray // Bamf, 10:30am	*Intro - Jan Schluter // Ban, 10:30am			*Intro - Eli Neuberger // Bam, 10:30am
Overview Call Request - Tami, 11am	*Intro - Stephen Eds // Bamf, 11am	Overview Call Request - John, 11am	Bambee Platform Meet your Dedicat	Meet your Dedicat Customer Overvie
*Intro - Nicole or Sirt // Bar, 11:30am	Bambee Account Set Up, 11:30am	*Intro - Patrick Su Meet your Dedicat		
Overview Call Request - Hilan, 12pm	Meet your Dedicated HR Man, 12pm	Brand Partn Overview C Brand Partn	Overview Call Request - Bt, 12pm	Customer Overview Call Reqt, 12pm
*Intro - Miguel Borunda // L, 12:30pm		Meet Your Dedicated HR A, 12:30pm	Bambee Follow up Call Wf, 12:30pm	
Settlement, 1pm	Bambee Conversation moving, 1pm	Overview Call Request - Maria, 1pm		Bambee HR - Overview Call Re, 1pm
	Weekly Staff Meeting 1:30 - 2:30pm	*Intro - Ankur Saxena // Ban, 1:30pm	*Intro - David Seabrook // B, 1:30pm	
*Intro - Mike Kritzman // Bamb, 2pm	*Intro - Robert Pieper // Ban, 2:30pm	*Intro - Jatinder Sehmi // Bamf, 2pm	Overview Call Request - David I, 2pm	
Meet Your Dedicat Customer Overvie	Customer Overvie Meet your Dedicat	Meet-Your-Dedicated-HR-Mana-3pm		*Intro - Bianca Lesmana // E, 2:30pm
	Bambee Account Set up / R, 3:30pm			Payroll Partnership Inquiry, 3pm
		Strategie/Partner-Account-Woc-4pm		
Product Weekly 5pm, Bambee HQ-2nd-Best-Conferenc	Product Quality and Reliability M 5 - 6pm Bambee Follow up			
*Intro - Kurt Kunselman // B, 6:30pm				

Screenshot of the Vivid Labs' Director of Sales weekly calendar



Click And Schedule a Free Consultation

Let us do all the work in generating new qualified opportunities and more revenue for your business using the World's #1 B2B Platform - LinkedIn.