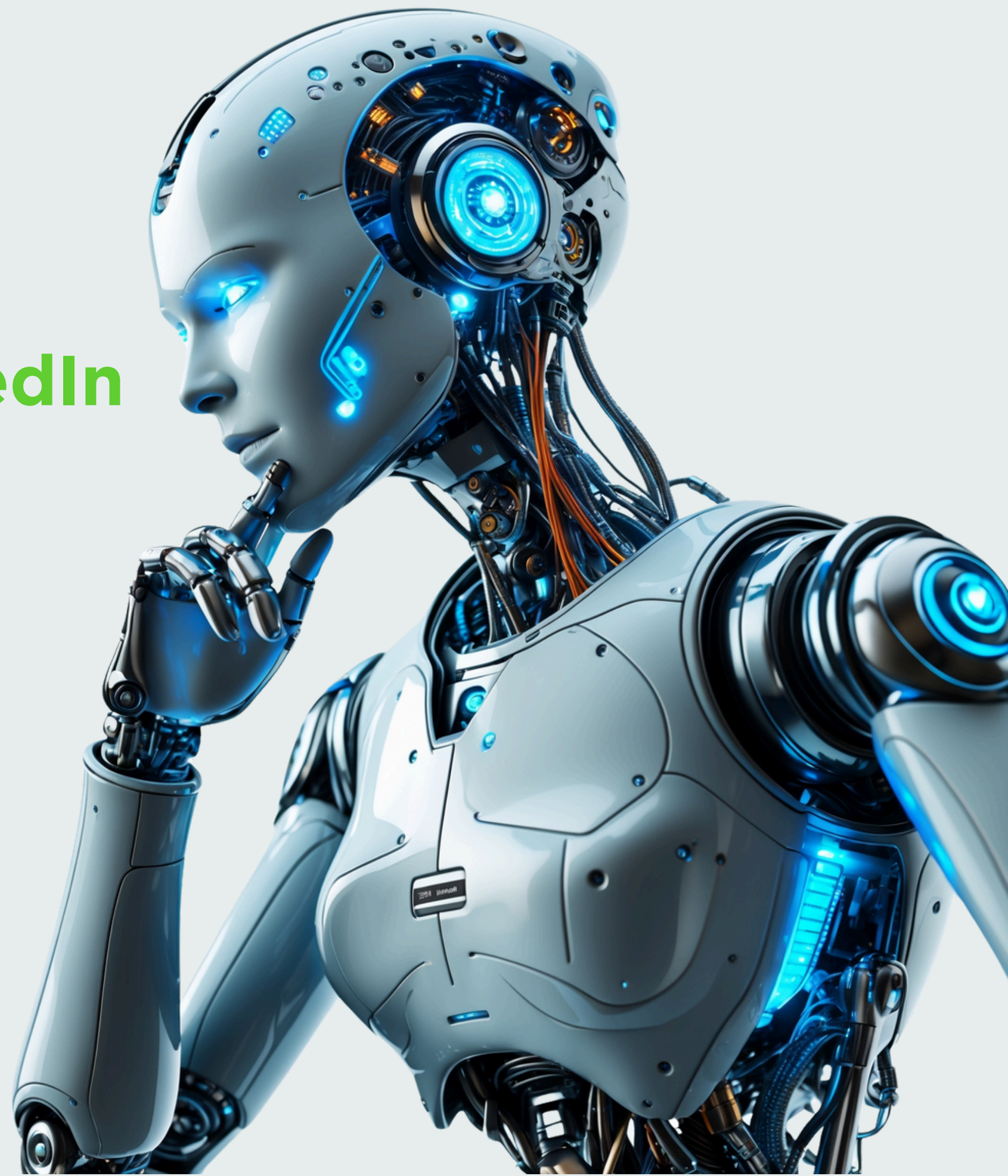


Case Study

Scaling Lead Generation & LinkedIn Outreach for CognoVerse

Structured knowledge meets intelligent reasoning transforming scattered information into decisions you can trust.

