



# Everything you need to rock your Email Outreach

[www.demandlogy.com](http://www.demandlogy.com)

# Why we started?

After experiencing the below issues with "Email Outreach Gurus" to set up or manage our infrastructure we decided to take control in our own hands.



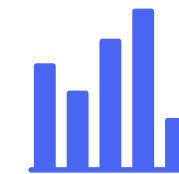
## Fraud

90% of the people we hired, didn't know enough about cold email marketing themselves.



## Spam Alert

Inaccurate email/domain configuration led to our emails landing in Spam/Junk folders.



## Staggered Growth

As our volumes grew, these Gurus/Freelancers didn't have a team to support our growing needs.

# That's why we

built a system that was scalable on demand & started helping SaaS, Agencies & Management Consulting companies optimize their email outreach.



2020

Tested multiple strategies to get on a sales call & narrowed down on the ones that actually worked!

2021 LAUNCH  
YEAR

Successfully partnered with 32 companies varying from startup to enterprise & filled their funnel with leads.

2022

Added Email outreach setup consultations to our services suite.

2023

Working to develop our very own solution to simplify the execution of email outreach.

# Agile

& scalable solutions to start your Email Outreach.

## G Workspace Email Accounts

We are authorised Google Workspace account resellers. Working with us you get the pricing benefit of the region.

## Email & Domain Setup

- Domain Connection
- User creation
- Profile Picture
- Enable IMAP
- DKIM, SPF, DMARC, MX Setup
- Custom Tracking
- Connect with tool & configure warmup

## Offer/Email Copy Crafting

Each Copy has 15 variations to ensure uniqueness of each email. & we will work with you until we have a converting copy - no maximum retakes. 3 follow-up sequences included.

## Health Monitoring

- Daily blacklist monitoring
- SPAM monitoring
- Warmup monitoring
- Email Inbox placement report
- Reconnection of accounts

## Campaign Scheduling

- Everything in health monitoring
- Campaign Scheduling
- Setting up Sequence
- Adding contacts to the list
- Campaign configurations

## Inbox/Reply Management

- Everything in health monitoring & campaign scheduling
- Replying back to positive responses until the desired outcome
- Marking positive responses
- Managing unsub list

# Flexible

pricing to support your changing business needs.

**\$03**

per email  
account/monthly

**Google  
Workspace Email**

**\$05**

per email  
account

**Email & Domain  
Setup**

**\$500**

per copy

**Offer/Email  
Copy Crafting**

**\$05**

per email account  
monthly

**Health  
Monitoring**

**\$10**

per email account  
monthly

**Campaign  
Scheduling**

**\$20**

per email account  
monthly

**Inbox/Reply  
Management**

# Never been this easy

to start a growth journey.

- ◆ **Discovery Call**  
30 Mins conversation to know more about you
- ◆ **Finalize Strategy**  
We'll finalize a strategy based on discovery call
- ◆ **Sign a simple contract**  
We know there is trust, this is just a formality :)
- ◆ **We get started**  
You sit back & relax while we run the show

# Next slides

In case, you want us own your Demand Generation..

# Upshot

Everything you need to grow your business with no hassle

## "Outreach"ology

- Sales Ready Leads & Appointments.
- Pay only for leads qualified by your team.

## "Publish"ology

- Laser-focused targeting to mitigate the loss of Marketing budget.
- 100 % accurate Demographics & firmographics are shared

## "Network"ology

- Connect with 500+ potential buyers or key industry players every month.
- Flexible pricing options.

## "Programm"ology

- Boost your impressions by 10x
- Increase your brand—awareness among the target audience.



