LeadVolley

Outbound System Proposal

An outbound system for B2B marketing agencies and SaaS: how it works, what's included, and what it costs.

What's inside this proposal

1 **The System**
The seven-stage process, start to finish

2 **Research-Led Messaging**
How we write, and the three targeting tiers: Broad, Focused, Niche

3 **Infrastructure & Deliverability**
Domains, inboxes, and the 65-item checklist

4 **Reply Handling**
How a reply becomes a sent message

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Your time investment, month by month

6 **Pilot & Guarantee**
A 30-day pilot, month-to-month

7 **Your Role**
Exactly where you're involved

8 **Pricing**
The numbers, broken down

9 **Next Steps**
How we'd actually get started

How it works: The seven-stage process

WHAT DO WE DO? We run your entire outbound system end to end — sourcing, sending, and replying — so meetings show up on your calendar without you having to piece it together across tools yourself.

HOW DO WE DO IT?

1 Define ICP & qualification rules

Research into pain points, market trends, and competitive positioning — signals and segment fit, not just headcount and industry.

2 Source & qualify leads

Qualified on fit and traction first, then targeted Broad, Focused, or Niche depending on the size of your market — never a generic blast.

3 Verify & clean the list

Every address verified before contact, plus ongoing suppression and re-cleaning — part of the 18-check hygiene list.

4 Write personalized messaging

One checkable finding per prospect, tied directly to why it matters, then the ask.

5 Configure & test the campaign

Domains warmed and authenticated (SPF/DKIM/DMARC) before any volume goes out.

6 Launch

Outreach goes out — visible in real time via your Smartlead login and shared Slack channel.

7 Handle replies & optimize

Every reply drafted, reviewed in the approval queue, and used to sharpen the next round of messaging.

RESEARCH-LED MESSAGING 1 of 2

Research-led messaging

WHAT DO WE DO? We research every account individually — an buying signal when there is one, depth on pain points and positioning when there isn't — then write based on what we actually find instead of a generic pitch, and run the sending infrastructure that keeps those messages landing in the inbox. Timing and relevance outperform persuasion technique.

HOW DO WE DO IT?

Every message follows the same structure: one checkable finding about the company, tied directly to why it matters, then one low-effort question.

app.smartlead.ai · sequence preview

Email preview

Subject: just one role open right now

Hi [redacted],

Checked [redacted]'s careers page, and the only open role is Customer Success, nothing that covers cold outreach. **Finding**
That matches what I see at most SEO agencies: the people they hire are there to deliver client work, not to email prospects cold, so that part is left to whoever can fit it in. **Consequence**
We can run that cold outreach for you: the research, sending, and replies.

Want me to send over a quick video that shows exactly how this works? **Ask**

Best,
Carlos

Targeting tiers: Broad, Focused, Niche

How wide we cast the net is a trade-off we set with you, based on your market and your budget. Every message starts from something specific about that company.

01 · BROAD

The widest slice of your addressable market — qualified on role and industry fit, personalized with a firmographic signal that's quick to check rather than a dated trigger event. Common examples include: a careers page, a team page, a headcount listed on LinkedIn, an industry listing on G2, a funding stage on Crunchbase, or a tech-stack detail from BuiltWith.

app.smartlead.ai · sequence preview

Subject: no one covering cold outreach

Hi [redacted],

Noticed [redacted]'s team page lists people mostly in operations, paid media, and SEO, and none of them covers cold outreach. **Firmographic signal (team page)** That matches what I see at most dental marketing agencies: the people they hire are there to deliver client work, not to email prospects cold, so that part is left to whoever can fit it in. We can run that cold outreach for you: the research, sending, and replies.

Want me to send over a quick video that shows exactly how this works?

Best,

02 · FOCUSED

Same role and industry fit as Broad, plus one trigger event rather than a firmographic signal alone. Common examples include: a hire, a funding event, or a tech-stack change.

app.smartlead.ai · sequence preview

Subject: after your seed round

Hi [redacted],

Saw [redacted] close a seed round last month, and its careers page still lists no role that covers cold outreach. **Trigger signal (seed round)** That matches what I see at most seed-stage SaaS companies: the first people hired are engineers, not anyone to email prospects cold, so it ends up on you between everything else. We can run that cold outreach for you: the research, sending, and replies.

