

# Learn How The Draw Shop Got 468 Highly Qualified Leads in 166 Days!

"I always knew that we should incorporate more approaches to lead gen with outreach, but I also knew that could take a lot of work and time. Shannon and her team made it so easy to reach out to the exact audiences we wanted as clients in a way that didn't take up a bunch of our bandwidth. They have such a smooth system to bring in leads to us every day!"

- Founder of The Draw Shop - Summer Felix-Mulder

# The Draw Shop's Story...

The Draw Shop is a Whiteboard Animation company that uses a proprietary scientific formula to create high converting videos.

They are an all in one shop that provides the copywriting, voice over, sound effects, music, etc. that creates an impossible to misunderstand video for their clients.

When The Draw Shop came to us, their story was one that we had heard before on numerous occasions. Like most businesses trying to gain top tier clients (clients that are in the \$10M and above size), The Draw Shop threw out a wide net when it came to their lead generating efforts.

SEO, Social Paid Media, Google Ads, Email Marketing, Conferences, Sales Funnels...You name it, The Draw Shop was pulling out all the stops in their lead generation efforts but unfortunately it seemed like they could do better...

What follows is the breakdown of the challenges The Draw Shop were facing and how Up Automation was able to bring forth results with their LinkedIn Lead Generation System...

# Turning Challenges Into Achievements...

## #1 Challenge

We'd mostly been relying on inbound leads from our paid ad spend efforts, which is great. But, we also knew that we were leaving money on the table by not reaching out to other businesses directly who didn't know about us.

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## Achievement #1

With Up Automation's Lead Generation System, The Draw Shop was able to achieve highly qualified leads from day one!

## Achievement #2

Thanks to our efforts The Draw Shop was able to save a ton of time searching for the right clients which they then used to better other areas of their business!

## Achievement #3

The Draw Shops Lead Generation Campaign was such a success that our leads led to strategic partnerships being formed due to our efforts!

# The Process that Led to The Draw Shops Success...

Before any campaign got started Up Automation made sure to gather as much detail about The Draw Shops ideal customer. A specific avatar was created and made the focus of the campaign. The reason for doing so was to ensure all of our efforts and resources were honed in on the proper target.

Once enough information had been gathered, Up Automation got to work and started off with the optimization of The Draw Shops LinkedIn account. We wanted to make sure that The Draw Shops account portrayed them as the expert that they are in their industry and coincided with their website.

Once we had the right look down we started work on the right message. A series of engaging LinkedIn emails were created that focused on pain points and solutions for The Draw Shops ideal customer. These emails were specifically designed to motivate an action of response.

Before any of these tools could be put to work we had to create the perfect search making sure that we incorporated all the details of the ideal customer.

What followed was the daily management of their LinkedIn account where 100 connection invitations were sent! Add to this the daily follow up messages (3 in total per connection!) and you have a lot of engagement and networking going on!

# Seeing is Believing...

Up Automations industry research of The Draw Shop and campaign settings were able to produce a consistent flow of qualified leads that brought in new life to The Draw Shops business.

Unlike most Lead Generating businesses that end having their leads dry up...Up Automation was able to keep their lead generating machine well oiled helping The Draw Shop bring in consistent leads on a daily basis!

*/	Profile Views	Messages	Con Rec	Connections	Leads	Follow-Up 1	Follow-Up 2
Wednesday, July 4, 2018	23	12	1		2	6/20/2018 - 26	6/6/2018 - 22
Thursday, July 5, 2018	18	27	1		3	6/21/2018 - 18	6/7/2018 - 11
Friday, July 6, 2018	29	41	2	2547	2	6/22/2018 - 26	6/8/2018 - 8
<b>WEEKLY TOTALS:</b>	<b>148</b>	<b>137</b>	<b>4</b>	<b>2547</b>	<b>11</b>		
Monday, July 9, 2018	48	88	1		6	6/25/2018 - 56	6/11/2018 - 58
Tuesday, July 10, 2018	32	18	0		6	6/26/2018 - 31	6/12/2018 - 43
Wednesday, July 11, 2018	16	4	1		4	6/27/2018 - 39	6/13/2018 - 27
Thursday, July 12, 2018	19	21	0		2	6/28/2018 - 21	6/14/2018 - 7
Friday, July 13, 2018	14	9	2	2686	1	6/29/2018 - 47	6/15/2018 - 29
<b>WEEKLY TOTALS:</b>	<b>129</b>	<b>140</b>	<b>4</b>	<b>2686</b>	<b>19</b>		
Monday, July 16, 2018	49	72	4		3	7/2/2018 - 23	6/18/2018 - 64
Tuesday, July 17, 2018	33	41	3		5	7/3/2018 - 30	6/19/2018 - 48
Wednesday, July 18, 2018	30	32	3		3	7/4/2018 - 11	6/20/2018 - 22
Thursday, July 19, 2018	31	36	4		4	7/5/2018 - 27	6/21/2018 - 16
Friday, July 20, 2018	17	18	0	2882	3	7/6/2018 - 39	6/22/2018 - 24
<b>WEEKLY TOTALS:</b>	<b>168</b>	<b>199</b>	<b>14</b>	<b>2882</b>	<b>18</b>		
Monday, July 23, 2018	45	57	2		9	7/9/2018 - 77	6/25/2018 - 53
Tuesday, July 24, 2018	18	13	1		4	7/10/2018 - 16	6/26/2018 - 26
Wednesday, July 25, 2018	23	27	5		5	7/11/2018 - 3	6/27/2018 - 36
Thursday, July 26, 2018	26	9	2		2	7/12/2018 - 20	6/28/2018 - 17
Friday, July 27, 2018	28	26	1	3013	9	7/13/2018 - 9	6/29/2018 - 45
<b>WEEKLY TOTALS:</b>	<b>140</b>	<b>132</b>	<b>11</b>	<b>3013</b>	<b>11</b>		
Monday, July 30, 2018	50	45	2		6	7/16/2018 - 65	7/2/2018 - 18
Tuesday, July 31, 2018	27	18	0		1	7/17/2018 - 40	7/3/2018 - 26

CLICK IMAGE TO VIEW VIDEO ABOVE

# In Conclusion...

LinkedIn Lead Generation is a powerful tool but only when done correctly. It takes the daily grind of engaging with over 100 connections a day to bring in the leads but it can be done.

Our transparent work methods keep you in the loop and in control of your leads. We'll set you up with a system that'll take the guesswork out of engaging with your new leads and make sure no leads slip through the cracks.

With any luck you'll share the same enthusiasm as The Draw Shop...

*"I'm so happy I found Shannon! It's so important as a business owner that you are executing on multiple lead generation sources and doing it organically is one of the best ways. Shannon is wicked smart and has helped our business create an awesome new lead channel. We literally saw results the day after we started with her."*

**- Founder of The Draw Shop - Summer Felix-Mulder**

For more information on how Up Automation can help your business bring in the leads it deserves [click on this link and set a time on my calendar!](#)