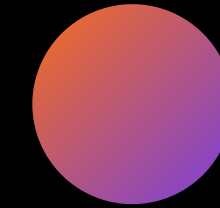




# clever√iral

Value Driven Impact for B2B Software with  
Content, Design & Demand Gen.



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# About **Clevertviral**

Clevertviral specializes in generating demand for B2B Software & services companies. Our core focus is on helping the companies we work with to generate demand through strategic design, content creation, and organic outbound channels like Email & LinkedIn.



# Our **approach**

We understand the **unique challenges** that B2B SaaS faces in communicating their unique value proposition to prospects, generating demand and standing out in a crowded market.

That's why we take a **holistic approach** to our work, considering everything from brand messaging to user experience and conversion optimization to knit brand stories that generate **long term demand**.

# Core Team



## Rishabh Gupta

Founder. B2B Revenue Aficionado. SaaS Sales and Marketer. Sold & Marketed Enterprise Software to multiple Fortune 1000.



## Srishti Suryavanshi

Visual Design & Strategy Helping Businesses streamline their Brand Communications. 7+ yrs of Graphic, Visual Strategy for B2B Brands.



## Prasad Vite

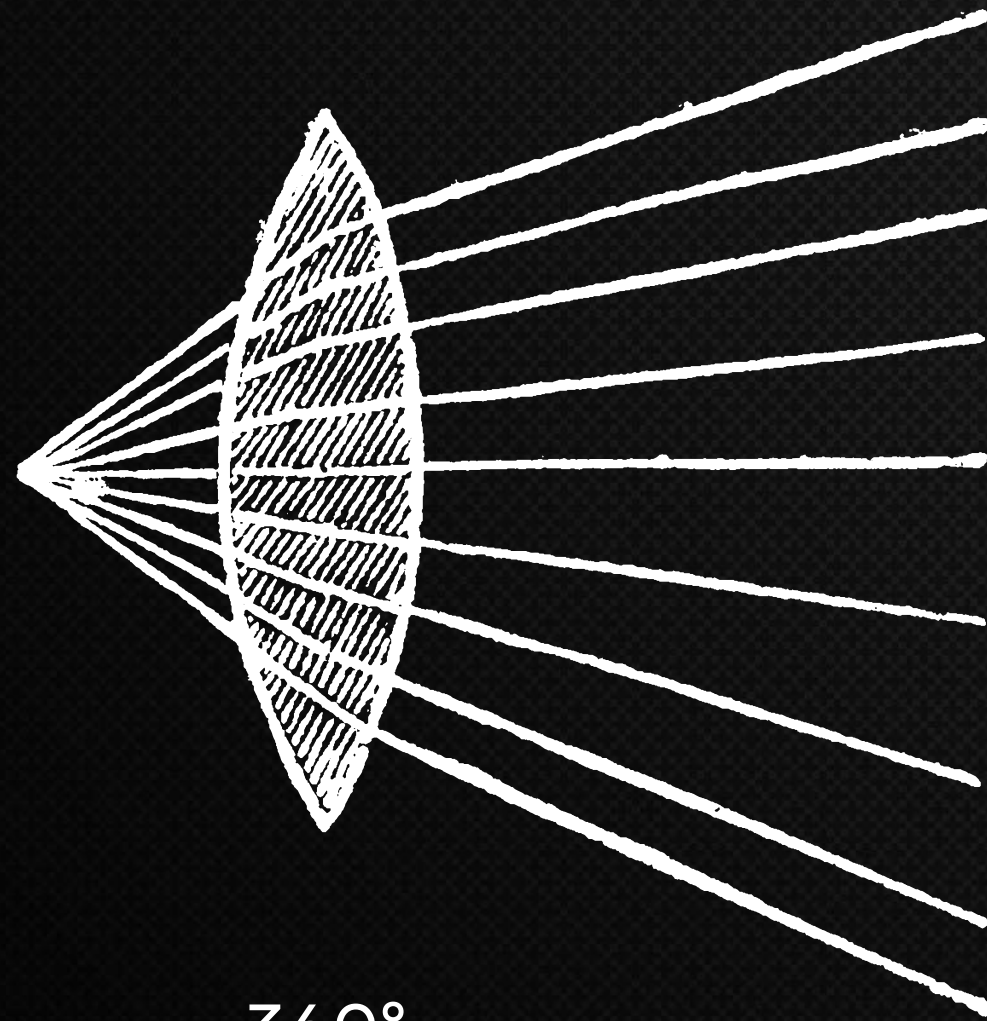
Head of Lead Generation with 7+ years in B2B Lead Gen for North America Market. Starts every statement with 'But what's your Buyer Persona?'

