

## AIM

To make partnerships in the USA, QBSW sent a representative for 3 months, spending each month in a different state. We were supposed to schedule as much partnership meetings as possible in the 3 respective states.



## METHOD

- Combined LinkedIn and Email outreach to create a multichannel campaign.
- We targeted CEOs and founders of software development companies based in the USA.

## RESULTS

- While working on QBSW's LinkedIn outreach, we have generated over 1000 highly targeted connections.
- With our multichannel approach, we have initiated communication with 110 people. We managed to push almost 40% of them to book a meeting with our client to discuss the potential partnership.

**1000+ HIGHLY TARGETED  
LINKEDIN CONNECTIONS**



**OVER 40  
SCHEDULED MEETINGS**



*QBSW have specialised in developing and delivering software solutions for a variety of market sectors since their establishment in 2000. They develop custom IT applications and comprehensive information systems for the banking, insurance, telecommunications, construction and industry sectors, for small, medium-sized and large enterprises in both the private and public sectors.*

Got questions? Shoot us an e-mail and let's get *beezy!*

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