

# From LinkedIn To Meetings

How we grew a partner  
network to secure a £70k  
contract in six months



## Company Profile

- We are working with [Lewis Boyles-White](#) to use his profile and the [Core Blue](#) company page to attract new clients for his custom software development agency
- His team of developers build “tech that improves lives”, and work closely with design agencies to provide a fully managed development process.
- Core Blue’s unique product blueprint process helps brands get a clear development specification together so that they can start projects at full speed and complete them on time.



+70k

Through our LinkedIn and email campaigns, Pitch121 secured 54 FANs from agencies interested in meeting Core Blue in the first six months. 3 Partners supplied briefs for work, and a £70k contract was closed by month six

# Before



- Core Blue had been organically growing through a mix of both direct clients and partnerships with design and UX agencies
- Realising that partnering with design agencies had been effective in the past, they approached Pitch121 to help them overcome the challenge of identifying and securing the right agencies to work with



# Challenges



- Lewis is very hands-on with pitch presentations and supporting his team on the delivery of client work. He was not finding any time to find new partners with client work he could support.
- Covid-19 meant that for some of his partners, work was on hold, so he needed to find more partners to keep his pipeline of work steady.
- A simple search for agencies on LinkedIn gives a mix of those with a development team in-house and those without, we only wanted those with no, or little in-house development and a willingness to outsource or partner.

## What We Did:

First and foremost, Pitch121 went into his existing membership groups and ensured he was connected with relevant members.

We then found agencies on LinkedIn, filtering those out through keywords and manually cleaning those who would be likely to have in-house development departments..

Pitch121 then proceeded to connect Louis to agencies that specialised in UX and design. Through direct one-to-one conversation we qualified them based on our assumptions from their company page and website.

This was followed this up with an email campaign.

As a continual process, Pitch121 also ensured that Core Blue stayed front of mind with original and industry-specific content.

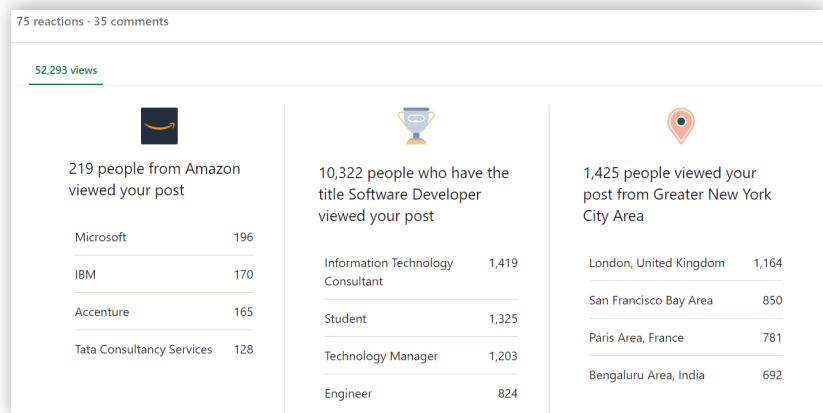
As Lewis became more busy with live opportunities, we maximised the new partner opportunities by combining a LinkedIn introduction from Lewis to Core Blue's new Sales and Marketing Director, Jan. We then emailed, as Jan, with an introduction.

As Jan was able to be more responsive with new opportunities the results increased.

They also deepened the relationship from the start, with the possibility of either Lewis or Jan or both to have the first and follow-up calls.

## Results:

- 54 agency FANs were interested in meeting with Lewis or Jan. .
- Content was also critical for brand awareness. The first LinkedIn post that Pitch121 wrote and amplified for Core Blue received over 52,000 views. Not only this, but all posts averaged 9400 post views.
- By month six, 3 partners had provided relevant briefs for work, one of which resulted in Core Blue being paid £3k for a blueprint of work, followed by a £70k contract.



Pitch121 has secured us new partners and in so doing, has opened up new partnerships and opportunities for us. We have seen how they use their many years' sales experience (particularly in our field) with a sprinkling of tech to track and report efficiently. I would highly recommend the team.

Lewis Boyles - White  
Director at Core Blue





**Get In Touch With Us**

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