How are you currently generating new conversations?

Best,
Carlos

03 · NICHE

Multiple trigger events stacked on the same company. Common examples include: a funding event paired with a new sales hire, or a traction milestone alongside a leadership change.

app.smartlead.ai · sequence preview

Subject: clinics after your seed

Hi [redacted],

Saw [redacted] reach about 75 clinics mostly through word of mouth **Trigger 1 · traction** and raise a recent seed **Trigger 2 · funding** while planning the first dedicated sales hire **Trigger 3 · sales hire**, which means cold outreach is still on you until that hire lands and ramps. We can run that cold outreach for you: the research, sending, and replies.

How are you currently generating new conversations?

Best,
Carlos

Infrastructure and deliverability

WHAT DO WE DO? We keep every domain and inbox healthy enough to actually land in the inbox. Deliverability isn't one setting — it's dozens of small things done right, continuously, for the life of every campaign. Domains and inboxes scale to your outreach volume, not a fixed number — a mid-size campaign runs on roughly 8 domains and 16 inboxes, each checked against the list below.

HOW DO WE DO IT? — 65 CHECKS ACROSS FOUR CATEGORIES

27
Sending Infrastructure & Auth

1. Multi-week inbox warm-up before any domain goes live, ramped gradually
2. Fresh, purpose-built sending domains — cold outreach never touches your primary domain
3. SPF configured on every sending domain
4. DKIM signing on every message
5. DMARC enforced in stages, tightened as confidence builds
6. Only pre-warmed accounts enter live sending
7. Sending rotated across the full inbox pool
8. Reputation monitored per inbox and domain; underperformers pulled fast
9. Daily send caps, sized to a real human account
10. Tracking pixels and open-tracking disabled by default
11. First-touch messages sent as plain text, not HTML
12. Every message copy-checked for spam-trigger language
13. Rendering checked across major mail clients and mobile
14. Sent through mainstream mail providers, not obscure private servers
15. Warm-up continues in the background for the life of the account
16. No outreach ever comes from a no-reply address
17. DNS changes confirmed fully propagated before a domain ever sends
18. MX records configured so a domain can send and receive
19. Outreach domains redirect back to the real company site
20. SSL certificates on every sending domain
21. BIMI and ARC support layered on where supported
22. Domains given time to age before first use where feasible
23. IP paths rotated where applicable
24. Sender platform matched to the recipient's mail server
25. Any tracking links run through a clean, custom-branded domain
26. Simulated human engagement during warm-up
27. Sending never flipped to full volume on day one

18
List Hygiene & Compliance

1. Every address verified before it's ever contacted
2. Stale or long-dormant addresses cleared before a list goes live
3. New emails validated the moment they're added
4. List cleaning runs on an ongoing automatic schedule
5. Duplicate contacts removed so nobody's contacted twice
6. Address formatting checked for basic validity
7. Domains confirmed to have real, working mail records
8. Server-level checks confirm an address is deliverable
9. Catch-all domains flagged and handled more cautiously
10. Free consumer providers segmented from business domains
11. Generic role addresses (info@, admin@) filtered out
12. Common domain typos corrected automatically
13. Greylisted addresses retried later, not written off
14. Permanent suppression list, honored on every send
15. Blacklist and reputation checked on an ongoing basis
16. Lead data refreshed on a regular cycle
17. A re-engagement nudge before permanent suppression
18. A visible, working opt-out link on every message

14
Campaign Operations

1. Multi-step sequences with genuinely varied follow-ups
2. Sends timed to the recipient's business hours, not the sender's
3. Volume spread across the full inbox pool
4. Open tracking off across the board
5. Underperforming campaigns paused and reworked
6. Sequences stop the instant someone replies
7. Bounce-rate thresholds monitored; sending paused if they spike
8. Inbox placement checked regularly with seed-testing tools
9. Volume ramped gradually, like a real sender would
10. Contacts never hit from more than one campaign at once
11. Multiple sender identities in rotation
12. Replies handled from the same account the message came from
13. Sends scheduled on weekdays only
14. Consent and opt-out handling built to meet GDPR and equivalent rules

6
Copy & Message Design

1. Personalized to something specific and real about the recipient
2. Written in a natural, conversational voice — never obviously templated
3. Subject lines and body copy varied across every send
4. Minimal links and images per message
5. Real profile photos on every sending account
6. Reply patterns varied too, not the same script on autopilot

Reply handling

WHAT DO WE DO? We make sure a reply never sits waiting and never goes out unchecked by default. Even the fastest person can't watch every inbox 24/7 — a reply that sits for hours is a reply that cools off and never books.

