



DUX-SOUP

accelerate lead generation



Agency doubles its turnover in 2 years with the help of Dux-Soup

[The Blurb Agency](#) is a full-service marketing agency, helping start-ups and fast-growing companies to rapidly scale and win market share. Results-driven, with a keen eye on return on investment, the agency is all about using cutting-edge technology to achieve BIGGER results for customers.

Using a 'prove it then automate it' approach, the agency has grown its revenue by over 100% in the past 2 years by offering innovative marketing solutions including Dux-Soup to reduce time to market and improve ROI for clients.



I now have a waiting list of clients wanting lead generation services that are a step-up from the traditional marketing approach.

More than just generating LinkedIn leads

The Blurb's approach is to strip out time and cost by keeping labour-intensive, repetitive marketing workflow tasks to a minimum. This has proven to be successful in growing client accounts.

Dux-Soup has become a key tool in maximizing ROI for clients from LinkedIn. Working predominantly with clients in the B2B space means that, for The Blurb, LinkedIn offers huge lead generation potential by providing an instant database of B2B prospects. These prospects can be extracted with Dux-Soup and fed into client CRM systems with automated campaign capability. For clients that have not yet harnessed the full potential of LinkedIn, this is a powerful addition.

The Blurb, established in 2019, soon realized that scaling its LinkedIn lead generation capabilities for clients was a powerful USP. Having previously been at an agency where the LinkedIn services were manually performed alongside telemarketing activities, Beth Baxter, owner of The Blurb realized this would never work for her. "It's too costly and we don't have the resource to run manual LinkedIn campaigns for the businesses we are working with. I just don't see a strong enough ROI for clients".

"It was recommended that we explore Dux-Soup for LinkedIn automation, and we found it to be the most flexible and comprehensive LinkedIn lead generation solution. In addition, we were wowed by the strong development team behind it and new integrations being regularly released".

"I had early access to the technical and support teams, who have shown a really strong roadmap for the tool. Plus, with a good heritage, strong safety settings and an excellent active community that shares ideas, I am always uncovering new ways to use the tool for clients which I find invaluable," comments Beth.

The direct integration with Hubspot and Pipedrive means that LinkedIn lead generation campaigns can be automated from within client CRM systems. LinkedIn campaign data for prospects is kept centrally, which allows for seamless and up-to-date prospecting across the business.

Multi-channel marketing strategies that combine LinkedIn, email and telephone follow-up have proven to increase results over standalone campaigns. Being able to control everything from a central CRM system is hugely beneficial to the client, as they maintain full control of the data.

With advanced reporting and analysis, The Blurb can see which campaigns have performed best and A/B test different target audiences and campaign messaging. It gives the agency the power to quickly see which LinkedIn campaigns have the biggest and fastest impact on customer acquisition.



There are many LinkedIn automation tools out there, but when you really get to understand their features, none of the others even come close to Dux-Soup in terms of capabilities.

Meeting client objectives

The Blurb uses Dux-Soup for a variety of objectives for different clients. The ability to adapt the purpose of the tool for specific and defined client purposes, rather than fitting a marketing strategy to the tool, is another one of the reasons that Beth chose Dux-Soup as The Blurb's LinkedIn automation tool.

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Clients of The Blurb have posed some unique marketing challenges, including the need to target very specific markets e.g. holiday let owners. Here, The Blurb has been able to combine the powers of LinkedIn Sales Navigator and Dux-Soup to come up with creative solutions to increase brand awareness and market share.

"I have managed to find and tag a LinkedIn audience of holiday let owners in the UK, and export the data. The only way I have been able to create a list of such targeted prospects, is by using Dux-Soup," commented Beth. The next phase is to create a LinkedIn and email campaign to these profiles in order to generate awareness and sales for the client when the product launches - and we'll obviously use Dux-Soup for this too.

Something as simple as tagging LinkedIn profiles to segment data and create audiences has made campaigns more targeted, with the ability to send ongoing nurture campaigns, event details and reminders to prospects.

Another client is looking to generate sales appointments at the top end of their sales funnel. Running drip campaigns with Dux-Soup to include event invitations and relevant content helps to raise credibility, and slowly nurture suitable prospects into the sales funnel. Combined with Sales Navigator for account mapping, Dux-Soup can cross-target multiple contacts within larger organizations. It's more of a relationship-building approach with multiple, softer touches.

