

Sample Outbound Sales Campaign

B2B SaaS | Mid-Market Technology Companies

Campaign Objective: Generate qualified discovery meetings with sales and revenue leaders at growing B2B technology companies.

Target Audience / ICP

- B2B SaaS and technology companies
- 50–500 employees
- Growing or recently expanded sales teams
- Target contacts: VP of Sales, CRO, Head of Sales, VP of Revenue, and Sales Operations leaders
- Key pain points: inconsistent pipeline, low outbound conversion, SDR productivity, and difficulty scaling prospecting

Touch 1 — Cold Email

Subject: Quick idea for {{Company}}’s outbound growth

Hi {{First Name}},

I noticed {{Company}} is growing its sales organization, so I wanted to reach out.

As teams scale, one of the challenges I often see is increasing outbound activity without sacrificing lead quality or overwhelming reps with prospects that aren’t likely to convert.

I help sales teams take a more targeted approach—identifying high-fit accounts, reaching the right decision-makers, and building messaging around the business problems most likely to start a conversation.

I have a few ideas for how this could apply to {{Company}}.

Would you be open to a quick 15-minute conversation next week?

Best,
Jessica

Touch 2 — LinkedIn Connection Request

Hi {{First Name}} — I came across {{Company}} while researching growing technology teams in {{Market}}. Your work around {{specific initiative / growth trigger}} caught my attention. I’d love to connect.

Touch 3 — LinkedIn Follow-Up

Thanks for connecting, {{First Name}}.

The reason I reached out: I work with outbound strategies designed to turn targeted prospecting into qualified sales conversations.

Looking at {{Company}}, I noticed {{personalized observation}}. That usually creates an opportunity to tighten targeting and messaging before simply increasing outreach volume.

Happy to share a couple of ideas I'd test if outbound pipeline is a priority for your team.

Worth a quick conversation?

Touch 4 — Email Follow-Up

Subject: Re: {{Company}}'s outbound growth

Hi {{First Name}},

Wanted to circle back with one thought.

If I were building an outbound campaign for {{Company}}, I'd start by segmenting prospects by **business problem and buying trigger**, rather than sending the same message to an entire job-title list.

For example:

Trigger: Rapid sales-team growth

Likely problem: Maintaining pipeline coverage as headcount increases

Message: Improving qualified pipeline per rep—not simply increasing activity

That tends to create much more relevant conversations.

Would it be useful to compare notes for 15 minutes?

Best,
Jessica

Touch 5 — Breakup Email

Subject: Close the loop?

Hi {{First Name}},

I haven't heard back, so I'll assume outbound optimization isn't a priority right now.

I'll close the loop for the moment.

If improving prospecting, meeting conversion, or pipeline generation moves up the list later, I'd be happy to reconnect.

Best,
Jessica

Targeting & Testing Strategy

I would not treat this as a mass-email campaign. Before outreach, I would segment accounts by industry, company size, sales-team structure, growth signals, and likely business pain.

Within each account, I would identify the decision-maker most closely connected to the problem being addressed and personalize the opening around a legitimate company-level trigger.

I would then A/B test variables such as:

- Subject line
- Pain-point positioning
- Opening personalization
- Value proposition
- Call-to-action
- Email length
- Sequence timing

Performance would be evaluated throughout the funnel—not just by activity volume. The primary metrics I would track are deliverability, open rate where reliably available, positive reply rate, meetings booked, qualified-meeting rate, opportunity conversion, pipeline generated, and ultimately revenue.

Campaign Performance

When actual historical campaign data is available, I would showcase it here in a simple results summary:

Emails Delivered: [X]

Open Rate: [X%]

Reply Rate: [X%]

Positive Reply Rate: [X%]

Meetings Booked: [X]
Meeting Conversion Rate: [X%]
Qualified Opportunities: [X]
Pipeline Generated: [\$X]

I would only include metrics that can be supported by actual campaign results rather than presenting estimated or industry-average performance as personal results.

Why This Approach Works

The strategy is built around **relevance before volume**. Instead of leading with a generic product pitch, each message connects a recognizable business trigger to a specific problem and then introduces a low-friction next step.

The sequence also changes the reason for contacting the prospect instead of repeatedly sending “just following up” messages. Each touch provides a new piece of context or value while maintaining a concise, conversational tone.

The ultimate goal is not simply generating replies—it is creating qualified conversations that can turn into pipeline and revenue.