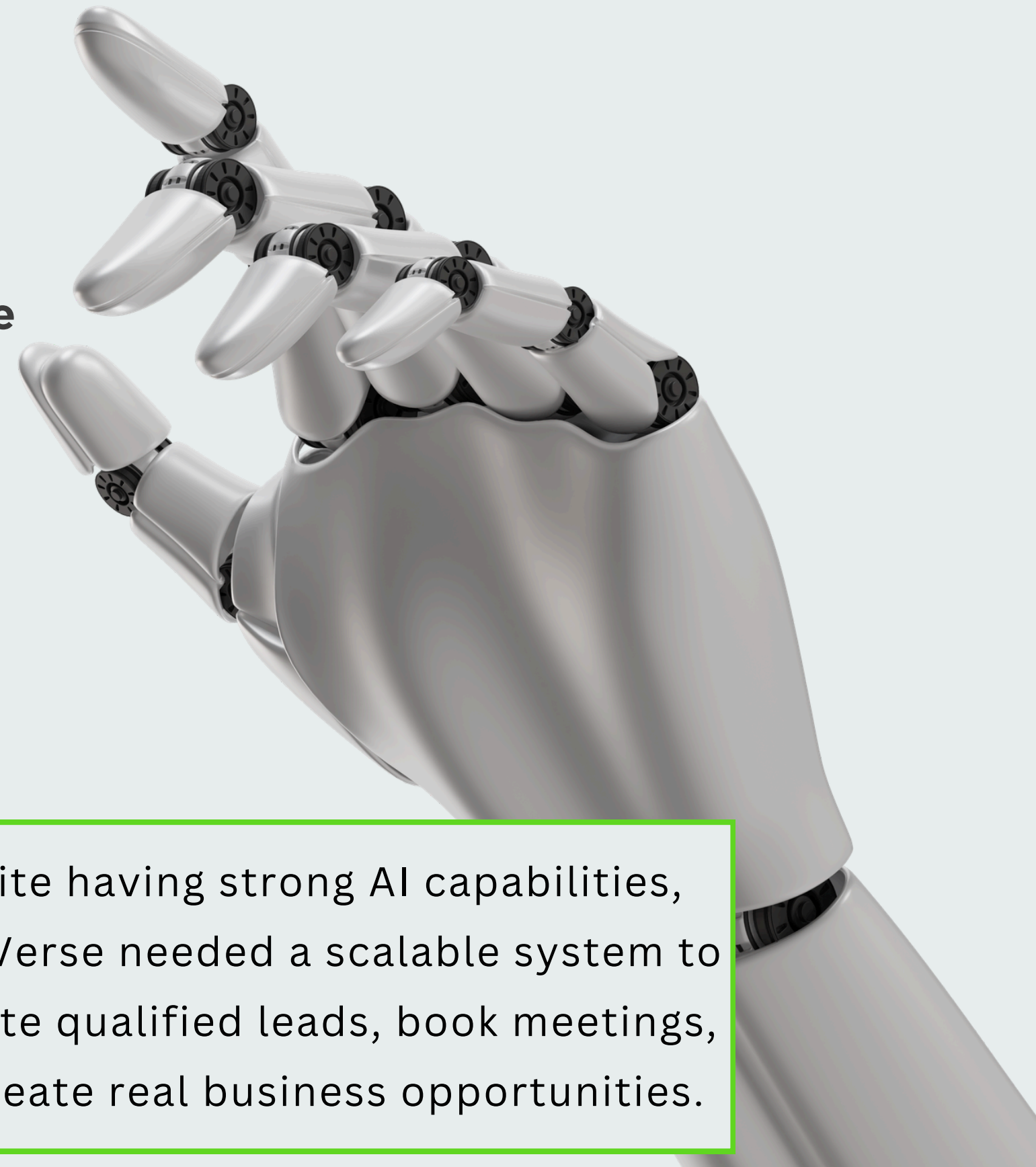


Challenge

CognoVerse had strong technical expertise in AI development and intelligent automation solutions, but the company was facing major growth challenges

1. Limited inbound leads
2. Low sales pipeline activity
3. Difficulty reaching the right decision-makers
4. Lack of consistent revenue generation
5. No structured outbound sales process
6. Low visibility among enterprise prospects

Despite having strong AI capabilities, CognoVerse needed a scalable system to generate qualified leads, book meetings, and create real business opportunities.