We are a group comprising marketers, copywriters, designers, Data Experts & Video editors – with a mission to transform B2B marketing for our clients with impactful storytelling.



# What we do

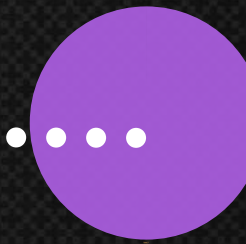
cleverviral



360°

Impact to generate demand for B2B SaaS

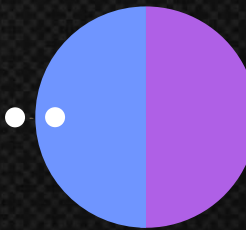
Well defined ICP  
(Target Group)



**Content**

Hyper Personalised

Establish common pain points for ICP

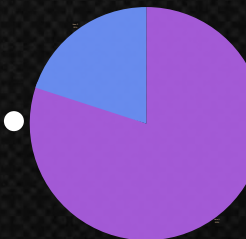


**Design**

Brand Expression

Refine Product Positioning

Get Booked meetings



**Organic Outreach**

Email & LinkedIn

& Positive Responses

# Our Services

**1**

## **The B2B Lead Gen Engine**

Land in your ideal Customer persona's inbox. Increase your number of closed deals with our B2B Lead Gen Engine- Create an effective outreach strategy!

**2**

## **Linkedin Founder Circle**

Founder or CXO Branding that opens doors. Build your purpose-driven personal brand to eventually generate demand for your business.

**3**

## **Sales Enablement**

Curate a customised story to replace your sales pitch - with our Sales Pitch Enabler leverage video and make it super easy to clarify all objections & questions even before prospects ask.

# Our Clients



xeno

Lenovo



Denave

fountane



# Results for Clients





# Xeno

**67 Qualified conversations in 9 months:  
600k USD worth pipeline revenue added for  
Xeno's next Gen CRM for Omni-channel  
retailers.**

**67/9months**

Positive responses

**11 per month**

Avg Meetings booked



**Ayushman Kapoor**  
Founder @ Xeno

Category: **Lead Gen Engine**

Industry: **Marketing SAAS**

Company size: **50-100 Employees**



**15 leads generated in 30 days using Email and SMS : 24000+ USD worth MRR added for Wigzo by Ship rocket- Omni-channel CRM for retailers expanding in the US market**

