



THE LAUNCHPAD

Your Strategic Partner in
Sales and Marketing

OUR OBJECTIVES



INCREASE BRAND AWARENESS:

Our campaigns aim to elevate your brand's visibility among potential leads. By leveraging cold calling, email marketing, we introduce your business to a wider audience and strengthen your market presence.



GENERATE HIGH-QUALITY LEADS:

We focus on pinpointing and engaging with promising prospects through targeted cold calls, personalized emails. Our objective is to provide you with leads that are highly relevant and poised for conversion.



ENHANCE CUSTOMER ENGAGEMENT:

Through customized outbound strategies, including cold calling, email marketing, we foster meaningful interactions with potential clients. This helps build rapport, address specific needs, and establish a foundation for long-term business relationships.



BOOST SALES:

We drive sales by setting up appointments with key decision-makers. Utilizing cold calling, tailored email marketing, we create opportunities for your sales team to connect with potential clients and secure deals.



OUR COMPANY



**20+ Years of
Exceptional
Program
Management**



**173
Experienced
Telemarketers**



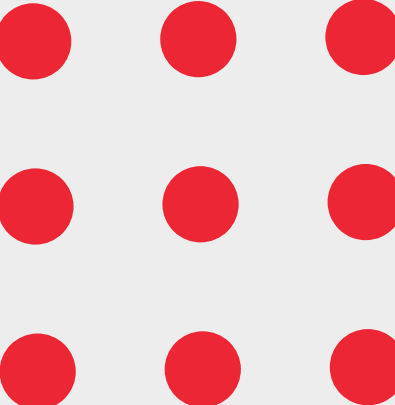
**8 years ensuring
reliable customer
relations.**



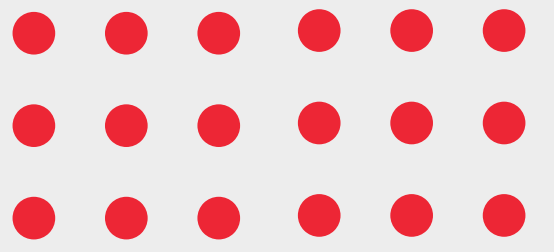
**Expert Lead
Generation for
Securing Lucrative
B2B Deals**



**Strategically
Deploy Workforce
Anytime, Anywhere**



WHY OUTSOURCE US?



01. Quick Implementation

The Launchpad ensures clients are operational in under two weeks, providing a quick and convenient launch for startups and large companies. Experience expedited, proven success in lead generation.



02. Increased Lead-Gen Scalability

Recent years emphasize the need for swift market responses. Outsourcing lead-gen offers flexible scaling without internal costs or complexities.



03. Cost Savings

Outsourcing eliminates in-house setup hassle and costs, offering a complete lead-gen strategy at a single price.

05. Lower Risk

Launching new products or expanding markets comes with inherent risks. Outsourcing lead generation lets you focus on strategic initiatives confidently.