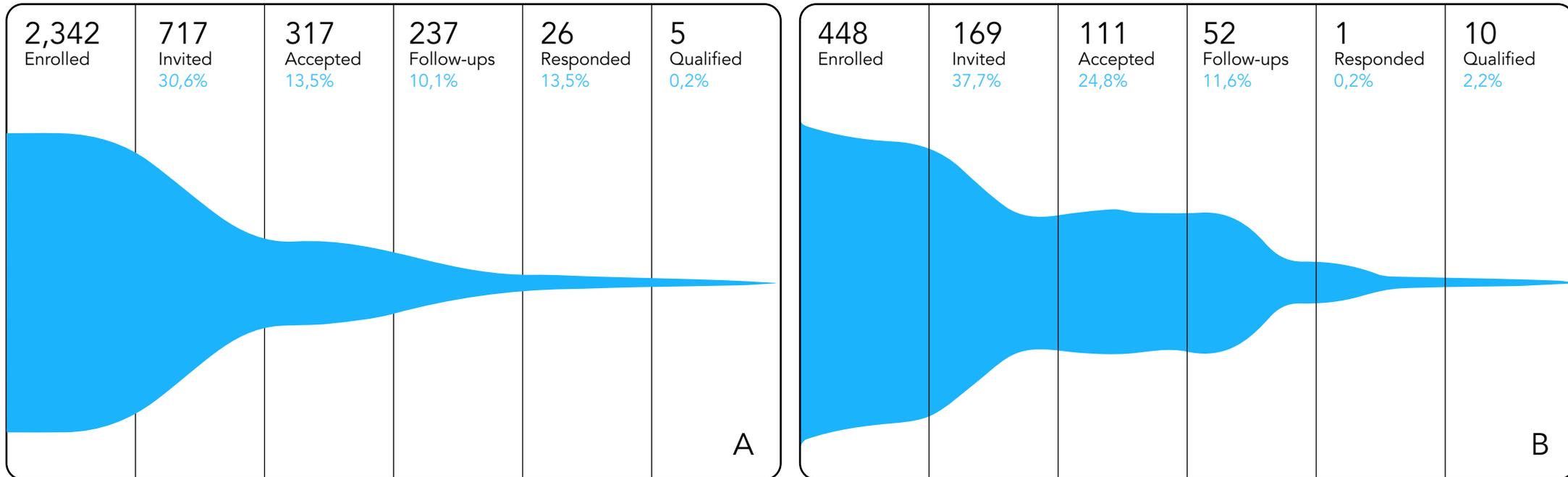
"LinkedIn holds so much potential for B2B companies, that for some sales teams it's really about understanding how to make the best use of such an extensive platform. I can create seamless workflows between customer CRM systems and LinkedIn so that sales teams have centralized visibility of every message sent and response received. By creating more personalized lead generation campaigns that nurture prospects, I am seeing better results via LinkedIn than traditional email outreach. "

The ability to A/B test campaigns is also a key benefit. "Being able to report results back to clients is a critical part of an agency proving its worth. With Dux-Soup, I can directly compare results from different campaigns, testing audiences and campaign messaging, which in turn helps to steer the wider marketing strategy for the business."



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The Funnel Flow tool within the Dux-Dash provides statistics on the number of LinkedIn prospects enrolled into campaigns, connection acceptance rates, response rates and qualified leads. Here we can see that campaign B has a much higher connection acceptance rate than campaign A, so we know to use the connection message from campaign B moving forwards. The ability to analyze and hone messaging at every stage of the sales funnel has led to improved results for our clients, and more sales.





Having the Dux-Soup support team so easily accessible is invaluable to us being able to develop our usage of the tool. We get more out of it every day, for which we have the support team to thank.

Agency benefits

The Blurb benefits from economies of scale with an [agency license](#). The [The Free High Flyer status](#) that comes with an agency license means that new members of The Blurb's team can access free calls with Dux-Soup's technical team to help them get started with the tool. Members of the team who are more experienced Dux-Soup users can use the facility to discuss new strategies that will improve the process for clients coming on board.

With priority support, The Blurb finds that there is always help on hand with quick responses to any questions. "Being such a comprehensive tool, there are times we want to sanity check ourselves. Having the Dux-Soup support team so easily accessible is invaluable to us being able to develop our usage of the tool. We get more out of it every day, for which we have the support team to thank."



The agency market is a rapid area of growth for Dux-Soup right now. The Blurb's entrepreneurial approach, in using automated LinkedIn lead generation activities alongside their other services has helped them to grow their business and increase revenue. I designed the tool to take away the labour-intensive, manually repetitive activities which form so much of a marketer's role, so it's great to see an agency growing so rapidly as a result of using Dux-Soup.



Will van der Sanden
Founder, Dux-Soup

Explore Dux-Soup for your agency

If you'd like to see how Dux-Soup could work for your agency, why not book a demo with the team?

[Book a demo](#)