**120/3months**

Positive responses

**20 per month**

Avg Meetings booked



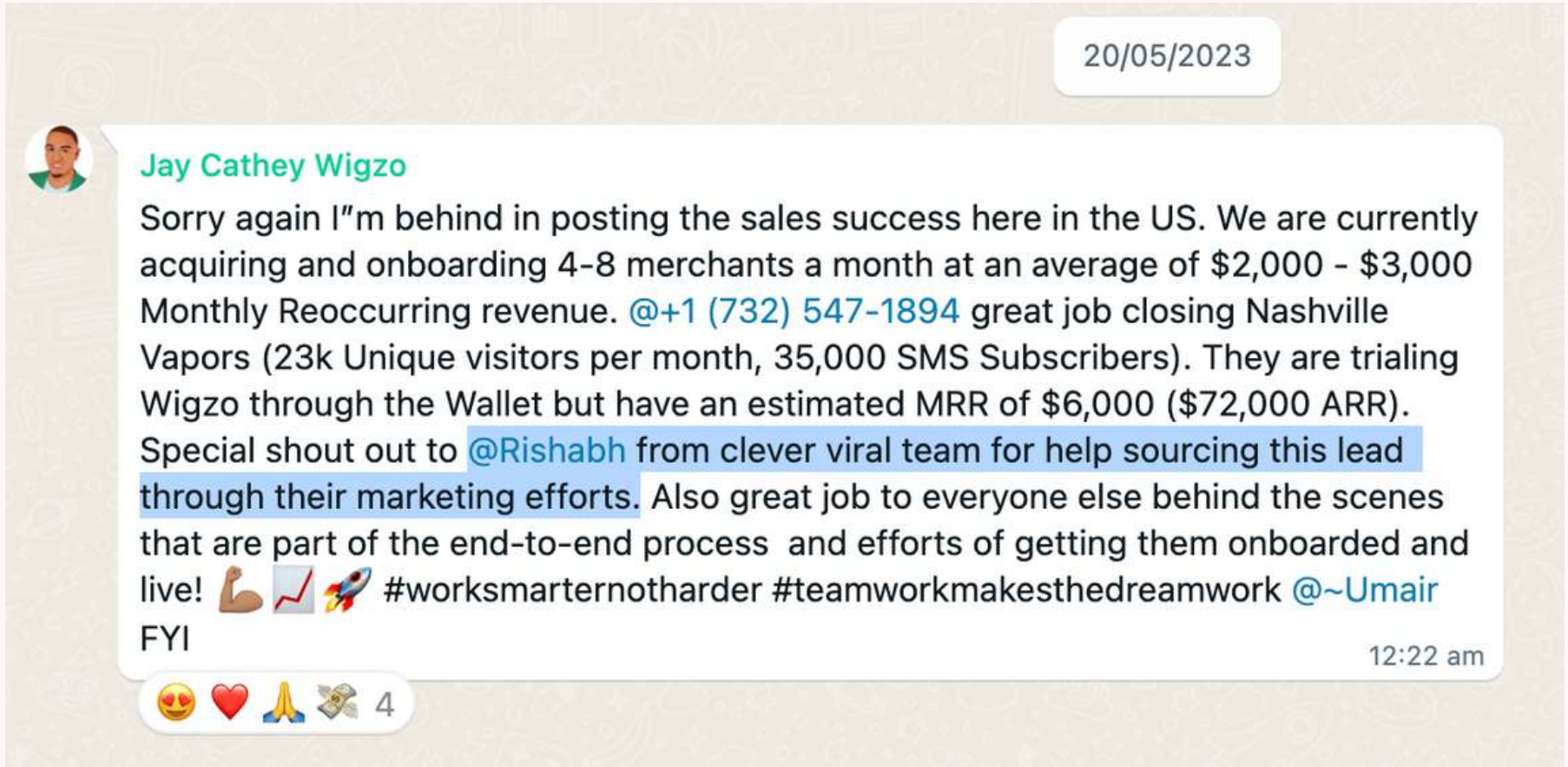