04. Access to Lead-Gen Expertise

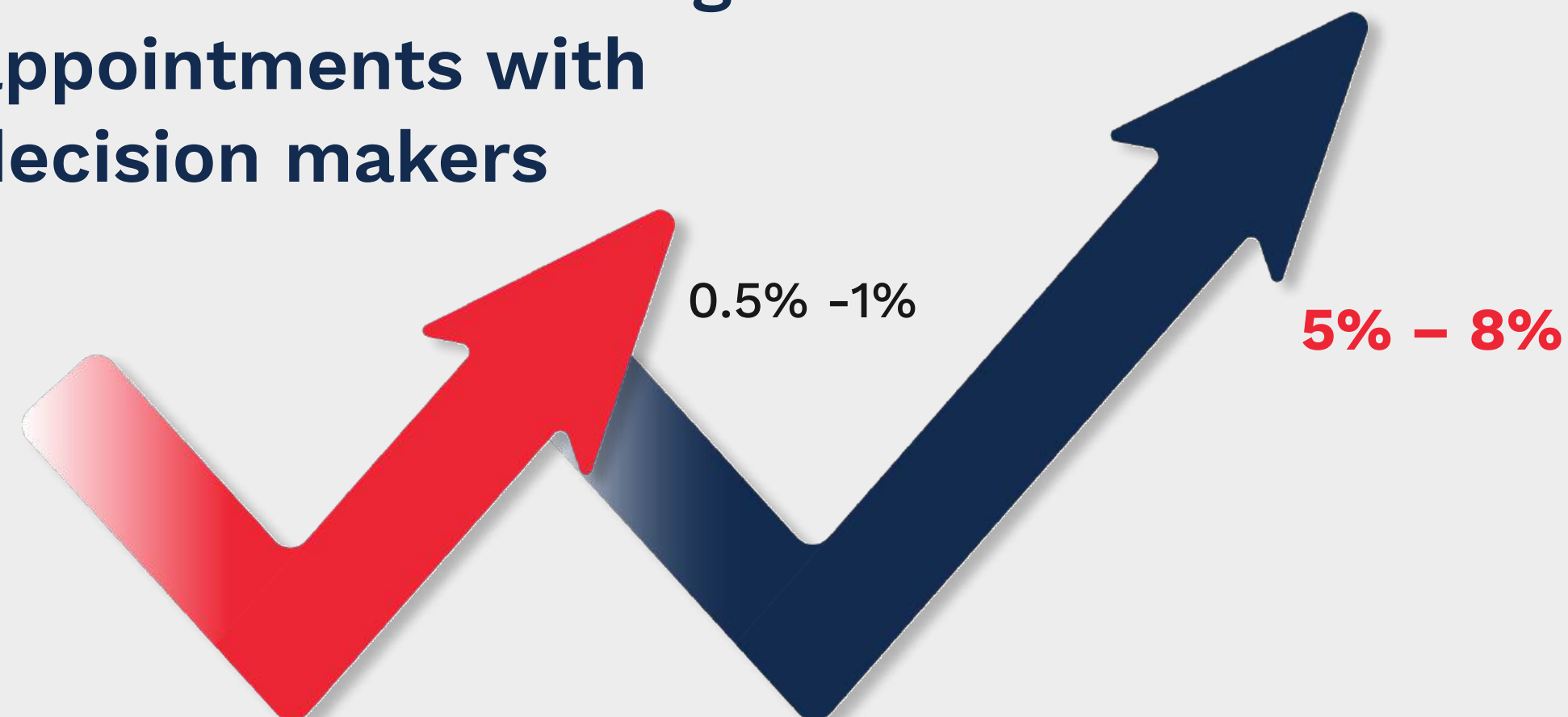
Outsourcing lead generation connects you with specialists focused solely on this task, providing diverse expertise for small or startup companies.



THE LAUNCHPAD MANTRA

We use the Launchpad's
Proprietary H. V.O. High Value
Outreach Formula

Success rates setting
appointments with
decision makers



INDUSTRY AVG

LAUNCHPAD

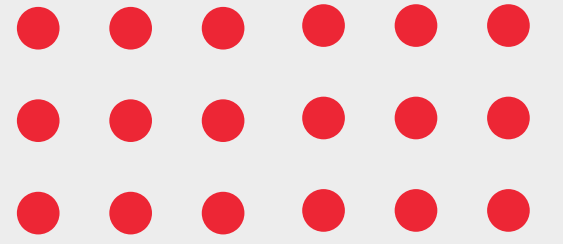
SALES CYCLE OPTIMIZATION



The easiest way to grow your business is to optimize **7 steps of the sales cycle 5% - 8%**. It's the fastest way to grow a revenue **50%**

The Launchpad team are masters in outbound lead generation – and can be a very effective way to radically increase revenue.

HYBRID APPROACH



TELEMARKETING

Minimum of 150 Live Dials per day
Calls for 8 hours a day,
5 days per week



EMAIL MARKETING

Minimum of 5000 email send
outs per month



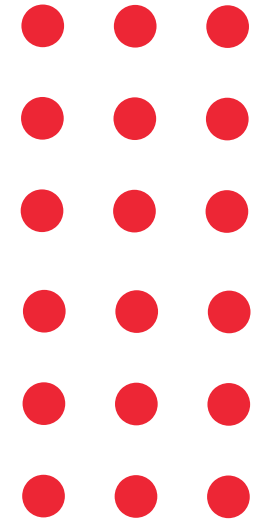
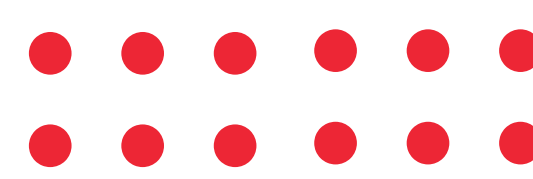
LINKEDIN MARKETING

Minimum of 100 targeted
connections per month

EXPECTATION

- 1.** The objective of our marketing campaign leans always on **the quality of the leads** that we can deliver to our clients, hence the **multiple level of pre-qualifications** that we put in place.
- 2.** You can expect then that **by making the ideal number of calls, emails and connections per month** would allow the Launchpad team to **generate 1 to 2 qualified leads per day**. It can be more or less than that depending on the number of qualifiers that you will set for the campaign.

