

Goal

Outside Source wanted to build an outbound lead generation channel as an additional lead source for new clients.

Approach

- Finding good fit companies & the person responsible for IoT / connected products is tricky.
- We agreed to zero in on a few niche industries including audio / visual, HVAC, home automation, lighting, etc...
- From there, we tested various strategies such as targeting event exhibitors, mentioning connected products on their website, and simply asking for the person responsible for IoT. All of these strategies worked to a degree, but there is no silver bullet in this industry.
- OS works with us because we continue to bring the ideas, test them, & drive result.



\$1M+
Closed

Results

- \$1m in closed revenue
- 5 new clients
- 2.5 years