Elite Advertising
B2B LinkedIn marketing

GOAL VS RESULT

Goal: 30 qualified leads in a 3-month trial across three profiles.

Result: 44 qualified leads in the first 3 months.

// ELITE ADVERTISING · CASE STUDY

How we got 44 qualified leads in the first 3 months for an industrial machinery maker

The targeting, message testing and follow-up behind SEMI STAAL's LinkedIn outreach: three profiles, 927 new connections and 44 qualified leads against a goal of 30.

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02 The opening message that won
03 How every reply was answered
04 The results
05 What you can copy

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Daniel Tonsen
CEO, Elite Advertising

About us

Elite Advertising builds LinkedIn outreach and LinkedIn Ads systems that turn dream accounts into qualified leads for complex B2B companies.

eliteadvertising.dk →

44	12%	927
qualified leads in the first 3 months	reply rate	new connections

Client **SEMI STAAL** Washing and handling systems for the food industry

FREE CASE STUDY

How we got 44 qualified leads in the first 3 months for an industrial machinery maker

SEMI STAAL designs, builds and installs washing, handling and disinfection systems for crates, tubs, pallets and trolleys in the food industry, as well as hospitals and pharma. New customers had always come from word of mouth.

In three months of LinkedIn outreach from three of their own profiles, that changed: 6,603 connection requests, 927 new connections, 100 replies and 44 qualified leads, against a goal of 30.

Inside you get three things: who we targeted and why, which opening message won the tests, and how every reply was answered. Then the numbers month by month, and the parts you can copy for your own company.

Daniel Tonsen
CEO, Elite Advertising

Who this is for

- Industrial and manufacturing companies that sell to technical buyers
- Founders and sales leaders whose new customers come mostly from referrals
- Teams with long sales cycles selling into several countries

How to use it

- Read the case once, start to finish.
- Fill in the worksheet at the end for your own company.
- Get your free setup walkthrough, and we will show you exactly how to set it up for your business.

What is inside

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02 The problem
03 Who we targeted, and why
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05 Which opening message won the tests
06 How every reply was answered
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01 The client and the starting point

	SEMI STAAL
What they do	Designs, builds and installs washing, handling and disinfection systems for crates, tubs, pallets and trolleys in the food industry, as well as hospitals and pharma.
Industry	Manufacturing and industry, machinery and components
Company size	Small business
Markets	Nordics, Germany, UK, United States, South Africa, Australia
Channel	LinkedIn outreach from three SEMI STAAL profiles: the CEO and two sales profiles
Duration	3 months
Goal	30 qualified leads in a 3-month trial across three profiles, 10 per profile

SEMI STAAL's sales cycle can run up to five years. The team wanted to see if LinkedIn could open doors to new food producers in Denmark and abroad.

02 The problem

Word of mouth brings good customers, but you cannot plan it. You wait for the next referral, and you have no say in which company it comes from or when.

- **The buyers are specific.** Purchasing, factory and technical leaders at food producers whose crates, tubs and pallets need washing.
- **The market is wide.** Six markets on four continents: the Nordics, Germany, the UK, the United States, South Africa and Australia.
- **The sales cycle is long.** It can run up to five years, so new conversations have to start long before the revenue they lead to.

So the question for the trial was clear: can LinkedIn outreach from SEMI STAAL's own people start conversations with the right food industry buyers, and reach 30 qualified leads in three months?

03 Who we targeted, and why

SEMI STAAL's systems wash and handle crates, tubs, pallets and trolleys. So we went to the producers who use them every day, and to the leaders responsible for purchasing, for the factory and for technical decisions there.

Who we targeted	Why
Roles: purchasing leaders, factory leaders, technical leaders, manufacturing engineers	The people responsible for buying, running and maintaining production equipment.
Job titles: purchasing manager, factory manager, factory director, technical director, food production manager, director of manufacturing	The exact titles we searched for.
Industries: food production; meat, fish and dairy; chocolate production; retail logistics	Producers whose crates, tubs and pallets need washing.
Company size: 51 to 10,000+ employees	From mid-sized producers to the largest.
Countries: Nordics, Germany and the UK; United States; South Africa; Australia	SEMI STAAL's markets. Denmark gave the strongest results.

We sent from the CEO and two sales profiles at SEMI STAAL, not from a company page.

04 What we did, step by step

1. **Strategy workshop, before launch.** We agreed the goal, 10 qualified leads per profile, defined the food industry audiences and reviewed the three sender profiles.
2. **Targeting and list building.** The roles, titles, industries, company sizes and countries above, built into target lists.
3. **Profile optimisation.** We rewrote the profile headlines of the CEO and the two sales profiles, so buyers saw a clear reason to accept.
4. **Launch, month 1.** Outreach went live on all three profiles with three test opening messages.
5. **Test, keep the best, months 2 and 3.** Every round we tested new opening messages and kept the best. Denmark became the strongest market, and the new headlines lifted acceptance rates.

6. **Lead tracking.** Every reply was tracked. Replies that showed interest or referred us to the right person were counted as qualified leads.
7. **Monthly reporting.** SEMI STAAL got a report on the campaign every month.

05 Which opening message won the tests

The winner: the message that stated SEMI STAAL's value most clearly. Messages that led with a concrete benefit for the buyer, like reducing contamination risks, did best.

THE FIRST TEST ROUND

- We tested three opening messages against each other.
- The best one got more than twice the reply rate of the weakest: **15% against 6%** (10 replies against 5).
- The test showed which message to build on. Every later round tested new messages and kept the best.

TEMPLATE · A VALUE-FIRST OPENING MESSAGE

Hi [first name], I work with food producers on washing and handling of [crates, tubs or pallets]. Most of the teams I talk to care about one thing first: [the value, for example reducing contamination risk]. Is that a priority at [company] too?