HOW DO WE DO IT?

Every reply is drafted first

No incoming reply gets ignored — a response is drafted before anything goes back out.

Reviewed in an internal approval queue

Most categories get a one-click review before sending.

Proven categories can auto-send

Once a category earns a strong track record — high volume, low edit rate, clean outcomes — it's eligible to send on its own if nobody steps in. An eligible draft sits in the queue for 10 minutes; left untouched, it sends automatically — review, edit, or dismiss it any time before that and it stays manual. Proven categories auto-send; the rest get reviewed first.

Hostile replies get no response

Off-pattern or hostile messages are auto-suppressed — no draft, no send, just a log entry.

Logged end to end

Every draft, edit, and sent message is recorded automatically — visible any time in your own **Smartlead** Client Access login (see Pricing), plus a shared **Slack** channel where sent messages show up in real time.

Timeline

Broken into the same stages every setup goes through.

MONTH 1 · SETUP

Research & Alignment

- 2-hour onboarding call to understand your offer and targeting
- Account access handed over (~1 hour; you keep ownership)
- Positioning & GTM strategy locked in before targeting begins
- Existing sales & marketing reviewed for quick wins, if access is shared
- Target industry and buyer research
- Verified prospect list built

Tech Setup

- Email accounts configured, warm-up started
- Sending infrastructure authenticated (SPF/DKIM/DMARC)
- Dashboard set up

Create Messaging

- Knowledge base built for reply handling
- Messaging and sequences written
- Signal-led personalization applied per prospect

Launch!

- Campaigns launched
- Meetings start booking

MONTH 2+

- Campaigns analyzed and improved against reply data
- New targeting, messaging, and offer angles tested as needed
- Infrastructure and deliverability kept healthy
- Continual support for the length of the engagement
- Ongoing updates on your schedule — a call if you want one, async otherwise

30-day pilot and guarantee

If your outbound system isn't live within 30 days, we keep working at no extra cost until it is.

Month-to-month by default — no long-term contract, cancel any time. Everything built for your campaigns — domains, inboxes, and contact data — is registered under your own accounts, not ours. What we don't guarantee is performance metrics or sales results, because nobody can honestly predict or control the market. What we guarantee is that the system gets built, and that it runs.

Your role

Access
Ability to set up sending subdomains and DNS records — never touches your main inbox.

Alignment
About 2 hours in total, in the first week, to align on ICP, targeting, and offer.

Approvals
Sign-off up front on targeting, messaging voice, and approved proof points — day-to-day execution then runs inside that framework, fully visible to you.

Ongoing check-ins
Reach out anytime once campaigns are live to keep targeting and messaging sharp — no fixed schedule to keep to.

Pricing

Sample breakdown at 5,000 outreach touches/month — plug in your own volume for exact figures.

Monthly breakdown

LeadVolley retainer	~~$700/mo~~ **$0 during pilot**
Reply automation	**$100/mo**
Data & enrichment tooling	**$200/mo**
16 email accounts	**$56/mo**
8 domains	**$16/mo**
Smartlead.ai	**$94/mo**
Smartlead Client Access (your own login)	**$29/mo**
Calendly	**$12/mo**

DURING YOUR PILOT

$507/mo

Setup & pass-through only — retainer waived

AFTER THE PILOT

$1,207/mo

Full retainer + infrastructure at 5,000 touches/mo

Next steps

Apply for the pilot

A few quick fit questions, about 2 minutes

Talk it through (optional)

15 minutes if you want it — or go straight to setup

Discovery & setup

ICP locked in, infrastructure stood up

Live within 30 days

Guaranteed, or we keep working at no extra cost

Thank you

Looking forward to building this with you.

Email: carlosalminaque@leadvolley.com

Apply for the pilot: leadvolley.com/#apply