



**mywork.**

## **MyWork uses Dux-Soup for smarter, integrated digital marketing**

MyWork Global, an Omni Software Solutions company, is an enterprise solutions provider based in Singapore. It uses Dux-Soup to apply a smarter approach to marketing campaigns.

[Dux-Soup's automation](#) has slashed the time needed to build quality data using LinkedIn, generating 160,000 + leads in less than 12 months whilst lowering the cost per conversion.



Dux-Soup is so easy to use compared with other LinkedIn automation tools

## A new approach to digital marketing

MyWork has revolutionized staff hiring and shift work. The MyWork platform has become the top on-demand workforce app in Singapore in less than a year from launch with over 70,000 users.

Joel Karunungan is the Chief Technology Officer at MyWork and, along with his team, they are big fans of the Dux-Soup Chrome extension which automates lead generation using LinkedIn. He says:

“We used to rely on PPC and data gathered from online sign up forms for campaigns. However, this was heavily manual, slow and expensive. I wanted to tap into the latest digital marketing techniques and make more use of automated LinkedIn tools to help with prospecting.

I'd been hearing positive things about a tool called Dux-Soup. It had good reviews so I downloaded the free version which quickly showed its worth. Dux-Soup is so easy to use compared to other LinkedIn automation tools. Within two weeks I had upgraded to the Professional version of Dux-Soup to exploit neat features such as tagging and downloading data.

## Combining Dux-Soup with LinkedIn Navigator

The overall marketing mix includes PPC ads, print and radio advertising but for lead generation, Joel uses a combination of LinkedIn Sales Navigator and Dux-Soup. He adds, “Building a prospect list is just so easy.

We simply enter our company search criteria into Navigator and use Dux-Soup to visit the resulting profiles and send automated campaigns – we don't have to lift a finger.”

The profile data is downloaded into a csv file. Any contacts that have a phone number or are already on their database, are passed to a telemarketing team to qualify and request a meeting.



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For the rest of the contacts the data is uploaded to an email system. An automated workflow sends a sequence of emails, including an initial approach, 'resend to unopened' and a final outreach, with the goal of booking a demo.

“Dux-Soup automatically keeps us within LinkedIn fair use limits. It works really well for us and we've had no issues with the volume of our LinkedIn activity”, adds Joel.



We've generated over 160,000 leads in under 12 months with less effort

## Lowering the cost of lead generation

The major benefits of using Dux-Soup are explained by Joel:

"Dux-Soup has fast, powerful features that enable us to automate the process of building a prospect list using the quality data available on LinkedIn. We've generated over 160,000 leads in under 12 months with less effort, allowing our team to focus their time more productively rather than manually researching data. Where else can you achieve results like this in such a short time?"



The quality of the data that we get from using Dux-Soup is far superior to other sources we have tried

We turn to Dux-Soup for each new campaign. The ability to automate profile visits and then download the results are critically important features that save an immense amount of time.

The quality of the data that we get from using Dux-Soup is far superior to other sources we have tried. It gives us a solid foundation on which to build our integrated marketing approach.

The cost per acquisition for the email campaigns is the lowest amongst all of the marketing channels we use.

Telemarketing offers a higher conversion rate, similar to what we would get on Facebook advertising, but it has the added advantage of being able to target businesses more effectively.

The quality of the support that we receive from Dux-Soup is efficient and quick. The product is streets ahead of the competition – intuitive and very easy to use.

Dux-Soup forms an invaluable part of our marketing toolset. It helps us to take a smarter, more intelligent approach to lead generation that saves time and improves our overall conversion rate. I would recommend Dux-Soup to companies that want a fast, low resource method of building data for use within an integrated marketing workflow."



Dux-Soup puts data acquisition within the reach of any company at a fraction of the cost normally associated with renting, buying or building marketing lists. It offers a new way to funnel high quality data into the lead generation campaigns. The results that MyWork Global is getting proves that companies can use the latest growth hacking techniques to accelerate the sales cycle.

**Will van der Sanden**

Founder, Dux-Soup

