



**Dux-Soup**  
Smarter lead generation

**LITTORAL**▲

Littoral achieves instant  
ROI for B2B LinkedIn  
lead generation with  
Dux-Soup Turbo

ROI

Littoral is a Canadian lead generation agency that specialises in domestic and international LinkedIn prospecting. Dux-Soup Turbo is embedded into its core lead generation offering for creating highly responsive campaigns that quickly convert to sales.

The LinkedIn automation tool saves on average two hours of effort per day, campaigns have up to 70% response rates, and Littoral has seen instant payback on its investment in Dux-Soup by closing deals within the first week of use.

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“Dux-Soup Turbo is the missing piece of the jigsaw for automating our LinkedIn activities”

### **A highly effective LinkedIn automation solution**

Christian Duval is founder of the Littoral marketing agency, which specialises in B2B lead generation. He is a long-time user of Dux-Soup for automating outbound campaigns that acquire new business for Littoral and for customer campaigns.

He says, “Dux-Soup Turbo is the missing piece of the jigsaw for automating our LinkedIn activities - I’m loving the follow up messaging features in particular! It has quickly proven to be highly effective in enhancing our in-house and external lead generation campaigns. Dux-Soup Turbo saves me on average 2 hours per day which is time I can put back into building creative outreach campaigns that convert to sales.”

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### **Improvement over traditional lead generation**

Christian adds, “I’m impressed with how Dux-Soup helps to automate different aspects of our lead gen. It is so much more efficient for generating leads compared to the traditional direct marketing and telemarketing campaigns I used to run. Now that I am working on more targeted and better qualified leads, I spend less time on the road looking to close deals.

We offer customers a LinkedIn prospecting service that draws on our strengths in building personalised campaigns that combine automation of the outreach with a proven messaging workflow. By following up quickly on positive responses and buy signals, we can get our customers into a dialogue with hundreds of decision makers each week in their chosen industry.”

Littoral uses LinkedIn Sales Navigator to target a specific audience that matches the customer brief, he explains, “We use Dux-Soup’s markers to craft a personalised message. It also takes care of sending out the connection messages. We never exceed 100 new connection messages per day and as a result, I’ve never picked up a ban or warning about our usage.

A typical campaign might involve 250 new connection messages per week, so around 1,000 per month, and this is usually sufficient to build a strong sales pipeline of opportunities.

### **Converting connections to leads with Turbo**

Picking the right tone for the outreach is vital. As Christian states, “We don’t lead with a sales message. We prefer to build a relationship and that starts with high levels of trust and engagement. We simply explain what we do and we are clear as to why we want to connect. We include the web address and this works nicely to drive traffic off LinkedIn.

“50% of my calls and signed deals are a result of LinkedIn automation with Dux-Soup”

To convert connections to leads, we use Turbo to manage our messaging workflow. A typical prospecting campaign uses between two and four follow up messages. So, we might start with a simple ‘thank you for connecting message’ that is sent up to 2 hours after the connection acceptance is received – I like to strike whilst the iron is hot!

Depending on the campaign, the next message might be sent two to three days later and then seven days after that for the last message in the sequence. Whatever the timings or complexities of the messaging workflow, Turbo just takes away the pain of executing and managing our follow ups.

The messaging is quite direct and works towards getting the prospect to agree to a call or to contact us for more information. Because of this, any responses range between warm and highly qualified.”

### Combining outreach tools

Littoral doesn’t rely solely on LinkedIn though as Christian states, “Dux-Soup forms part of a multi-channel approach. We use email marketing automation tools as well, so if we don’t get you on LinkedIn, we’ll get you via email! A campaign with multiple touchpoints can uplift a 20% response rate on LinkedIn to around 70% when we add email.

Additionally, the website links generate around 30-40 visits every day where people can read about our portfolio of services, download social proof, and more. Leads that come via the website are usually further down the sales funnel too.

Dux-Soup works really well to expand my network of connections in a way that is very efficient. A bigger network means more opportunities to market different propositions to in the future.”

“Now that I am working on more targeted and better qualified leads, I spend less time on the road looking to close deals”

### Closing deals in weeks not months

The ultimate yardstick for success is won business and Christian has first-hand proof of Turbo’s capabilities, he adds, “The first week that I tried Dux-Soup Turbo, I closed deals worth \$14,000 CAN. Given what we pay for Turbo over a year, the ROI literally took days. 50% of my calls and signed deals are a result of LinkedIn automation with Dux-Soup. You can’t get much better than that.

We have eliminated a lot of time-consuming manual stuff, like copying and pasting messages from Airtable into LinkedIn. This means we can scale up our campaigns really easily. The quicker we can deliver results whilst keeping costs low, the happier our customers will be, not to mention our accountant!

“ The first week that I tried Dux-Soup Turbo, I closed deals worth \$14,000 CAN ”

Given our French-Canadian background, the language and tone are so important. We quickly realised that typical messaging templates for LinkedIn just wouldn't work for us. But the personalisation and automation from Dux-Soup gives us more control over crafting the right lead generation campaigns.

Over time we have refined our messaging strategy so that it delivers repeatable and scalable results. Dux-Soup gives us consistency with the execution of the messaging. It is always accurate – we don't have to worry about typos or forgotten follow ups.

“ I would recommend Turbo to anyone that wants to automate drip messaging campaigns and achieve a quick ROI ”

Whilst Covid-19 has had an impact on customer demand, I am using this time to look at how we can improve our reporting. I started with getting Zapier running to feed a dashboard and this took a couple of hours but I'm excited to look at the latest options such as Integromat templates and webhooks in Google Sheets for reporting KPIS such as number of connections sent, accepted, etc.”

### Accelerating the sales cycle

Littoral prides itself on delivering quick wins. Christian adds, “Our success relies on finding leads using modern marketing tools. We use Dux-Soup for finding new business opportunities for Littoral as well as our customers. It accelerates the sales cycle from first contact to sealing the deal.

I would recommend Turbo to anyone that wants to automate drip messaging campaigns and achieve a quick ROI. I'm impressed with the support team's responsiveness and the [Facebook User Group](#) adds a lot of value.”

Will van der Sanden, Founder of Dux-Soup concludes, “Littoral has achieved the balance between LinkedIn automation, personalisation and creativity and their multi-channel prospecting approach is clearly paying dividends. Their track record of delivering successful customer lead generation campaigns is impressive and with automation on their side, manual processes are minimised which saves significant time and means greater profitability.”



Will van der Sanden

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