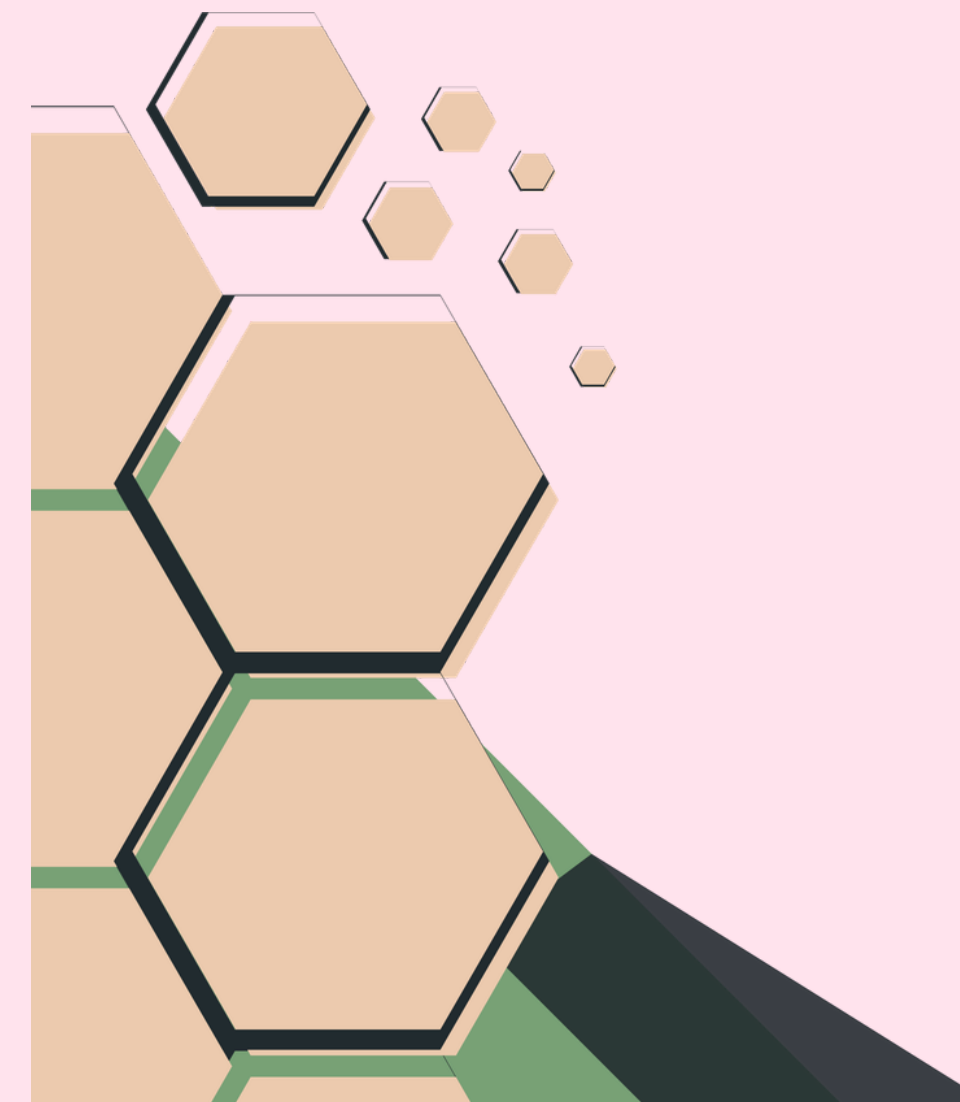
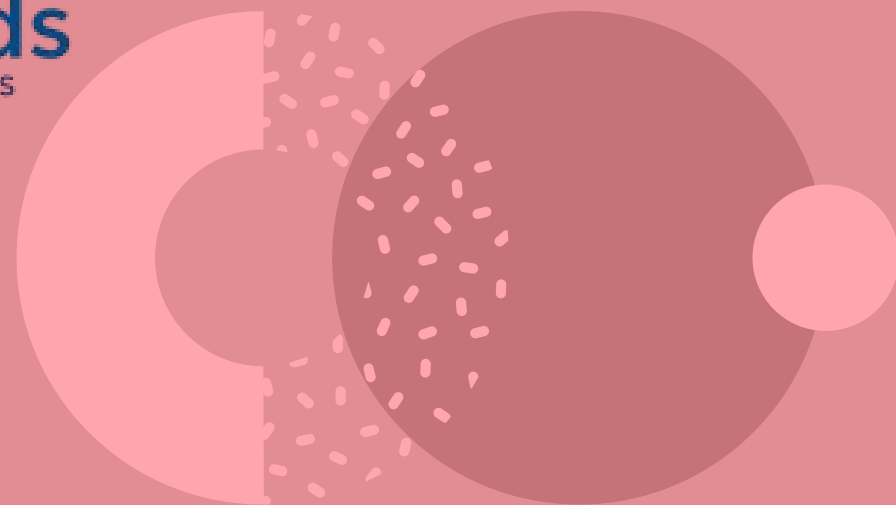


Himalayan Pink Salt Lead Generation & Outreach Strategy

Client Overview



- Product Focus: Premium Himalayan pink salt.
- Target Audience: Food brands, distributors, health product companies.
- Growth Goal: Expand global B2B sales and exports.



Inconsistent Leads: Difficulty generating a steady flow of qualified leads.



Low Engagement: Struggled to reach active decision-makers online.



Scaling Roadblock: Lack of a repeatable, scalable outreach process.

Key Challenge

Solution



LinkedIn Targeting:
Identified top prospects
using LinkedIn Sales
Navigator.



Personalized Outreach:
Step-by-step messaging
sequence-connection,
value, follow-ups



Call Scheduling:
Directly aligned
interested prospects for
meetings with Salterra.

Outreach Execution

Account Setup: Used multiple LinkedIn accounts for diversified reach.

Daily Connects: Sent 20 - 30 connection requests daily

Follow-Up Sequence: Engaged with value adds, proof points, and a soft call-to-action.



Results Delivered

- Meeting Volume: 20–25 meetings scheduled monthly.
- Revenue Growth: Achieved a 25-30% increase in sales.
- Scalable Success:

