DUX-SOUP

accelerate lead generation

Pound Social delivers superior lead generation using Dux-Soup Turbo

Pound Social, a social growth agency, integrates Dux-Soup Turbo alongside several other growth hacking tools and marketing processes to offer LinkedIn growth services that provide automated lead generation at scale, combined with a personal and organic touch. Last year, Pound Social sourced a $100,000 investment from a single LinkedIn outreach campaign for their sister startup, dodles.

The superior lead generation tool for LinkedIn

Zeb Pirkey, the Co-founder and Chief Growth Officer at Pound Social, is also the CGO at Dodles - a social animation application that makes it easy for users to animate quickly on their mobile devices. His latest venture, the new LinkedIn agency, provides lead generation services to a growing number of clients ranging from startups to multi-national corporations.

As Zeb explains, "Dux-Soup Turbo gives us the ability to run hyper-targeted campaigns at a much lower price point than traditional digital marketing. Dux-Soup provides superior functionality for managing the connection and follow-up messages in comparison to native LinkedIn options – this is the real differentiator in the market and the reason I consider Dux-Soup Turbo to be a superior LinkedIn lead generation tool. I can quickly scale up a campaign, and features like Zapier, Webhook and Databox integrations bring our automated LinkedIn lead generation to a whole new level."

He adds, "Just one of the campaigns that we ran generated high quality leads which converted into a $100,000 investment. You can see how the ROI potential that Dux- Soup Turbo offers is just so powerful."

Sourcing data

Zeb's five-step lead generation process starts with sourcing targeted LinkedIn prospects and ends in meeting client goals, whether that be scheduling meetings or driving traffic from LinkedIn.

To identify the target audience, Pound Social uses LinkedIn Sales Navigator, then sends automated connection requests using Dux-Soup Turbo.

An alternative approach Zeb uses is PhantomBuster. PhantomBuster will scrape large volumes of LinkedIn data, up to fifty or a hundred thousand records at a time, which is then cleaned and dropped into Dux-Soup Turbo. The Revisit tool allows Pound Social to visit and engage those targeted profiles.

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"If we are looking to drive traffic to Pound's Instagram Hashtag tool, we want a high volume of traffic, and it then becomes a numbers game. However, to obtain clients for our LinkedIn growth agency – this could be a retainer valued at $500 to $5,000 a month, is a longer sales cycle and requires a deeper and more thorough conversation. Dux-Soup Turbo's automation capabilities help to ensure we achieve our lead generation goals and manage the campaigns appropriately," says Zeb.

Automating the engagement cycle

Pound Social uses Dux-Soup Turbo to manage the engagement cycle with automated connection requests, as well. Webhooks listen for specific actions in Dux-Soup and LinkedIn. If a connection request is accepted, the Webhook triggers the following workflow:

1. Register the prospect details in a Google Sheet which customer service staff consult for LinkedIn follow-ups

2. A count in Databox is incremented to keep track of the stats for each campaign

3. The Dux-Soup Remote Control is used to auto-visit the profile

4. New connection's skills are endorsed

5. Two automated follow up messages are sent

Zeb adds, "A prospect may need as many as seven touches before they take action, this workflow allows me to begin engaging over multiple touchpoints immediately."

If the Webhook catches a follow-up response from a prospect, such as 'Hey, thanks for connecting can you tell me more about....' a separate path is executed:

1. Capture their response in the prospect record in the Google Sheet

2. Increment a count in Databox

3. Depending on the detail in the prospect's response, a member of Pound Social's Customer Service Team will use the Dux-Soup Remote Control to reply directly on LinkedIn. The team also uses the SalesNavigator inbox when needed.

Zeb's LinkedIn Workflow

Trash				
	3	INSTANT Emma Davis Email Sequencing	ON	⌄
	7	INSTANT Joie's LinkedIn Workflow	ON	⌄
	7	INSTANT Tess LinkedIn Work Flow	ON	⌄
	7	INSTANT Zeb's LinkedIn Workflow	ON	⌄
		INSTANT Craig's LinkedIn To Mailchimp Audience	OFF	⌄
	7	INSTANT Craig's LinkedIn Workflow	OFF	⌄
		INSTANT Tess's LinkedIn Mailchimp Audience	OFF	⌄
		INSTANT Zeb's LinkedIn Mailchimp Audience	OFF	⌄

✔ 🔺 When this happens ...
1. Catch Hook

➕

✔ 🔀 Do this ...
2. Conditionally run...

| 🅰 | **New Connections** Contains 4 steps | ... | EDIT |

| 🅱 | **LinkedIn Follow Up** Contains 3 steps | ... | EDIT |

Add New Path

Share Feedback

Outline

Outline   ✕

🔍 Search steps ...

🔺 1. Catch Hook

🔀 2. Run these Paths   ⌃

🅰 3. New Connections

🅰 📗 4. Create Spreadsheet Row in Google Sheets

🅰 ◻ 5. Increase Counter in Databox

🅰 ✳ 6. Visit Profile in Dux-Soup Remote Control

🅱 7. LinkedIn Follow Up

🅱 📗 8. Create Spreadsheet Row in Google Sheets

🅱 ◻ 9. Increase Counter in Databox

Zeb explains, "Dux-Soup Turbo has terrific functionality for creating effective lead generation workflows. It empowers us to structure campaigns with a sophisticated messaging sequence, taking into account any replies that are sent by the prospect. These are uniquely powerful features within a LinkedIn lead generation tool. Dux-Soup Turbo offers more control, more visibility and more scalability for lead generation. Although we have a small team, we review every message and respond to increase conversion rates. Using a single IP and proxy for each Dux-Soup license, we scale quickly. It enables us to use our resources more efficiently across multiple profiles."

> **You can execute lead generation at scale while staying safely within LinkedIn safe limits**
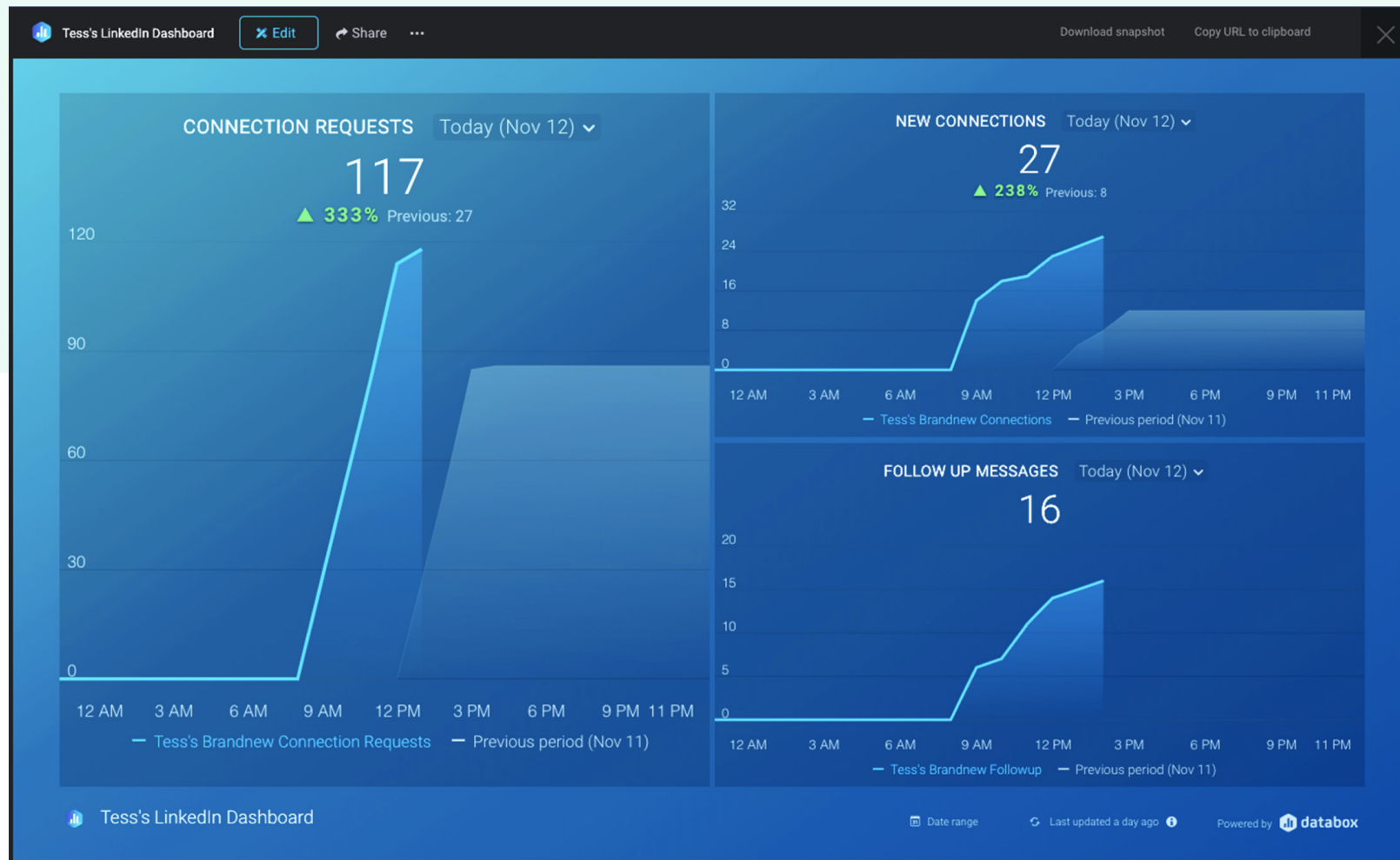
Retaining the personal touch

Additional automation is possible if you notice common responses like 'Thanks for connecting.' Another Webhook can scan the response, then trigger an automatic reply. The customer service team can further reply with detailed responses.