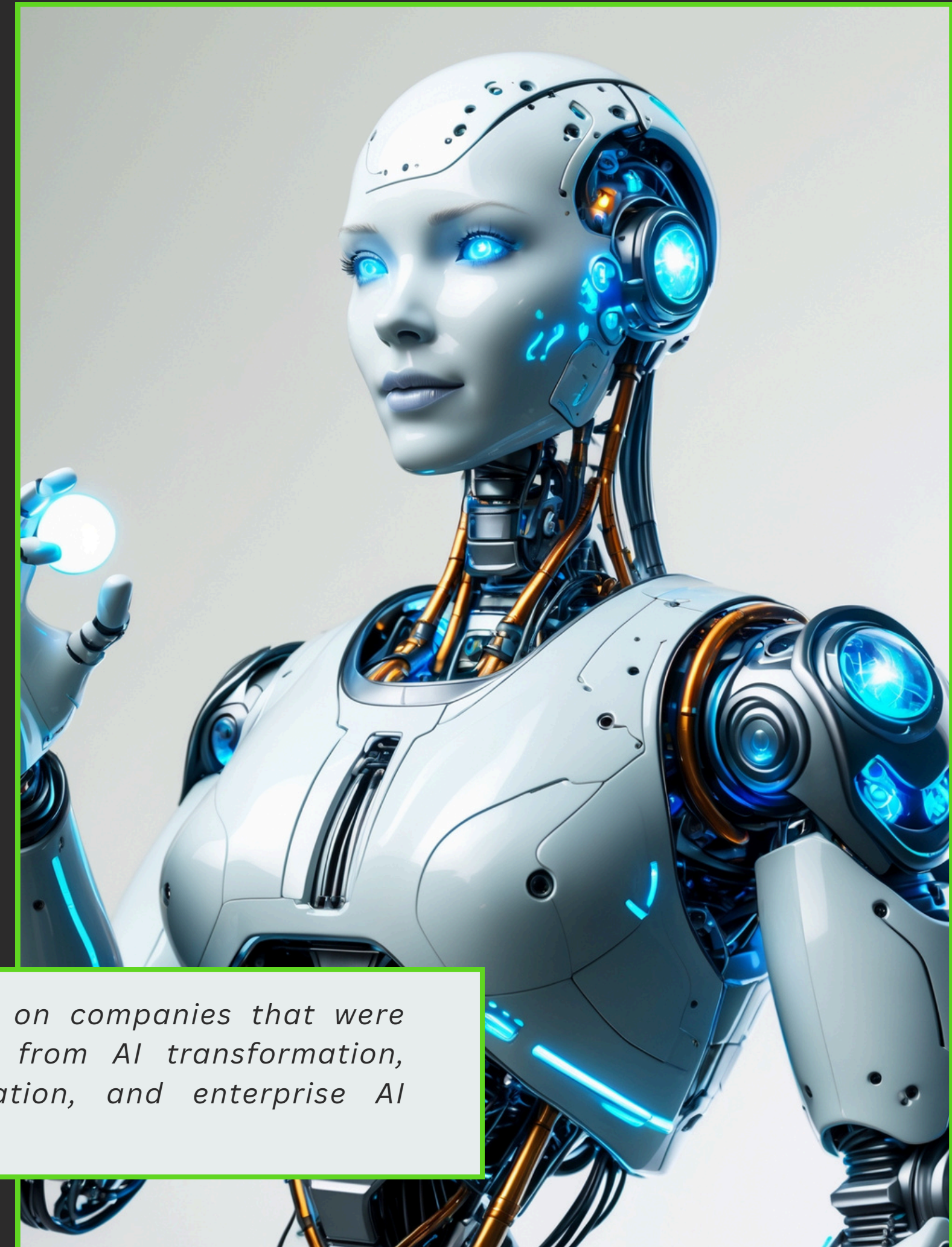
Target Market & Prospect Research

We first identified the best industries and business sectors that matched CognoVerse's AI and automation services.

Using LinkedIn Sales Navigator, we built highly targeted prospect lists based on:

- Company size: 50 to 5000 employees
- Industry relevance
- AI adoption potential
- Decision-making authority
- Active LinkedIn presence

We focused only on companies that were likely to benefit from AI transformation, workflow automation, and enterprise AI solutions.



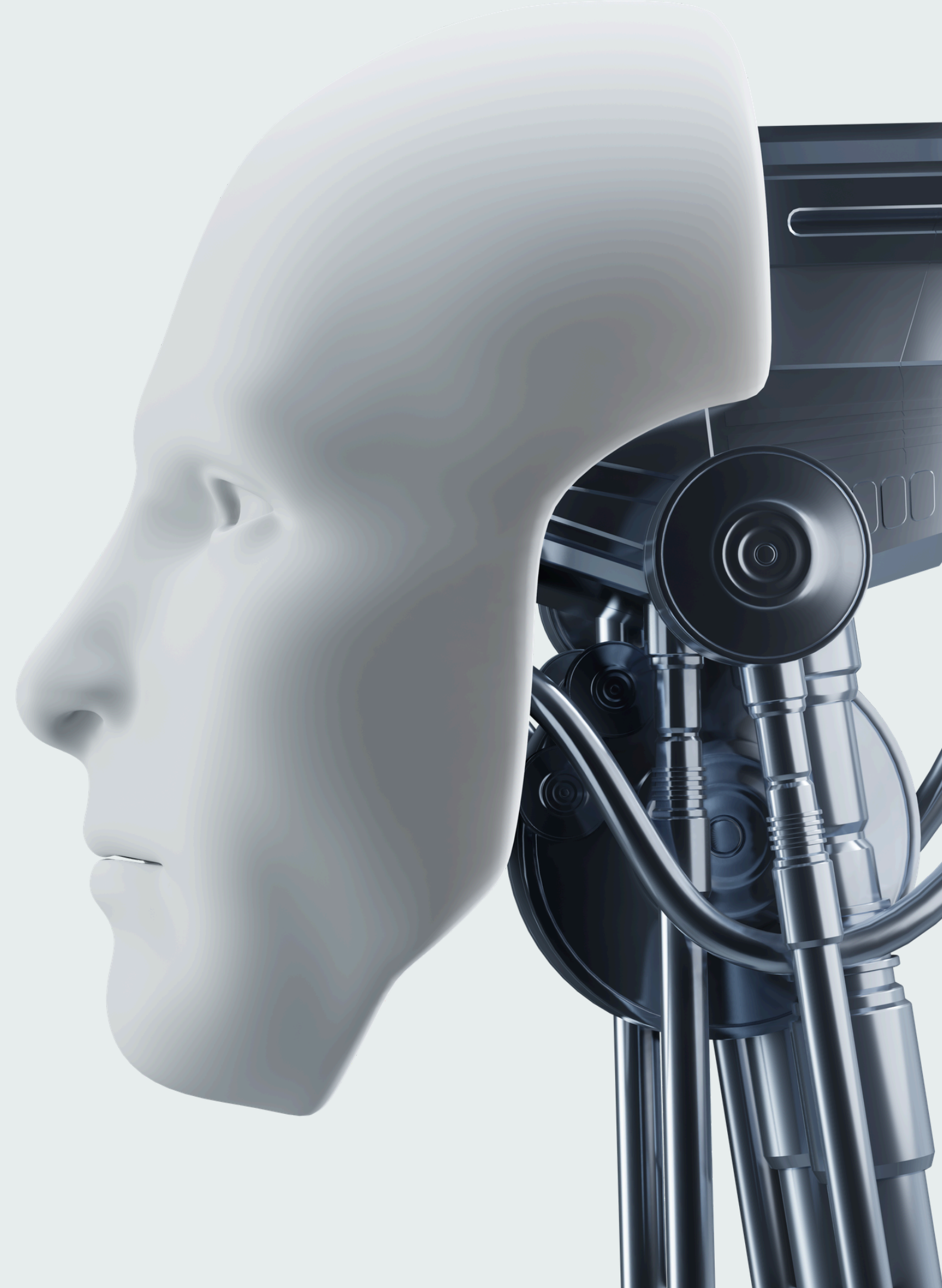
Prospect Verification

Instead of targeting random contacts, we verified prospects based on their LinkedIn activity.

