



Dux-Soup
Smarter lead generation

Deploying a cost-effective global contact strategy with Dux-Soup



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Building a global contact base

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After signing up to four tools, it was quickly apparent that Dux-Soup was the easiest platform to use and their customer service reputation looked first class. After using Dux-Soup for three months, the travel service company been most impressed with the Dux-Soup’s service ethos. Being able to schedule time to speak directly to the business owner is pretty unique.

Outbound connection strategy

The Managing Director (MD) has a structured approach to building his network of contacts on LinkedIn, he says “I would describe myself as a digital native and Dux-Soup is vital to functioning in the new digital marketing landscape that we are all operating in.

I spend 30 minutes each day searching for relevant contacts, researching the company and sending personalised messages. This tailored approach mirrors the ethos of our business and means we can target travel companies worldwide to enlist them in offering tours to Israel.

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I send out a maximum of 70-120 connection messages on a daily basis and I’ve increased the number of connections that I have by 25% in under 3 months. Dux-Soup offers an economical way of reaching a niche target audience that are interested in our services and we get a good acceptance rate back from our personalised approach.

“ We are saving time, effort and therefore cost, whilst still continuing our outbound connection strategy ”

In addition to the connection strategy, the MD employs a proactive content strategy using a small team of people to post regular valuable content on LinkedIn. He adds, “The daily time that we spend on LinkedIn and Dux-Soup is second nature now. I always use the recommended settings in Dux-Soup which means we can apply smart automation without getting restricted on LinkedIn.”

He also appreciates that the new way of working can take time to show results, and says, “I believe it will take up to 6 months for my expanded network to see, engage with and be influenced by our content. I prefer the subtler approach which is likely to be more successful than going straight for a hard sell immediately just because someone has accepted a connection request.”

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The bespoke, tailored nature of the itineraries that the company builds range from \$5000 to \$60,000+. The specialised nature of the business means in order to maintain the high quality for which they are known, they run a limited number of tours each month. They would therefore rather develop a steady flow of high-quality leads rather than go down the volume route.

Cost effective solution

The MD has made a solid start to using Dux-Soup alongside LinkedIn Sales Navigator, and says, “Dux-Soup enables me to search for a niche targeted audience using personalised messages at a cost-effective price point. It is an economical way to contact lots of people who could potentially be interested in our services, with relatively little effort.

My favourite feature of Dux Soup is that it runs in the background so I can continue working. This means that we are saving time, effort and therefore cost, whilst still continuing our outbound connection strategy.

My original goal was to identify and contact people using LinkedIn Sales Navigator and Dux-Soup has proved to be a valuable digital marketing asset in achieving this, and I’d love to keep its fantastic functionality to myself! We are now exploring how to take things to the next level to increase engagement with the enlarged network of contacts to help drive sales.”

Will van der Sanden, Founder of Dux-Soup added, “Searching, connecting and engaging with a niche audience on LinkedIn needs three key ingredients: patience, a diligent approach and a structured workflow, all of which this user is doing. Growth hacking and taking a long-term view can be valuable particularly for big ticket sales where building the right relationship is so important.”



Will van der Sanden

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