Illustrative template built on the approach that won the tests. It is not the wording SEMI STAAL sent. Write three versions, each leading with a different value, and test them against each other.

06 How every reply was answered

This is how we answer every reply in our campaigns, from our inbox playbook: a short, personal answer that moves the conversation one step forward, with one question at a time.

REPLY BY REPLY

- **Interested or curious:** thank them briefly and ask one question about their situation. No pitch yet.
- **"Send me something":** confirm the email, send one matching case link, and ask one question so the conversation keeps going.
- **"It's [name] who is responsible":** thank them, ask if you may mention them, then write to the named person. A referral counts as a qualified lead.
- **"Not now":** respect it, ask permission to come back in a named month, and note the date.
- **"Not interested":** respect it, stop the sequence, and reply once politely at most.

- **Short and human:** one to three sentences, in the buyer's language and tone.
- **Use their words:** restate what they said before saying anything about us.
- **Never invent:** no made-up prices, results, dates or links.

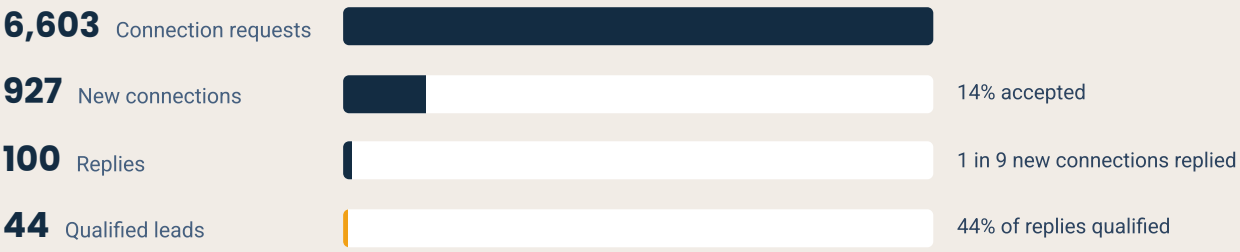
07 The results

44
qualified leads
Replies that showed interest or referred us to the right person.

12%
reply rate
Of the people we messaged replied (100 of 821).

927
new connections
Purchasing, factory and technical leaders at food producers.

OUTREACH FUNNEL · ALL THREE PROFILES COMBINED, FIRST 3 MONTHS



Bars drawn to scale.

44 qualified leads from 821 people messaged: 1 qualified lead per 19 people messaged (5.4%).

Month	New connections	Replies	Share who replied	Qualified leads
Month 1	341	33	10%	8
Month 2	289	38	13%	24
Month 3	297	29	10%	12
Total	**927**	**100**		**44**

44 qualified leads in three months, against a goal of 30. Replies came in every month, and month 2 brought the most qualified leads.

SEMI STAAL's sales cycle can run up to five years, so the value of these leads shows up as expected revenue over time, not in the first quarter.

> "It has been an effective way to generate leads. Elite Advertising brings strong commitment and real impact to the table, and it has been a valuable investment for our company."
>
> **Nicolai Meyendorff** CSO & Co-Owner, SEMI STAAL

HOW WE COUNT

- Requests, new connections, people messaged and replies are monthly totals from the LinkedIn campaign data for all three profiles.
- Reply rate is replies divided by people messaged (100 of 821). Share who replied is replies divided by new connections. Qualified leads per person messaged is 44 of 821.
- Qualified leads are replies that showed interest or referred us to the right person, counted in the lead tracking: 8, 24 and 12 in months 1 to 3.
- Source: the SEMI STAAL case page and the SEMI STAAL report sheet. Results from one client campaign, not a promise. Your numbers depend on your market, offer and follow-up.

08 What you can copy

CHECKLIST · THE SEMI STAAL PLAYBOOK

- [ ] Set a number before you start. SEMI STAAL's goal was 10 qualified leads per profile in three months.
- [ ] Send from the people buyers want to hear from: the CEO and the sales team, not a generic company page.
- [ ] Write the audience down: roles, job titles, industries, company size and countries, and why each one fits.
- [ ] Fix the profile headlines before launch, so a buyer sees why to accept.
- [ ] Test three opening messages per round and keep the best one.
- [ ] Lead with the value the buyer cares about, like reducing contamination risk, not with your product.
- [ ] Track markets separately and put more effort where results are strongest. For SEMI STAAL that was Denmark.
- [ ] Use one written definition of a qualified lead, and count against it every month.
- [ ] Answer every reply quickly, with one short message and one question.

YOUR VERSION

Item	Your entry
Qualified leads goal per profile, 3 months	
Sender profiles	
Buyer roles and job titles	
Industries and company size	
Countries, strongest first	
Three opening angles to test	
Your qualified-lead definition	
Who answers replies, and how fast	

WANT RESULTS LIKE SEMI STAAL'S?

We'll show you exactly how to set it up, for free

Tell us who you sell to, and we will show you exactly how to set it up for your business: who to target, which profiles to send from, what to test first and how to follow up. It is free.

- ✓ Your buyers mapped: roles, industries, company size and countries.
- ✓ Exactly how to set up your profiles, messages and testing.
- ✓ Free, with no obligation.

Get your free setup walkthrough → [See client results →]

calendly.com/d/ds7n-8xy-my3/intro-fbc · case-studies.eliteadvertising.dk/public/

If you sell to industrial buyers and want more conversations than referrals bring, get your free setup walkthrough. If you are happy waiting for the next referral, this is not for you.

44
qualified leads from LinkedIn outreach in the first 3 months
SEMI STAAL

58
qualified leads from LinkedIn outreach in the first 3 months
Wirthwein Medical

Industrial client results from our public case studies, quoted as written on each case. Your numbers depend on your market, offer and follow-up.