



Company Profile

Passion drives us, innovation defines us, and your success inspires us. We're Funel, dedicated to empowering businesses with strategic, results-driven solutions. In a fast-paced, tech-driven world, we understand the enduring importance of genuine human connections



About Company

At Funel, we're not your typical social media marketing agency; we're your strategic partner. With over 12 years of experience, we've nurtured relationships, touched lives, and breathed life into brands. Our approach involves crafting bespoke social media strategies and creating heartwarming content to nurture your brand. We don't just want your brand to be heard; we want it to be felt.

We're not here to merely build brands; we're here to make a difference in people's lives and create unforgettable digital experiences. At Funel.io, we're a passionate team devoted to your success. We provide businesses with tailored, results-oriented solutions because we believe that every brand has its own unique story.

In this tech-driven world, we understand the value of authentic human connections. We don't just comprehend your audience; we empathize with their aspirations and dreams. Our team brings not only experience but also a proven track record of successes and the wisdom gained from lessons learned.

Our specialty lies in personalized outreach, harnessing the potential of platforms like LinkedIn and email to help your business thrive. We're not just service providers; we're your dedicated partners in cultivating meaningful relationships and driving progress. Let's work together to develop a strategy that aligns perfectly with your specific needs, right here at Funel.io.



Features *The Power of Human Touch in Sales*

Outdated and old strategies don't work anymore!

Magic of human touch

The beauty of sales is in its ability to touch lives, solve problems, and create value. AI can learn patterns, predict behaviors, and provide insights, but it's humans who can make sense of those insights, act on them, and take decision and connect on a deeper level.



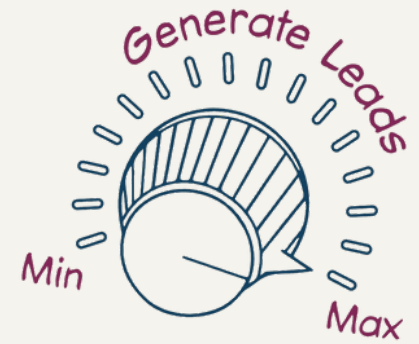
Let's plant the sales seed

Imagine us as the gardeners of your business, carefully planting and nurturing the seeds of your sales. We sow the seeds of your sales process and patiently nurture the leads, growing them into a rich forest of connections.



Let's unlock your sales

We don't just talk the talk, we walk the walk. We put our heart into every task, striving to exceed your expectations. Because to us, you're not just another client. You are a valued partner, an integral part of our journey.



We value your money

We get it, value for money is crucial. The investment you make in your business is a leap of faith, we honor that by working hard and adding value to your business. We ensure every dollar you spend with us maximizes your ROI.



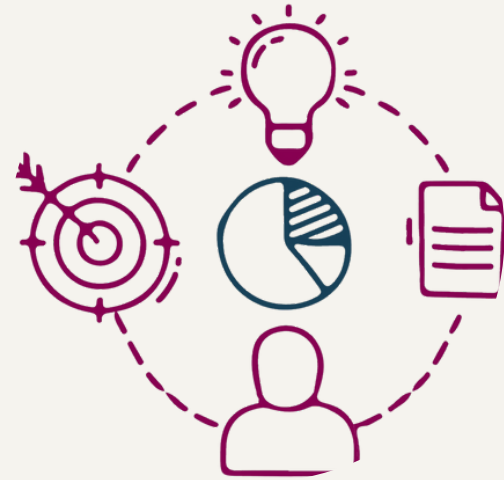
Our service : Business Outreach

We understand that as a small or medium scale business, your time, resources, and energy are valuable. That's why we're committed to providing you with a top-tier B2B outreach service that ensures you can focus on what you do best - running your business.

Navigating the vast landscape of the B2B marketplace can be complex and time-consuming. We're here to simplify that. Our expert team takes care of every stage of your outreach process – from in-depth prospect research to successful lead generation. We work tirelessly to connect you with the ideal audience for your product or service.

We begin by understanding your business - your brand, your values, your goals, and the unique selling points of your products or services. Then, using this deep understanding, we tailor our outreach strategy to fit you perfectly. With our personalized B2B outreach, you're not just another business; you're a valued partner and a preferred choice for your clients. We're here to make sure your target market sees you that way, too.