We only included professionals who were:

- Actively posting or engaging on LinkedIn
- Responsive to networking
- Relevant to AI adoption and digital transformation
- Decision-makers or influential stakeholders

This significantly improved response rates and outreach quality.



Personalized Content & Messaging

The workflow included:The workflow included:

1. Prospect research
2. Personalized messaging creation
3. Content approval by CognoVerse stakeholders
4. Multi-step outreach sequence development

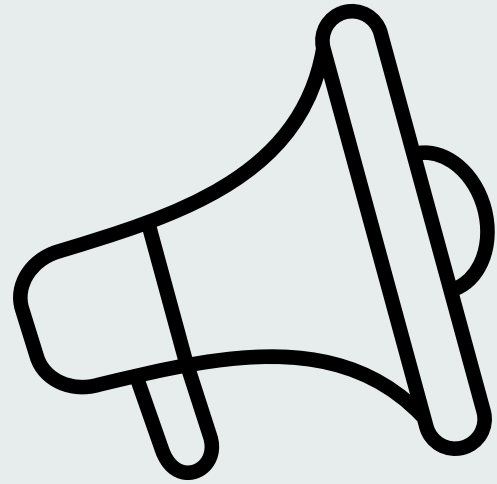
Our messaging focused on:

1. Operational inefficiencies
2. Workflow automation opportunities
3. AI adoption challenges
4. Productivity improvement
5. Intelligent automation use cases



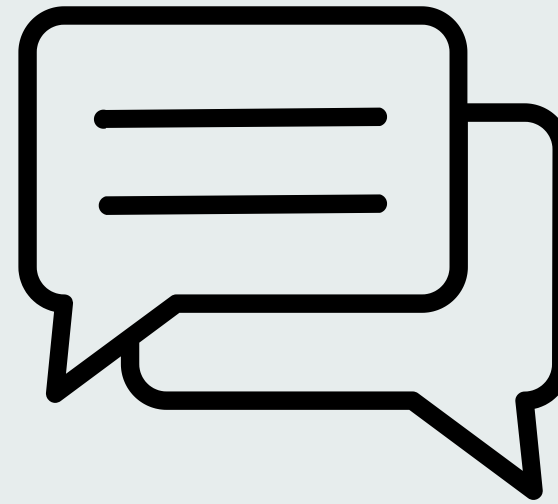


LinkedIn Outreach Execution



Connection Campaigns

We sent connection requests to approximately 200 targeted prospects



Greeting & Warm-Up Messages

After connection acceptance, prospects received personalized greeting messages to establish rapport.