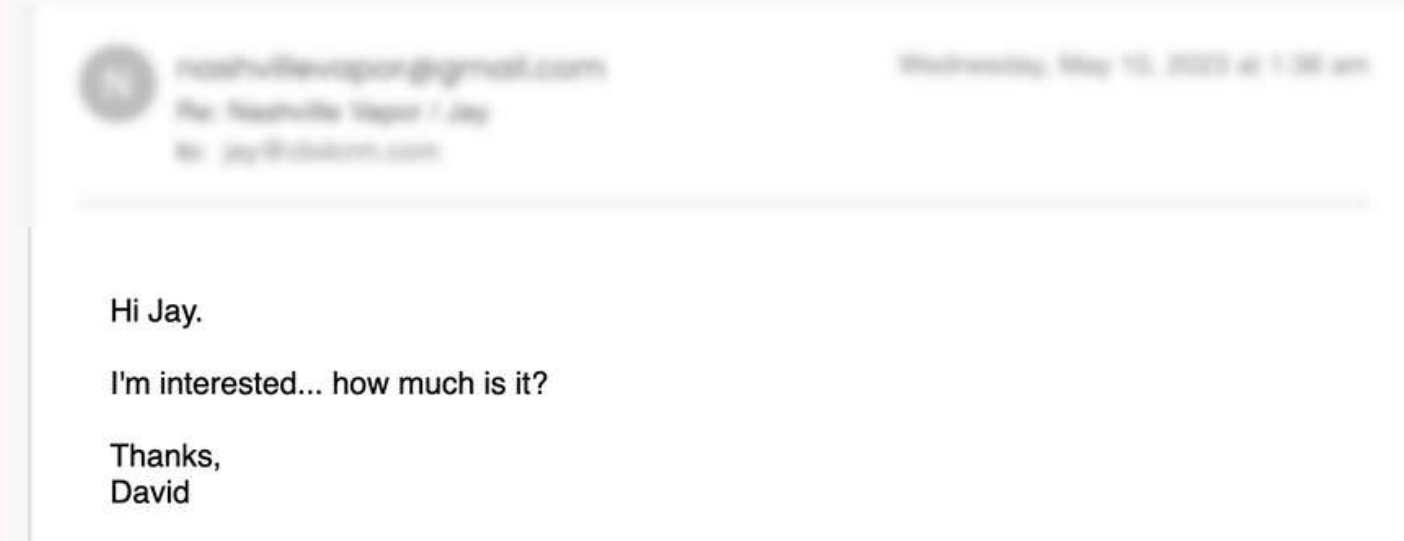
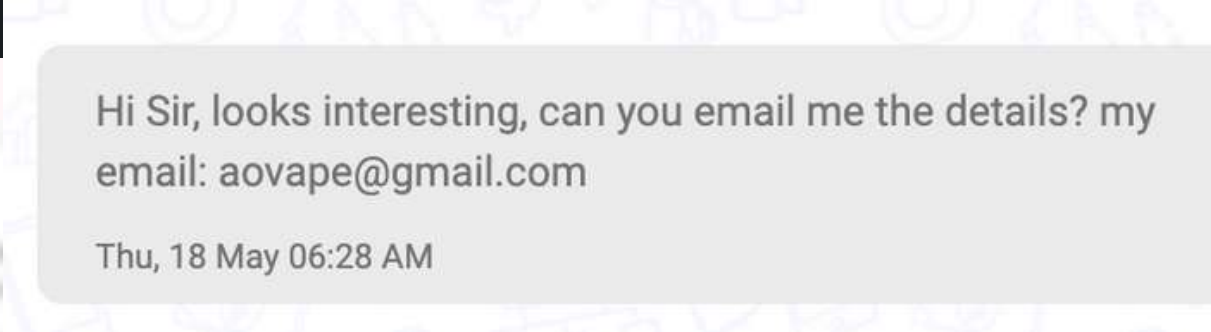
