LEAD GENERATION CAMPAIGN

Get More Leads for your Business!

Farrow Communications

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We think creative and we do amazing projects.

We never compromise on quality and we stand for simplicity.

Datelines are essential and we believe in doing things on time.

1 GENERAL OVERVIEW

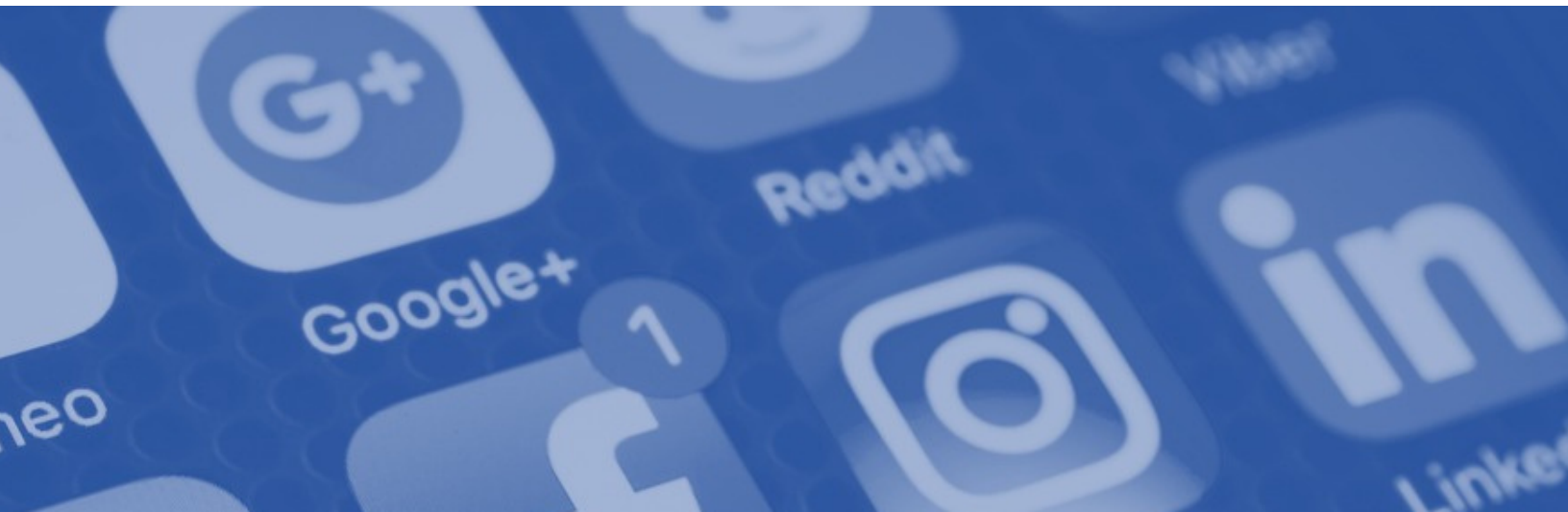
Generating leads is a tedious task. The Farrow Communications Lead Generation Campaign helps you target and build relationships with a desired demographic by connecting with them via email and sending a series of predetermined messages in a follow up sequence.

Who Does this Campaign Help?

This campaign is for businesses that want to gain high-quality direct marketing leads in a specific area or industry. This is not a service that is looking to spam or email blast a big list, but rather target a small but specific demographic. We have experience targeting meeting planners for speaking gigs, literary agents, legal partners, C-Suite executives, high level experts, trending content creators, and more.

Why LinkedIn?

LinkedIn offers the greatest gathering of professionals and decision-makers, and it boasts the highest per capita income per user. The platform offers a wide range of touch-points that you can use to drive leads – from organic activity that will help interested prospects find you and your business, to paid opportunities that will put the right messages in front of the right prospects.



2 CAMPAIGN STRATEGY

Using LinkedIn Sales Navigator, Farrow Communications will pinpoint your audience by creating a curated email list based on specific search parameters.

We will then employ two distinct A.I. tools. The first tool will scan each lead within the search results and cross-reference their details with information available across the Internet to locate associated email addresses. This process will be executed for every lead on the targeted list, resulting in a unique compilation of thousands of meticulously chosen leads with valid email addresses.

The second A.I. tool will simulate genuine email user behavior to reach out to the leads on the list. This A.I. incorporates natural human pauses and timing, along with appropriate DKIM and DMARC configurations, and other techniques to ensure that these emails successfully bypass spam filters and reach your intended recipients.