MailChimp is another tool that Dux-Soup integrates well with. For new connections, each email address in Google Sheets is scraped and added to an automated Mailchimp campaign. Zeb states, "Dux-Soup Turbo provides a 'human wrapper' around our automation, so people feel like they are receiving a personal response. Dux-Soup offers the best of both worlds - scaleable automation with organic-like messaging to manage conversations and engagement. We can engage in a productive dialogue with prospects right from the start."

"Databox lets our team track metrics like total connection requests, new connections and the exact number of prospect follow-up messages. To see this data over differing periods, e.g., last 24 hours, 7 days, 30 days, helps us make the necessary adjustments to our campaigns.

When combining Databox with Dux-Soup Turbo, you can build your dashboard, set up measurable goals, track progress and set performance alerts easily. Each dashboard provides valuable insight into campaign performance."

Managing Data

Zeb explains, "Managing data can be a time-consuming process for growth hackers and marketers alike. Dux-Soup Turbo comes into its own as we can track all responses and then segment the data according to the type of response received and the content of each message. Turbo enables us to be extremely creative with lead generation. By working smarter with generated data we can process these conversations in a more meaningful way.

Managing the data well benefits the remaining funnel activities. Ultimately, we are looking to drive user awareness to the client or campaign goals. These processes must happen with zero manual effort, if possible, while prospects feel personally taken care of with a human-like touch."

Lead generation at scale

Zeb is a passionate advocate for Dux-Soup Turbo, he says: "As Chief Growth Officer – my mentality is growth hacking all the way. As a venture-backed startup, we don't have a CMO - we need to use agile growth hacking techniques to achieve our results.

Automation across social media is becoming harder and harder to scale because of arbitrary limitations set by social platforms.

However, Dux-Soup Turbo gives us the priceless ability to effectively run our lead generation campaigns by incorporating personalized and automated responses at scale. Therefore, effective automation is becoming more valuable. The ability to manage data using Webhooks is crucial, and a unique benefit of Dux- Soup Turbo.

Automation and messaging capabilities are robust. We see an average 20% connection rate and a 10% click- through rate on most Pound Social campaigns, which translates to a $.10 to $.30 CTR. Compare that to Google and Facebook, which averages $1.50 - $1.80 CTRs.

Useful data and a great workflow = even better results!

There are other LinkedIn automation tools available. However, there is only one that provides the personal touch for automation at scale and the flexibility to creatively manage your entire sales funnel outside LinkedIn, Dux-Soup Turbo."

An engaged user community

Zeb found Dux-Soup's brilliant Facebook User Group to be another significant benefit. Several experienced marketers, growth hackers and data experts help Dux- Soup users with underlying issues like when to update the extension, creating detailed workflows, how to set up Zapier and Webhooks.

"I'm proud to be part of this community; as a growth hacker, I'm always keen to offer advice and tips to others. The help you receive from Dux-Soup is led by the cool folks in their support team - they've genuinely been awesome. However, I also really enjoy bouncing ideas back and forth with the Dux-Soup Facebook community.

A tip I recently shared with the community received positive feedback for endorsing skills. As part of our outreach, we auto-endorse prospects; when they respond, we have an automated workflow asking for a reciprocal endorsement. This quick trick grew 3 of my skills to 99 in 6 weeks with relatively little effort!"

Staying safe on LinkedIn

Staying under LinkedIn's radar is all about being relevant, says Zeb, "Our data sourcing and messaging are always on point. The Dux-Soup License Admin package lets us manage multiple LinkedIn profiles, which are aged accounts with high trust scores. Combined with the careful proxy setup mentioned earlier, we trigger very few red flags. The planning, throttling and skipping features of Dux-Soup are also very intuitive and execute lead generation at scale while staying safely within LinkedIn limits."

Automating the sales funnel

Zeb adds, "Dux-Soup Turbo automates all the things that you don't want to do manually, it's one of the reasons I recommend Dux-Soup to other businesses, and help people in the local community get onto the platform. I'm a huge fan! Another great strength is that it leverages data from LinkedIn and helps us use it more effectively off the platform."

> Differentiating your agency in the LinkedIn automation marketplace is increasingly difficult. Thinking creatively and building an automated funnel using Dux-Soup Turbo has helped set Pound Social apart. Zeb is an active voice in our Dux-Soup user community, and his advice is helping many companies improve how they manage their LinkedIn lead generation strategies.

Will van der Sanden
Founder, Dux Soup