Pitching & Follow-Ups

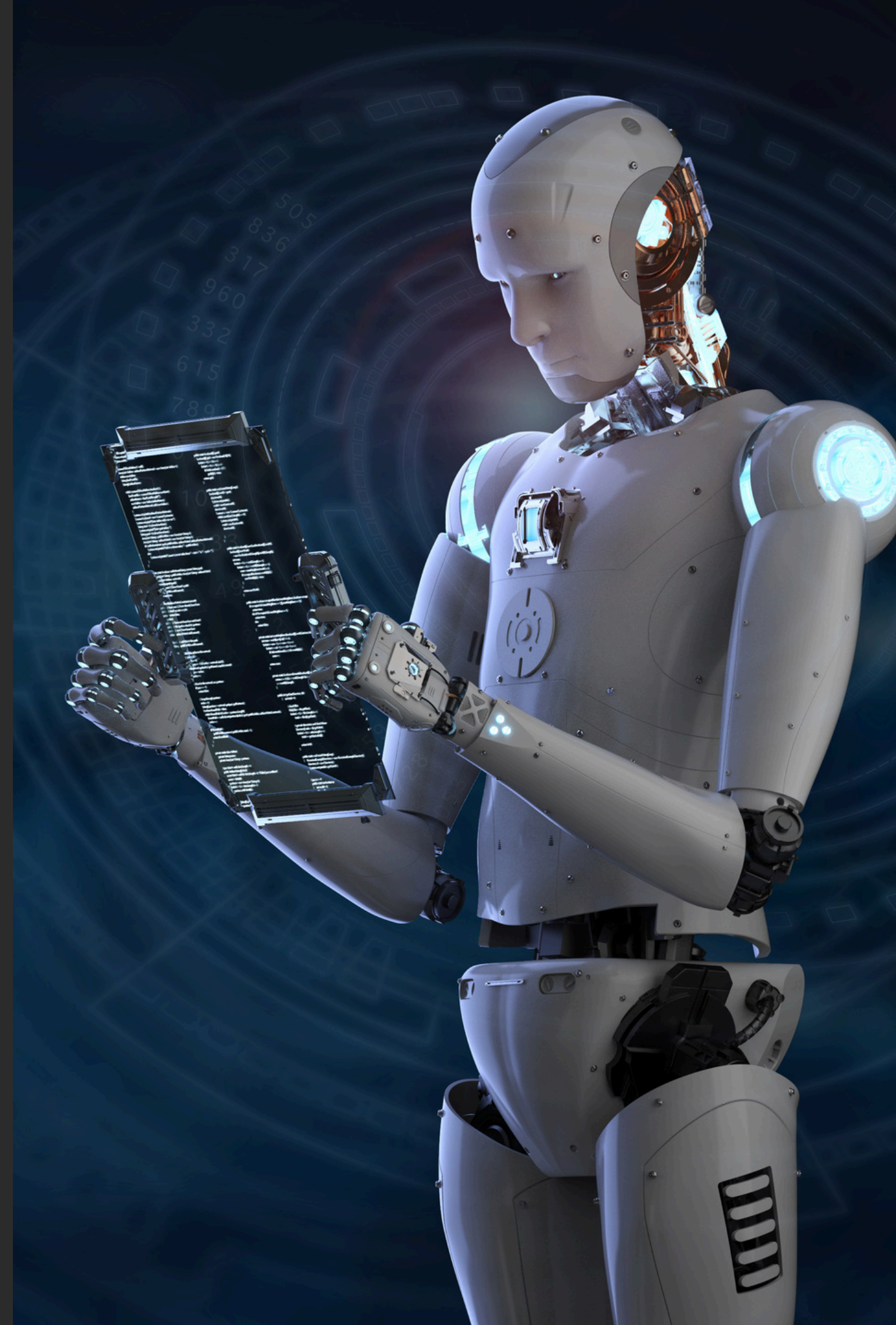
- Introductory messages
- Personalized AI solution positioning
- Follow-up messages
- Final engagement messages

Results

The LinkedIn outreach campaigns generated strong engagement and qualified business opportunities for CognoVerse.

Key Outcomes

1. 15-20 qualified prospects generated through LinkedIn outreach
2. 5-10 booked calls consistently from outreach campaigns
3. Increased visibility among enterprise decision-makers
4. Improved sales pipeline activity
5. Higher-quality conversations with potential clients
6. Generated new leads, business opportunities, and revenue growth



Impact

By combining targeted prospect research, verified active LinkedIn users, personalized messaging, and structured outreach execution, we helped CognoVerse:



Build a
stronger
outbound lead
generation
system

Reach high-
value decision-
makers

Generate
qualified sales
conversations

Increase call
bookings

Improve client
acquisition
opportunities

Create a
repeatable
outreach
framework for
future growth

Thank You

Contact us if you have any questions.

Through strategic LinkedIn outreach, targeted prospecting, and personalized communication, we helped transform their outbound sales efforts into a measurable lead generation engine.

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