The onboarding process typically spans 3 weeks. During this period, you'll engage in a strategy call with our team to outline your target demographics (including search criteria like keywords, job titles, geographical location, etc.). Following this discussion, our team will craft 2-3 succinct yet compelling messages to be utilized in the subsequent follow-up sequence.

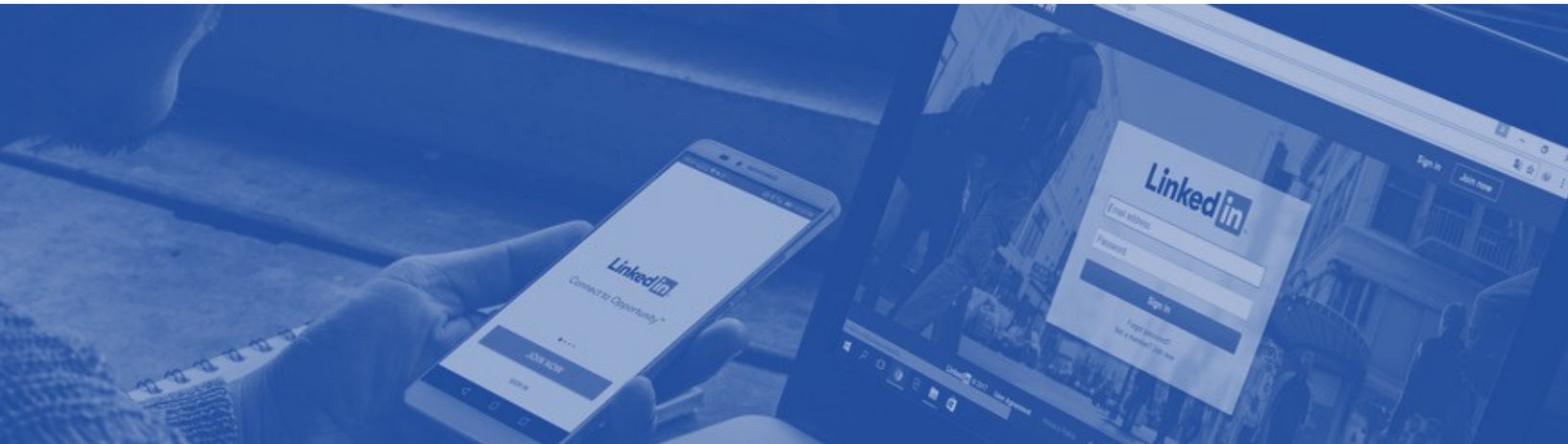
IN OTHER WORDS...

1. First you will do a strategy call with our team to define your target lead demographic *(we can search by keywords, job titles, geographic location, etc.)*.

2. Based on this call, our team will write compelling emails to be used in the follow-up sequence.

3. Using our A.I., we will search for leads based on your criteria and reach out to approximately 3,000 people a month. The usual campaign results in 5 to 10 interested replies a week.

4. When the person responds, you will be able to follow up with them directly to close.



3 TESTIMONIALS

"I wanted to boost my speaking business and get more gigs so I tried the Farrow Communications Lead Generation Campaign. I only signed up for one month because I wasn't sure what to expect. Let me tell you, it was a game-changer! In just 4 weeks, I got two paid speaking gigs! Definitely worth the investment!"

NATHANIEL JORDAN, THE "MINISTER OF WELLNESS"
KEYNOTE HEALTH & WELLNESS SPEAKER

"Farrow Communications is professional, easy to work with, and most of all, they get results. My book and brand have been blowing up. Dave Farrow and his team got me in Business Insider, Inc. Online, KUSI-TV, KFMB-TV and more. I highly recommend them."

GREG REID,
CREATOR OF SECRETKNOCK™

"Dave and Farrow Communications have impressed us. They really know how to take a business to the next level."

MICHAEL HOOLIHAN & BONNIE HARVEY,
FOUNDERS OF BAREFOOT WINE

"Dave Farrow has the experience in Marketing, PR, and speaking. He knows his stuff because he has actually done it for himself as well as his clients. I would highly recommend working with him and his team."

FRANK SHANKWITZ,
FOUNDER OF MAKE-A-WISH

4 ABOUT DAVE FARROW

Farrow Communications CEO Dave Farrow is best known for his brainpower. He is the 2x Guinness World Record holder for greatest memory. To earn the title, Farrow recalled the exact order of 59 decks of shuffled playing cards using 'The Farrow Memory Method'. This method was originally invented to combat Farrow's dyslexia and ADHD and is now a unique memory system backed by a double-blind neuroscience study at McGill University.