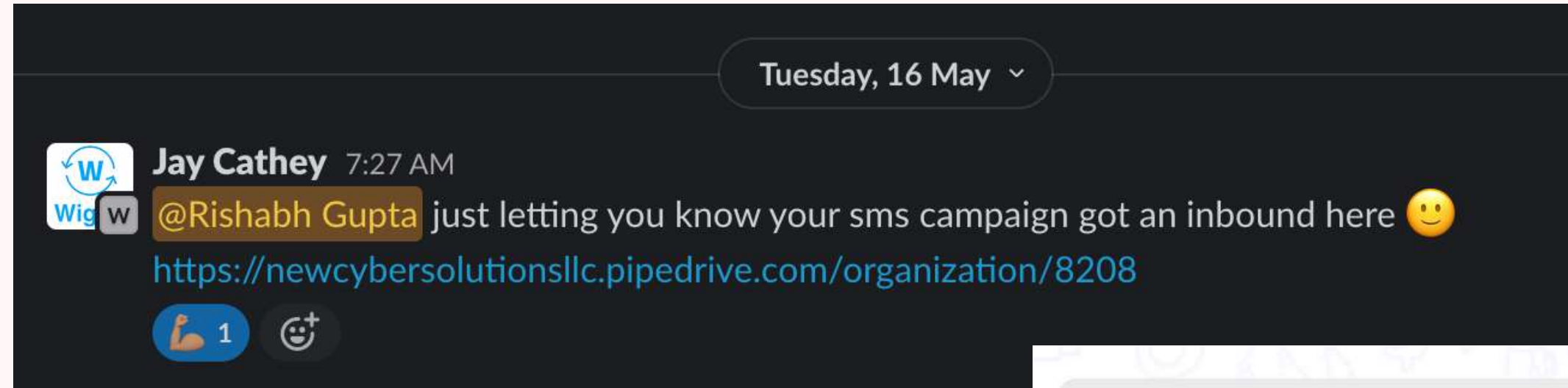
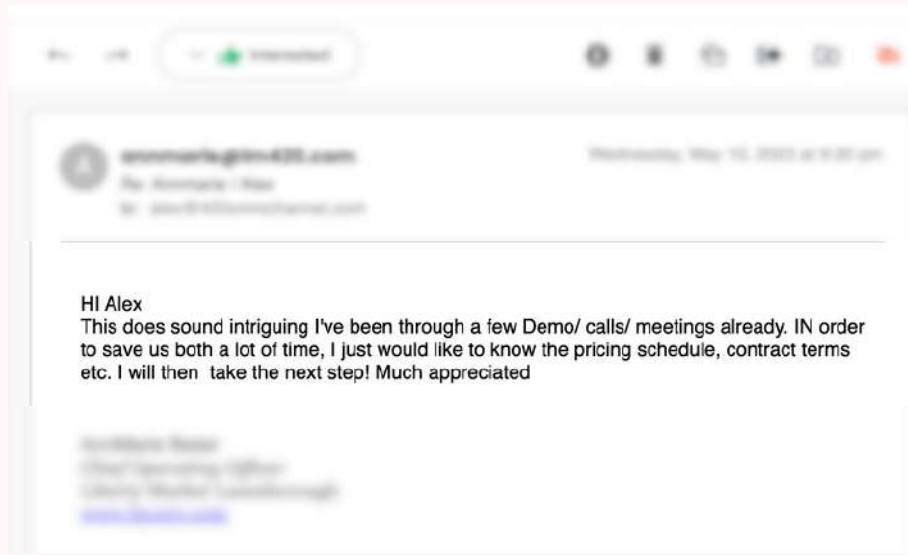
**Jeremiah (Jay) Cathey**

