

LinkedIn agency Target Connect Co scales with Dux-Soup

**Client:****Target Connect Co**

Target Connect Co supports client's sales processes, delivering warm leads that drive conversions and fuel growth.

Product:

Dux-Soup Cloud Agency

Challenge:

Efficiently scale lead generation

Key Benefits:

- Generate 2,500+ qualified meetings
- Build \$4m in sales pipeline
- Close more than \$1m in net new revenue
- Achieve 80% campaign response rates

Target Connect Co. provides LinkedIn lead generation services. It manages 25+ profiles, using Dux-Soup LinkedIn automation for lead nurturing, personalized outreach and to scale the lead generation process. Utilizing Dux-Soup's Cloud Agency plan, Target Connect Co has generated more than 2,500 qualified meetings for clients and added more than \$4m in pipeline revenue, with over \$1m in closed sales.

Unlocking LinkedIn automation

Founder Jordan Evans transitioned from manual outreach to automation with Dux-Soup.



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I was using cold calling and email but faced the challenges of lead quality, volume and cost of lead acquisition. After experiencing success on LinkedIn with manual outreach, I knew this could be a powerful growth platform, but scaling across multiple accounts required automation.

Dux-Soup stood out for its powerful cloud-based campaign delivery, ease of use, campaign statistics and A/B testing features. It transformed our lead generation efforts, delivering consistent, high-quality results.

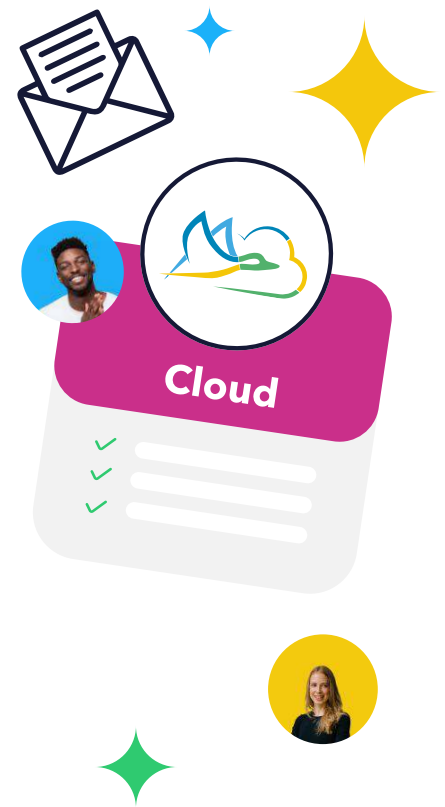
Dux-Soup Cloud Agency enables tailored messaging which is vital in meeting the needs of diverse clients.

Its powerful campaign automation allows us to prioritize campaigns, test out different levels of personalization and compare workflow sequences and durations, to continually improve results.

We love the seamless profile synchronization across accounts, which prevents duplicating outreach to the same prospects when operating multiple accounts.

A Slack integration provides real-time response notifications ensuring our sales development reps can respond in a timely way which maximizes engagement opportunities.

Since adopting automated LinkedIn lead generation, we have achieved some impressive results. These include booking more than 2,500 qualified meetings, adding \$4m in new sales pipeline of which more than \$1m has gone on to close.

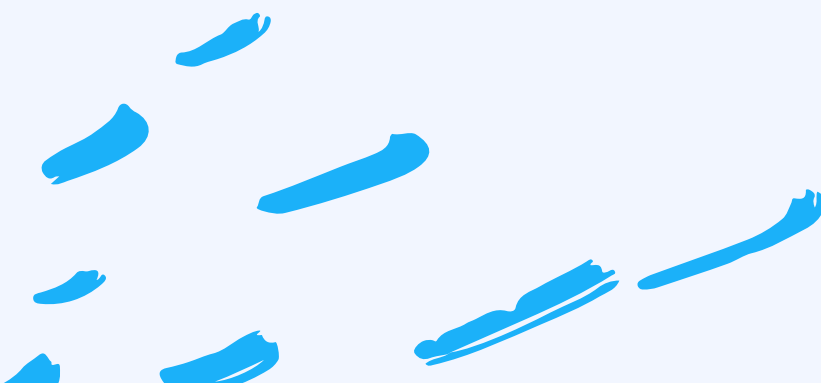


Building a Scalable Lead Gen Engine

Target Connect Co developed a scalable, outbound lead gen machine that can be replicated across industries and organizations with two core services:

- **Done-With-You:** which enables businesses to leverage LinkedIn as a lead generation tool using their own profiles or sales teams.
- **Done-For-You:** a fully managed solution that provides clients with a dedicated outreach team, using real profiles to ensure authenticity.

