



Managed B2B Email Campaigns

Done for you: targeted Apollo campaigns with controlled follow-up.

PROFESSIONAL FEE

Scoped service

Setup and management quoted separately

DELIVERY

Remote-first

Campaign timing agreed after checks

BEST FOR

B2B SMEs

A clear offer and capacity to handle replies

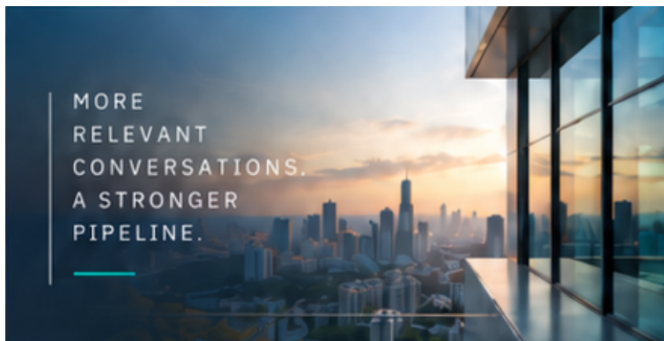
PRIMARY OUTCOME

Relevant outreach

A controlled campaign and visible results

The client question

“How do we reach the right companies and keep follow-up moving without running every campaign ourselves?”



From targeting to follow-up

For businesses with a clear B2B proposition that want practical help setting up and operating Apollo email campaigns. Begin with a controlled pilot and expand only when the evidence supports it.

How SBS works

1 Define the campaign

Agree offer, targets, scope and responsibilities.

2 Prepare and verify

Approve copy, contacts and sender readiness.

3 Launch a pilot

Start within agreed limits and review replies.

4 Measure and refine

Report outcomes and agree the next actions.

Suitable when

You have a credible B2B offer, suitable sending infrastructure and an owner available to handle qualified interest.

Launch conditions and exclusions

Launch depends on successful readiness checks and approval. No guaranteed inbox placement, meetings or sales. Platform, data and mailbox costs, sales closing and 24/7 cover excluded unless agreed.

What the service can cover

- 1 Targeting and prospect qualification**
Agree your ideal customers, sectors, geography, buyers and exclusions; research and verify suitable contacts.
- 2 Messaging and campaign setup**
Prepare relevant email sequences, personalisation and follow-up rules for your approval in Apollo.
- 3 Pre-launch readiness checks**
Check sender authentication, test delivery, sending limits, permissions, opt-outs and suppression controls.
- 4 Controlled campaign operation**
Launch approved campaigns, review performance and adjust in-scope settings against agreed limits.
- 5 Reply triage and CRM coordination**
Classify replies, stop unsuitable follow-ups and route interest to your team; CRM updates where agreed.
- 6 Reporting and improvement**
Report delivery, replies and qualified interest. Review what to refine, pause or expand.