DETAILS ON OUR CAMPAIGN



ACCOUNT MANAGEMENT

Your dedicated account manager will provide reports every Monday and arrange a weekly meeting to review the campaign's progress. Your account manager will serve as your primary point of contact and will oversee the team on your behalf.

LINKEDIN MARKETING

We will develop LinkedIn profiles that represent your company, positioning individuals as business development representatives. These profiles will be used to connect with key decision-makers and initiate direct conversations about your services, targeting those who may be interested in what you offer.

TELEMARKETING

In today's environment, many individuals are reluctant to answer calls from unknown numbers. To enhance connection rates, our caller IDs will display your company name, thereby increasing the likelihood that recipients will answer the phone.

EMAIL MARKETING

To safeguard your company's brand, we will acquire a domain name relevant to your industry at no additional cost. This domain will be used exclusively for sending mass email campaigns, ensuring that your communications are both professional and effective.

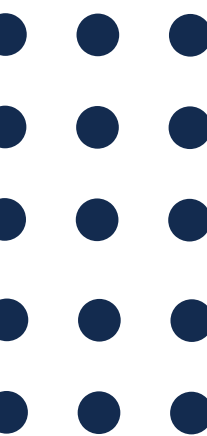
QUALITY ASSURANCE

A Quality Assurance Analyst will be assigned to your account to ensure the continuous improvement of the cold caller's performance. The analyst will review recordings of calls made by the cold caller to ensure that all appointments provided to you meet high-quality standards.



With all the activities we do daily we're looking 1 to 2 sales appointment per day

* Not guaranteed and results may vary



SETTING UP YOUR CAMPAIGN



1. BUILD A TARGETED LIST

our research and data team will select the most ideal contacts within our database for your campaign



2. CREATE MARKETING MATERIALS

we build an effective call script, engaging email templates and a standout social media profile for you



4. CALL SIMULATION

so you`ll be comfortable with whoever will be calling on your behalf, we let you select the best caller through a series of mock calls



3. COMPREHENSIVE TRAINING

we fully immerse your team in a detailed product training to better represent your business



BUILDING THE DATABASE



DOWNLOADING A LIST THAT YIELDS RESULTS

Internal Data and Research Team Builds a Customized List based on these filters:



TARGET INDUSTRY

via SIC Codes or NAICS



TARGET DECISION MAKERS

Job functions
Job levels



BUSINESS SIZE

either by employee size or annual revenue



TARGET AREA

by country / city / state / zip code / mile -radius

HOW DO WE GAUGE RESULTS?

Assigning An Experienced Marketing Team



Total number of qualified leads and scheduled meetings submitted to clients



Total number of calls and emails delivered per month



Total number of inquiries and follow ups made on all channels



Total number of profiled records made for the entire duration of the campaign

WEEKLY PROGRESS REPORT



Telemarketing
 Total Calls Made
 Not Available
 Not Interested
 Requested for Info
 No Answer
 Voicemail
 For Follow up
 Meetings Set

772
 276
 68
 14
 107
 222
 76
 9

CAMPAIGN STATUS REPORT

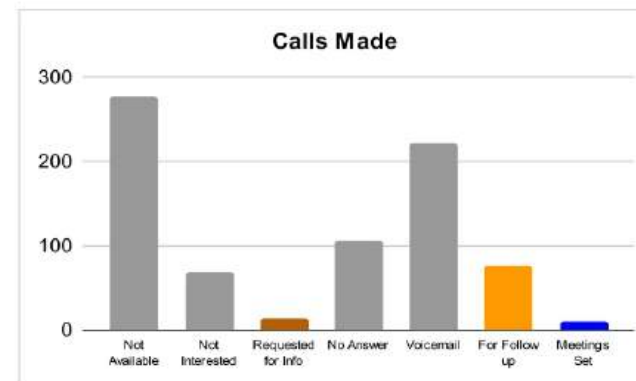


Disposition Report (Aug 26-30, 2024)

Campaign: New Campaign
 Live Date :