Co-Founder @ Wigzo

Category: **Lead Gen Engine**

Industry: **Marketing SAAS**

Company size: **50-100 Employees**



Category: **Lead Gen Engine**

Industry: **Marketing SAAS**

Company size: **50-100 Employees**



# Fountane

**12 meetings booked in 30 days: 6000+ USD worth MRR added. Offering 3D Prototyping service and design management software.**

**120/3months**

Positive responses

**20 per month**

Avg Meetings booked



**Aditya Siripragada**  
CEO @ fountane

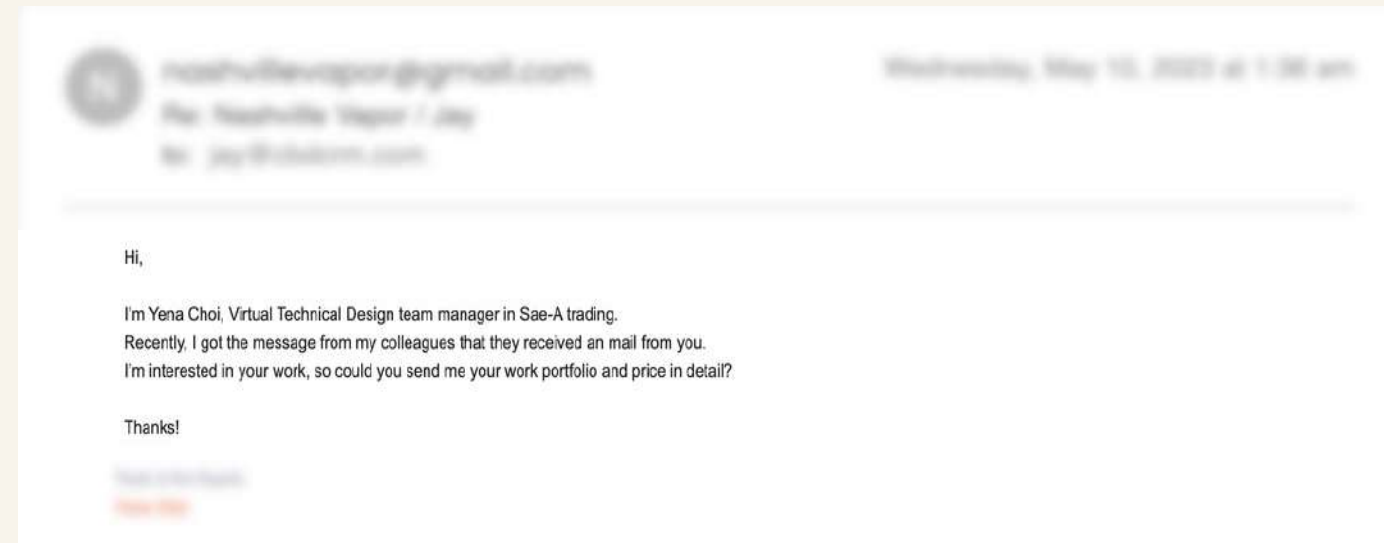
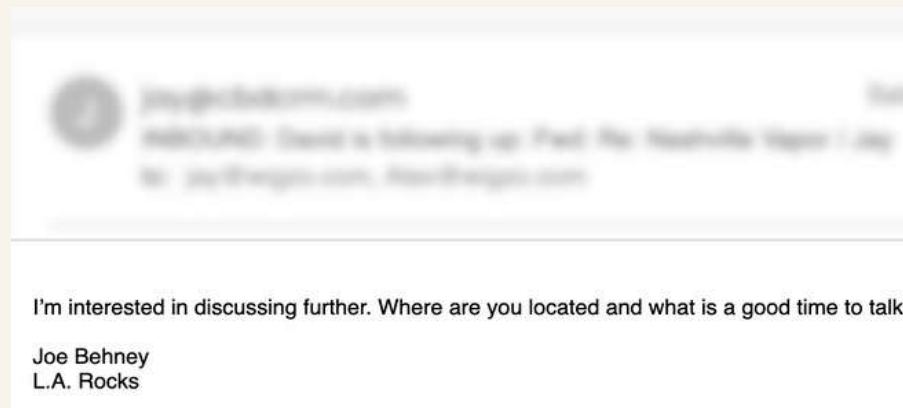
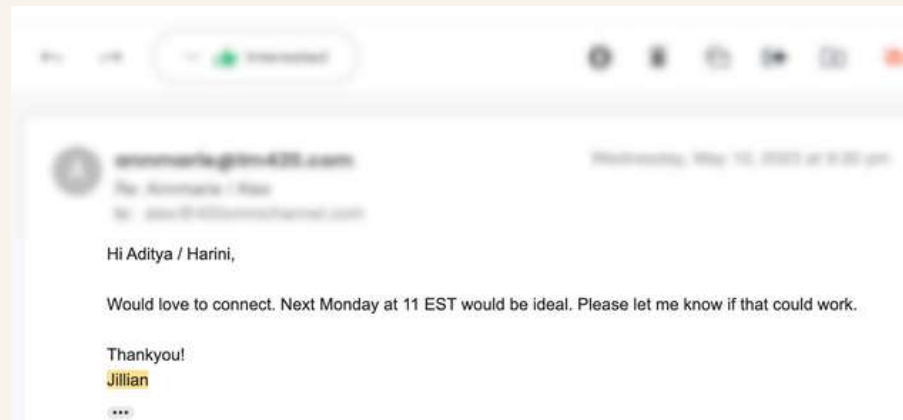
Category: **Lead Gen Engine**

Industry: **3D Design Services / Manufacturing**

Company size: **50-100 Employees**



# INBOX CONVERSATIONS



Category: **Lead Gen Engine**

Industry: **3D Design Services / Manufacturing**

Company size: **50-100 Employees**



**22 Qualified conversations brewing:  
320K USD generated in sales pipeline.**

**50K+**

ICP Impressions on  
LinkedIn in 4 months

**1000**

Contacts reached out



**Kendall Kunz**

Founder & CEO FormsOnFire

Category: **LinkedIn personal Branding**

Industry: **SAAS**

Company size: **20 Employees**



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with Content, Design & Demand Gen.





# Thank You

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