Ad Networks



Email



Phone

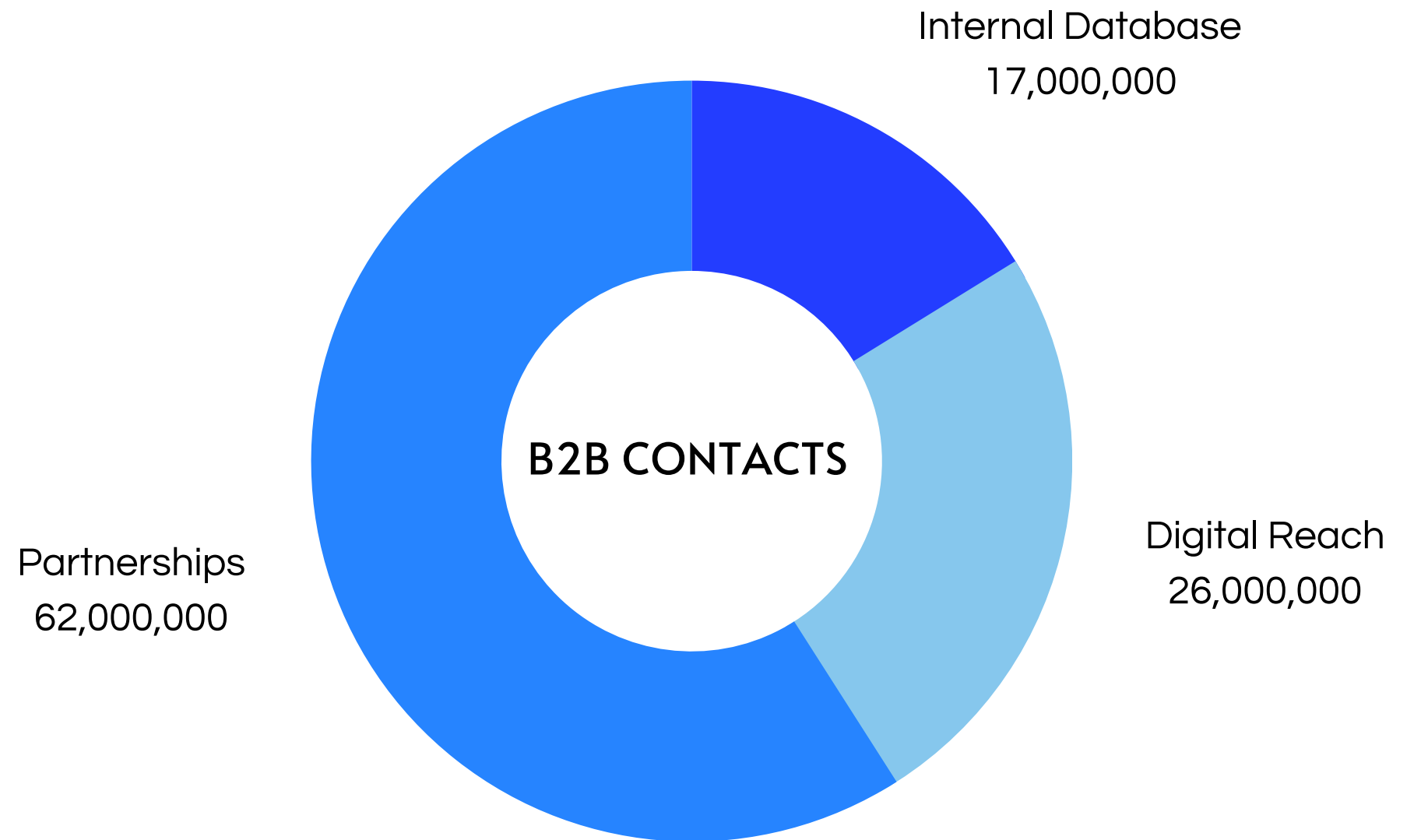


You know this :)



# Extensive Reach

Significant data partnerships to expand your coverage at 0 cost



## Precise targeting filters

Install base    Intent Signals    Job Functions  
Management Level    Industry    Revenue    Company Size  
SIC/NAICS CODES    ZIP, State, Country

# Disclaimer

The next slide might appear a bit overwhelming with all the text,  
but trust us, it's absolutely worth your time.

# Seven steps to success

Demandology combines expertise, personalization, and a human touch to generate Market Qualified, Sales Ready Leads and Appointments for your business.



## Research

We analyze your offer & existing customers, understanding their preferences and needs to tailor approach.



## List Building

We meticulously build a list of prospects based on ideal customer persona & intent signals to maximize results.



## Personalize

Crafting personalized email first line using advanced syntax to boosts engagement and response rates.



## Email Warmup

Setting & warming up emails for 3 weeks to enhance deliverability and increases the chances reaching prospect's inbox.



## Outreach

Compelling emails to urge prospect schedule a call & followup with case studies & comparison to drive engagement.



## Retargeting

A personalized phone outreach to prospects who have not responded to email outreach cadence.



## Quality Audit

Each lead is audited to ensure intent, consent & contact details to make sure you receive relevant & actionable leads.

# Top Success Stories

Demandlogy boasts an impressive success rate of 95% in optimizing the customer's funnel.

## ERP Solution

30% increase in Market Qualified Leads.

## Tik-Tok Agency

40% decrease in cost per acquisition.

## E-commerce Agency

50% increase in bookings within just three months.

## Business Intelligence Software

60% improvement in MQL quality, resulting in a 25% increase in sales conversions.

## Software Development

40% increase in appointments.

## Cyber Security Solution

30% increase in marketing-generated revenue.

## HR & Payroll Solution

25% improvement in lead conversion rates.

## Cloud-Tech Services

30% increase in Sales Qualified Leads, resulting in a 25% boost in revenue.

# Let's Talk?

[Book a Meeting | reach@demandlogy.com](mailto:reach@demandlogy.com)

 **Demandlogy.**

growing demand through technology