Additional services that leverage Dux-Soup include LinkedIn profile optimization, industry-specific connection building to enhance authority and outreach success, and appointment setting.



Data-driven targeting

Robust and accurate data underpins every campaign. We use Sales Navigator filters to identify the ideal customer persona (ICP), along with external sources such as prospect databases and client CRM data.

We also use Dux-Soup to scrape engagement data on prospects who interact with relevant content on LinkedIn, and feed this into client CRMs such as Hubspot and Salesforce and on-going campaigns. By referencing the content that prospects engaged with, this technique consistently delivers outstanding results.

Optimising client's investment in marketing

Dux-Soup played a key role in helping our clients maximize the value of their marketing assets, such as YouTube videos. We had built a highly targeted audience using Dux-Soup, so when we outreached to these contacts, the campaign achieved over 750,000 impressions across multiple accounts.

This approach effectively warmed up a large volume of prospects, generating thousands of additional Marketing Qualified Leads (MQLs) and Sales Qualified Leads (SQLs). Campaigns were tailored to the content within each post, allowing us to align messaging with the specific services being promoted. As a result, clients saw a higher ROI on their marketing efforts, turning content engagement into tangible opportunities.



Multi-Channel Retargeting for Higher Conversions

We integrate Dux-Soup with other outreach channels:

- After a multi-stage LinkedIn drip campaign, non-responders automatically receive a follow-up email; it's a form of 'warmer, cold outreach'.
- They can also be enrolled into a new LinkedIn campaign with fresh messaging, generating 20-40% success from previously unresponsive leads.

Maximizing Engagement with 80% Response Rates



Dux-Soup enhances outreach success across industries, even for non-office-based professionals. For example, we had phenomenal success targeting project managers in the oil & gas sector.

We see response rates of up to 80% for local 'lunch and learn' meetings, high-performing referral campaigns drive 75-80% engagement. Event-based LinkedIn campaigns that drive meetings through targeted local outreach work well too.

Seamless LinkedIn Account Management

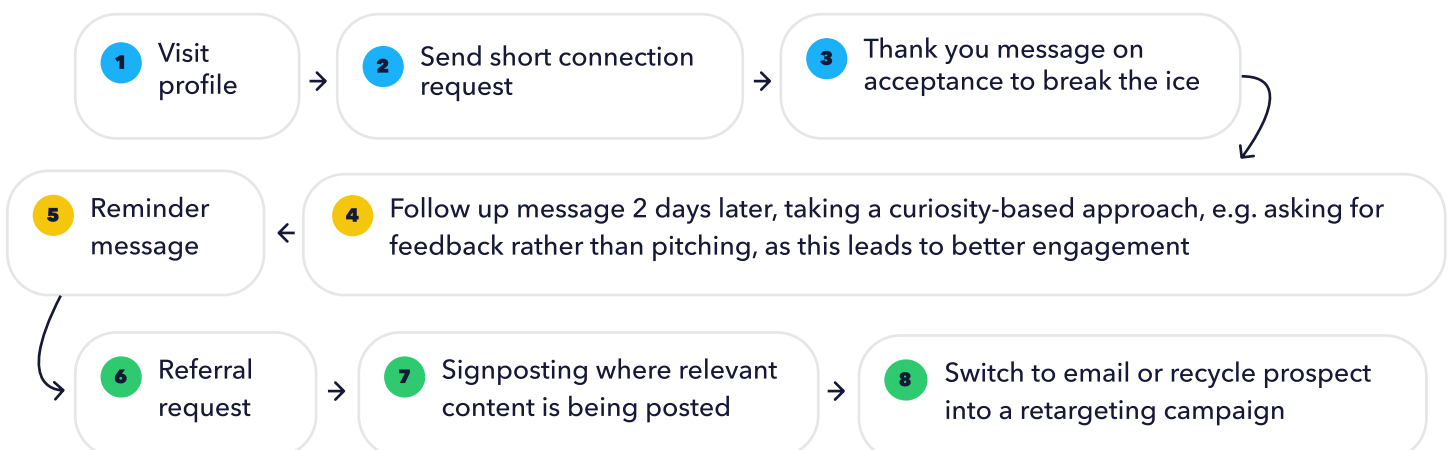
At any one time we could be managing 25+ LinkedIn accounts but this is effortless with Dux-Soup Cloud Agency. For a lead generation agency, a platform like Dux-Soup is essential, simplifying campaign organization, data management and outreach execution.

It has given us the scale to achieve our growth and lead generation goals. Without it, we could only manage a fraction of the accounts.

Dux-Soup is the key to effectively implementing LinkedIn automation and lead generation strategies at scale. I'm a sales professional at heart and Dux-Soup feels like it was built specifically for sales, unlocking a new level of outreach and strategy on LinkedIn.

Automated Drip Campaigns for Nurtured Outreach

Each campaign is tailored to the needs of the client but a typical workflow is:



For brand-building campaigns, we use longer intervals between messages and a content strategy to warm up prospects which increases trust and response rates.

Authentic Outreach

Personalization with markers and tags is a key strength of Dux-Soup. Another powerful but often underrated feature is automated profile views and visits. It's a fantastic technique to use before sending campaign messages.

Rather than immediately hitting prospects with connection requests and follow-ups, Dux-Soup automates profile views, ensuring we appear in the prospect's notification feed. This subtle engagement builds familiarity, increasing the likelihood of a positive response.

Amplifying Sales Capabilities

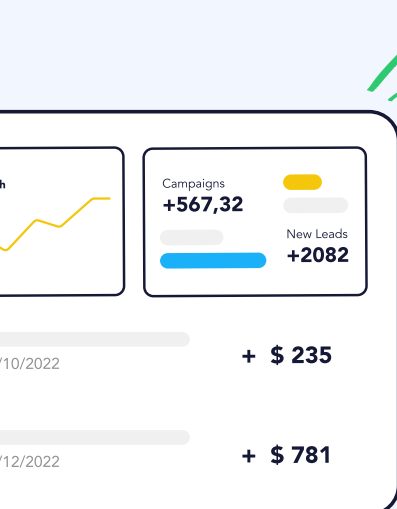
Dux-Soup amplifies our sales capability on LinkedIn, including at the enterprise level, targeting some of the world's largest corporations. It has powered successful LinkedIn outreach campaigns for diverse industries from tech and hardware to oil & gas and recruitment.

It underpins efficient lead generation and has made our lives so much easier with features such as the campaign builder and the Multi-funnel. It saves time which allows us to focus on the real actions that drive our business forward instead of repetitive tasks that can be automated.

Data-driven campaign insights

The integration options allow us to connect Dux-Soup seamlessly to our clients' CRM and martech systems. This allows us to automatically update the CRM as well as initiate campaigns from within the CRM.

Dux-Soup gives us data-driven campaign insights, enabling efficient management and comprehensive reporting for both clients and our agency. It supports continuous improvement, helping us optimise outreach, branding and even LinkedIn profiles.



By tracking account performance, we can refine our approach, ensuring the most effective messaging and engagement strategies. Tagging enables us to monitor lead sources, identify which LinkedIn account and message triggered a response, and gain detailed insights into campaign performance.

We've measured the impact of using highly targeted LinkedIn profiles. Aligning profiles with the product or service being promoted has significantly boosted response rates.

The Dux Dashboard offers visibility into the sales funnel, and exporting data to Google Sheets allows for deeper analysis, helping us refine drip campaign intervals, track speed to lead and measure response times for example.

Why **Dux-Soups** stands out

Dux-Soup's continuous product enhancements reflect its commitment to aligning features with market demands. By actively listening to feedback from hundreds of thousands of customers, the platform evolves to meet real user needs.

The Dux team genuinely cares about each customer. Without their guidance, scaling my agency would have been far more challenging. I would say that every aspect of their service is exceptional:

- **A responsive support team**
- **Expert coaching in LinkedIn lead generation best practices**
- **Webinars, blogs, playbooks and YouTube tutorials**



Dux-Soup can help anyone running outreach, from beginners booking their first LinkedIn meetings to seasoned professionals managing multiple campaigns. There's always more to learn, and it truly feels like Dux-Soup is with me every step of the way.

Additionally, the campaign results demonstrate the ROI that we can deliver for clients and together that's why I recommend Dux-Soup to anyone looking to harness LinkedIn automation for lead generation, building a strong sales pipeline and ultimately closing business."

Jordan Evans