Farrow is first and foremost an entrepreneur who mastered PR to promote his own business. He took his skill in memory and developed several educational and consumer products and used PR and publicity as his primary sales tool. He has been a featured guest expert on over 2,000 interviews in the media including multiple appearances on *Dr. Oz, The Today Show, Steve Harvey, Live! With Regis and Kelly, Fox and Friends, Discovery Channel, QVC, BBC, Science Channel*, and many others. Farrow was also the star of a CBC documentary and he won the $50,000 prize on the Fox TV show *SuperHuman*.

Today, Farrow uses his keen understanding of the brain in the public relations and marketing sector. As the CEO of Farrow Communications, he applies his expertise and experience to help clients increase media exposure, accelerate sales, and achieve market dominance.

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ABOUT FARROW COMMUNICATIONS

Farrow Communications is a full-service public relations and digital marketing agency located in Buffalo, NY. Founded in 2013 by Dave Farrow *(the two-time Guinness Record Holder for Greatest Memory),* the agency has a reputation for creating "memorable" marketing and publicity campaigns. Representing a diverse range of clients across industry sectors and global markets, Farrow Communications makes brands *"unforgettable."*

Arden Izzo

Media Relations Manager arden@farrowcommunications.com

Arden Izzo has followed her curiosity from the highlands of Peru to the CERN Nuclear Collider in Switzerland and many countries in between. Now a Media Relations Manager at Farrow Communications, this Buffalo native indulges in her love of writing & storytelling. With a Bachelor's degree from SUNY Fredonia & a Master's degree from Canisius College, she embraces a life-long approach to learning. Arden concentrates on media relations, client management, & social media strategy. A digital native with a passion for food, Arden can be found outside the office reading high-end restaurant menus.

Maddie Czworka

Media Relations Specialist maddie@farrowcommunications.com

Maddie Czworka has been a Media Relations Specialist since November 2021! She has Bachelor's Degrees in Communication & Sociology and a Master's Degree in Health Communication from the University at Buffalo. She has a particular interest in women's and overall health authors and clients. Maddie has experience working with the media & non-profit organizations. When she's not at work, she likes hiking & watering her plants!

Malayika Mehra

Media Relations Specialist malayikamehra@farrowcommunications.com

Malayika is an alumna of the University at Buffalo, having earned a Bachelor of Science degree in Marketing and Finance, with a minor in Higher Education. With an unwavering passion for brand storytelling and media-centric marketing, Malayika's journey has traversed continents and industries. Originally from India, Malayika has pursued their passion in a dynamic array of sectors, including marketing for mortgage, gastronomy, recreation, and camping enterprises. In their spare time, Malayika focuses on artistic pursuits, from crafting jewelry and intricate henna tattoos to preparing diverse cuisines.

6 SPECIALTIES

PR MEDIA PLACEMENTS AND TRAINING

Want more people to know about your business? The best way to boost sales is to increase visibility and get social proof by appearing in the media. Buying traditional ad space is expensive. Instead, we transform your topic into a media- friendly story and earn placements in radio, print, and TV. Our Media Relations Specials have their finger on the pulse of what is trending and will get your story the attention it deserves.

COPY EDITING

From writing blog posts and newsletters to sales copy on webpages, our team of editors will articulate your brand in a way that will resonate with consumers. We specifically specialize in copywriting scripts for videos, and infomercials as Dave Farrow has appeared in three infomercials and worked behind the scenes at several major shopping networks.

MARKET SPLIT TESTING INSIDE PR PLACEMENTS

It's difficult to know which messages, slogans, and brand points really appeal to your target market. Consumers often have a different view of a business, product, or book than the creator intends and this can affect sales. For an accurate understanding of branding and messaging, Farrow Communications performs a powerful market split test which provides detailed insight on how to best appeal to a specific demographic.

