

# Essential – £750 + VAT



All Trials come with a two-week warm-up period & weekly updates

**This package is designed to maximise your lead generation efforts, with a focus on targeted outreach, ongoing optimisation, and seamless integration with your sales team. Here's what's included:**

- Email Campaign Management – Up to 30,000 emails sent within the trial period, ensuring a high-volume outreach to potential clients.
- Lead Tracker & Data Handover – Detailed tracking of all leads, with full data handover to your sales team for immediate follow-up and engagement.

## **Ongoing Reviews & Optimisation**

- Daily & Weekly Optimisation – Continuous monitoring and adjustments to maximise campaign performance.

## **System Setup & Deliverability**

- Domain Setup & Warm-Up – Ensuring your email domain is fully prepared for outreach with a strong foundation for deliverability.
- Inbox Deliverability Monitoring – Regular checks on inbox health to ensure your emails reach the right recipients.

## **Targeted Data & Outreach**

- Custom-targeted leads based on your ideal customer profile (ICP), ensuring your outreach is focused on the right prospects.
- Outreach Sequences – Professionally crafted email sequences designed for optimal engagement.

## **Content & Strategy Support**

- Lead Magnets & Website Guidance – Assistance in creating compelling lead magnets for your business.
- SEO Strategy – Guidance on keywords and technical SEO to boost your organic search visibility and drive more traffic.

## **Lead Filtering & Monitoring**

- Lead Filters – Data passed through filters to ensure quality leads are being sent to your team.
- Health Monitoring – Continuous domain and inbox health tracking to maintain high deliverability rates.

## **Booking & Visibility Features**

- Calendar Integration – Optional integration with your calendar to allow easy booking of meetings directly from the outreach.

## **Compliance & Security**

- GDPR-Compliant Approach – All outreach is fully GDPR-compliant, with clear opt-out handling and secure data usage to protect both your business and your prospects.

# Professional– £1,250 + VAT



All Trials come with a two-week warm-up period & weekly updates

**This package is designed to maximise your lead generation efforts, with a focus on full telesales support, multi-channel outreach, and continuous improvement. Here's what's included:**

## **Full Technical Setup & Deliverability Protection**

- Domain Setup & Warm-Up – Full setup of your email domain, including warm-up strategies to ensure high deliverability from the outset.
- Deliverability Protection – Ongoing monitoring of inbox and domain health to safeguard your email campaigns and maintain high deliverability rates.

## **Enhanced Targeting & Data Refinement**

- Ideal Customer Profile (ICP) Alignment – Data targeting refined to align specifically with your ICP, ensuring the outreach reaches the right prospects who are more likely to convert.
- High Buying Intent Data – We source, validate, and refine data to ensure you are reaching high-potential leads actively looking for solutions like yours.

## **Multi-Channel Engagement**

- Email, LinkedIn & Call Workflows – Multi-channel outreach to prospects through email, LinkedIn, and dedicated call workflows, increasing engagement opportunities and response rates.

## **Telesales Support & Lead Follow-Up**

- Live Lead Follow-Up & Appointment Setting – Dedicated telesales team providing live lead follow-up, engaging with prospects, and setting appointments for your sales team. This human touch boosts conversions and accelerates the sales cycle.

## **Content & Conversion Tools**

- Lead Magnet Creation & Landing Pages – Tailored lead magnets and optimised landing pages created for specific campaigns to capture and nurture leads effectively.
- Integrated Booking & Real-Time Visibility
- Integrated Booking Tools – Seamless integration with your calendar for smooth appointment scheduling directly from outreach efforts.

## **Compliance & Security**

- GDPR-Compliant Approach – All processes are fully compliant with GDPR regulations, ensuring secure data handling, clear opt-out procedures, and protection for both your business and prospects.

# Enterprise – £1,750 + VAT



All Trials come with a two-week warm-up period & weekly updates

**This package is designed to maximise your lead generation efforts, with a focus on full telesales support, multi-channel outreach, and continuous improvement. Here's what's included:**

Advanced Performance Reviews & Optimisation – Continuous analysis and refinement of your campaigns, ensuring maximum effectiveness across all channels.

## **Full Technical Setup & Deliverability Protection**

- Domain Setup & Warm-Up – Full setup of your email domain with warm-up strategies to ensure optimal deliverability.
- Deliverability Protection – Ongoing monitoring of inbox and domain health to maintain consistent email deliverability.

## **Enhanced Targeting & Data Refinement**

- Ideal Customer Profile (ICP) Alignment – Data targeting specifically refined to match your ICP, ensuring your outreach is directed at high-potential leads.
- High Buying Intent Data – Sourced, validated, and refined data to ensure you are engaging with leads actively seeking solutions like yours.

## **Multi-Channel Engagement**

- Email, LinkedIn & Call Workflows – Seamless multi-channel outreach through email, LinkedIn, and targeted call workflows for maximum reach and engagement.

## **Full Telesales Support (5 Days a Week)**

- Live Lead Follow-Up & Appointment Setting – Our telesales team provides five days a week of live lead follow-up and appointment setting, driving direct engagement and accelerating your sales process.

## **Content & Conversion Tools**

- Lead Magnet Creation & Landing Pages – Professionally crafted lead magnets and landing pages to optimise lead capture for specific campaigns.
- Video Marketing Integration – Engaging, short, on-brand videos integrated into your outreach to drive higher engagement and create a lasting impression.

## **Integrated Booking & Real-Time Visibility**

- Integrated Booking Tools – Seamless integration with your calendar for smooth, automatic appointment scheduling.

## **Compliance & Security**

- GDPR-Compliant Approach – Fully GDPR-compliant processes with clear opt-out handling and secure data usage to ensure privacy and protection for both your business and your prospects.