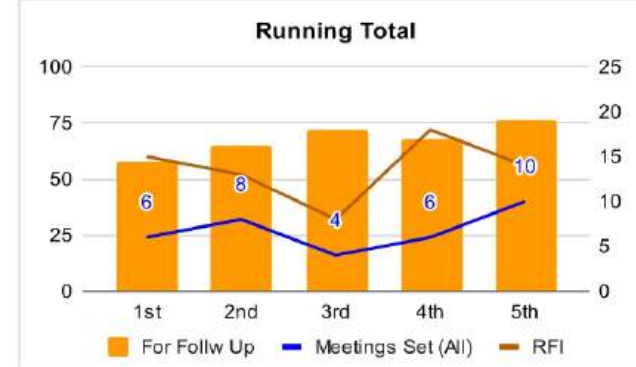
Telemarketing

Total Calls Made	772
Not Available	276
Not Interested	68
Requested for Info	14
No Answer	107
Voicemail	222
For Follow up	76
Meetings Set	9



Running Total

Week	1st	2nd	3rd	4th	5th
RFI	15	13	8	18	14
For Follow Up	58	65	72	68	76
Meetings Set (All)	6	8	4	6	10



[Click here for the data](#)

Social Media Report
 Conn Req Sent
 Conns Made
 In-Mails Sent
 Responses
 Meetings Set

82
 16
 66
 6
 2

Social Media Report

Conn Req Sent	82
Conns Made	16
In-Mails Sent	66
Responses	6
Meetings Set	2

Email Marketing Report

Email Send Outs	1386
Responses	9
Bounces	32
Meetings Set	1

Email Marketing Report
 Email Send Outs
 Responses
 Bounces
 Meetings Set

1386
 9
 32
 1



CAMPAIGN STATUS REPORT



People Who Requested more Info (RFI)

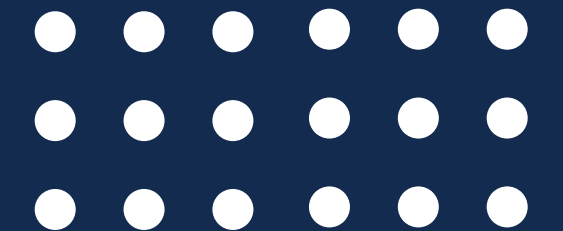
FULL NAME	COMPANY	TITLE
Tom	New Jersey Boom & Erectors	Detailing Manager
Chris	Village Forge Inc	Office Manager
Brian	Mc Brie Consulting Engineers	Owner
Scott	Federal Steel & Erection Co	Estimator Manager
Ran	Lockport Steel Fabricators, LLC	Detailing Manager
James	KWO Iron Works Ltd	Project Manager
George	CODE4 Fabrication Services, LLC	Project Manager
Rebecca	Patriot Erectors, LLC	Detailing Department Manager
Ryan	Stainless Steel Fabricators	Project Manager
Carlos	Sefton Steel LP	Estimator
Bryan	Summit Steel	Project Manager
jason	Livingston Steele Inc	Gen.Manager
Shane	Steelcon Group of Companies	Estimating Manager
Harsha	Northside Steel Fabricators LLC.	Estimator

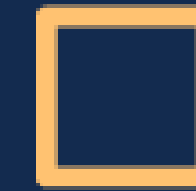
Social Media Marketing Response(s)

NAME	RESPONSE	STATUS
-----	Hi Harvey, thanks for the contact. We have our infernal fulfillment team so we have that covered.	Hard No
-----	Hi, this is not something I manage	Hard No
-----	Dear Harvey, I do not have such challenges.	Not Interested
-----	Hi, thanks for reaching out. I'm not responsible for that topic in the company so it's better to talk to Kamil Pucek, not me. Sorry.	Referred someone
-----	No thank you	Not Interested
-----	I don't have those needs right now but will next year. Let's touch base then.	Circle Back
-----	Thanks	Lead

Email Marketing Response(s)

NAME	RESPONSE	STATUS
-----	Thank you for your email. I'm currently out of office.	Circle Back
-----	Sorry for any inconvenience, but I am out of the office today.	Circle Back
-----	Hi Claire -- Thanks for the note but I'm not the right person for this.	Look for another contact
-----	Thank you for your message, unfortunately I'm out of the office with limited access to email.	Circle Back
-----	No need.	Not Interested
-----	Thank you for your email. I'm out of the office until Tuesday, October 15th. I will respond your message when I return.	Circle Back





Your Strategic Partner in Sales and Marketing



Phone: [+1 951 777 0527](tel:+19517770527)



Email: sales@thelaunchpadteam.com



Website: www.thelaunchpadteam.com

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