ONLINE & SOCIAL MEDIA MARKETING

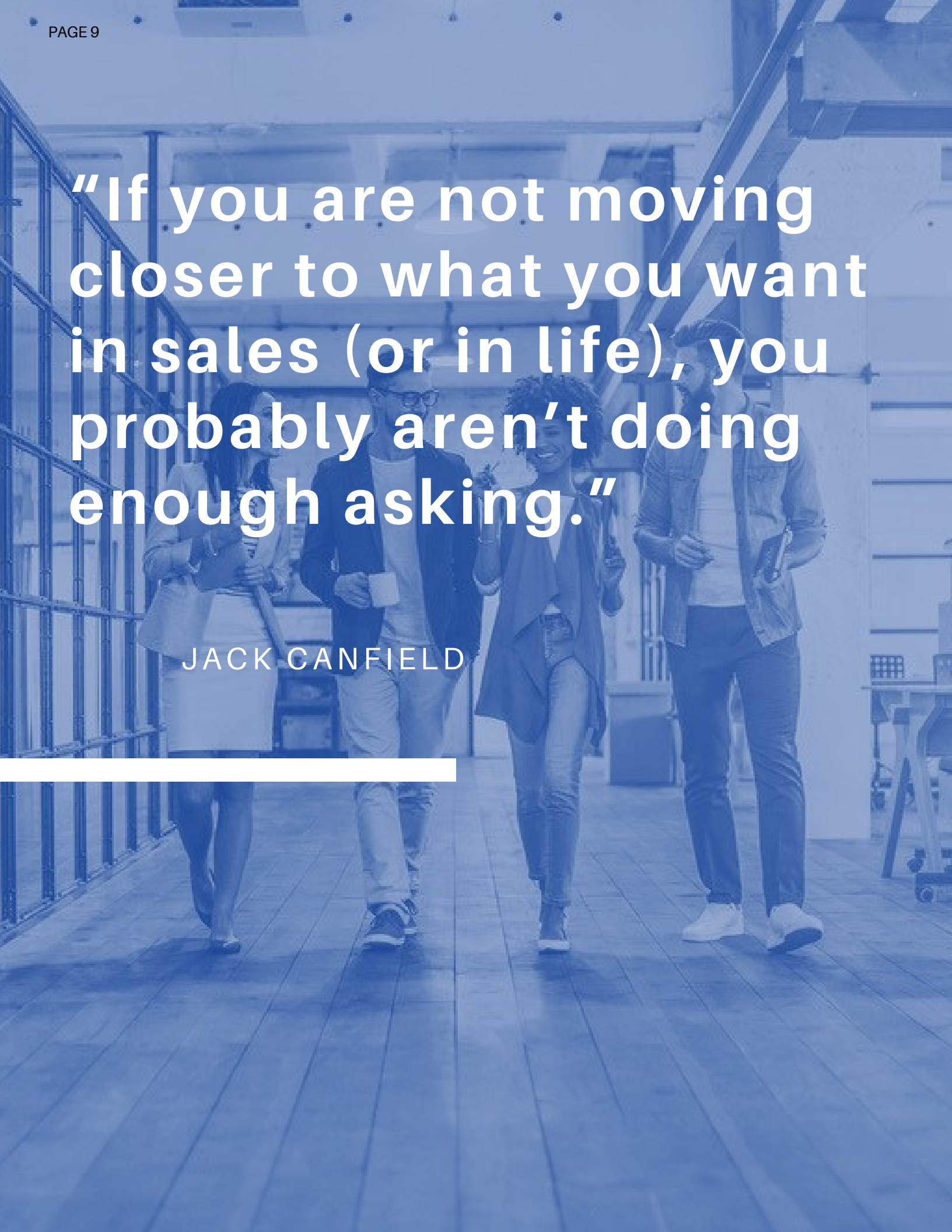
In today's digital world, it is vital to have an active online presence. We have experience in building websites, landing pages, digital sales funnels, and social media. Whether you're looking for a consultant to enhance your own efforts on Twitter, Facebook, and LinkedIn, or you're in need of full-service optimization, our team will provide whatever you need to leverage the power of digital marketing.

PRODUCT DEVELOPMENT

Do you want to make a video course or instructional material that is up to university standards? Farrow Communications is a leader in online and offline educational products. Dave Farrow has developed and sold millions of dollars in training programs and brings real-life experience to every aspect of the work.

DIRECT LIST MARKETING

If you want to reach your customer or end user directly, we have the experience to make it a success. Our expertise in lists and direct mail are our core strengths, along with stellar design for all things print. Our work includes list marketing for speakers, businesses, event promotion, and more. (We've even lobbied directly to the US Congress!)



“If you are not moving closer to what you want in sales (or in life), you probably aren’t doing enough asking.”

JACK CANFIELD