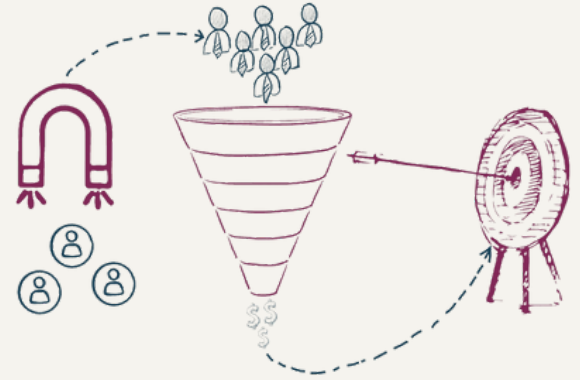
We understand that securing a lead is just the beginning of the customer journey. We adopt a human-centric approach in nurturing these leads, realizing that behind every business interaction is a person making the decisions. We communicate with them on a personal level, developing a sense of trust and understanding. This helps to break down barriers and enables us to communicate your brand value more effectively.



Funel's Outreach Process

We are funnel that ignites your sales engine, propelling your business towards growth and success. Our team is powered by creativity, constantly exploring new and innovative sales strategies to drive profitable result for our clients

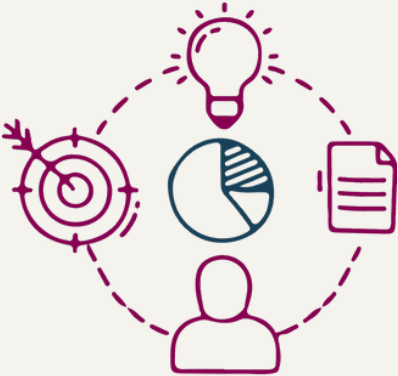
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Strategy Development



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Lead Generation



Our lead generation team will develop a list of leads tailored to your target market, diligently researching each prospect and verifying essential details such as company name, size, title, and services to evaluate their suitability for your product or service. Once complete, these leads are shared with our outreach team.



Outreach Process



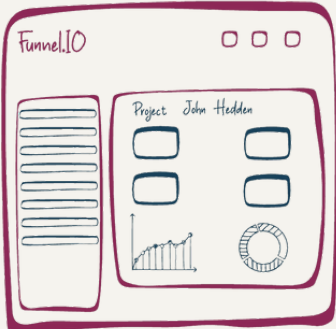
We believe that personalization is key to building a strong network. We are firm in our belief that impersonal cold pitches aren't effective. We communicate effectively, develop a connection, and build trust and confidence with your potential clients before explaining your services or scheduling a meeting.



Funel Dashboard



The Funel dashboard keeps you informed about our work progress. We've integrated a real-time dashboard into our operations, allowing you to monitor our daily progress, manage appointments, and communicate with the project manager anytime, anywhere. Now you'll have constant access to track our progress and appointments at your



Tracking Progress

100%

Sit back, relax, and enjoy your tea as our team of experts diligently reaches out to your target market, generating high-quality appointments for your sales team. With the Funel tool, you'll stay informed and connected, receiving real-time updates on our daily progress. Trust us to handle the outreach while you focus on other aspects of your business.



Never Stop Learning

Always On

The Funel dashboard keeps you informed about our work progress. We've integrated a real-time dashboard into our operations, allowing you to monitor our daily progress, manage appointments, and communicate with the project manager anytime, anywhere. Now you'll have constant access to track our progress and appointments at your fingertips.



Case Studies



B2B Outreach

Industry: Media Group

Company size: 400+ employees

Funnel size: 8 members



Bein Media Group

Bein Media group is a top global media group focused on sports and entertainment worldwide. The organization, founded in 2014 and based in Doha, Qatar, is dedicated to extending the reach of its entertainment and live sports programming to audiences across the globe. With broadcasts in 43 countries and seven languages across five continents, Bein MEDIA GROUP aims to become a premier worldwide sports and entertainment media enterprise, involved in all aspects of content creation and distribution. The group's long-term vision is to create the greatest worldwide network of its kind, extending its reach into general entertainment and media.

Bein Media's Goals

We worked with Bein media group as a third-party vendor to generate leads for their expansion plans. Our objective was to create a sales funnel of 12,000 leads by providing them with a list of independent journalists fluent in Arabic language in the Middle East and Africa, which were their target markets. They also tasked us with lead filtering and accuracy checks, as well as launching an outreach sales campaign.

Bein Media's Results

In just 4 months, we were able to achieve our goal of filling the sales funnel with 12,000 qualified leads for Bein media group. Our approach included a well-defined strategy for targeting potential customers and utilizing the appropriate tools to execute that strategy. We began by gathering data from Twitter, LinkedIn, and Google searches, which we then filtered using various technologies to identify the ideal leads. Our diligent efforts resulted in a 90% accuracy rate, 90% email accuracy in leads, and 17 fields per lead. This allowed Bein MEDIA GROUP to expand their network.

90% Email accuracy in sales funnel

17 core fields per lead

Campaign results showed a 75% view rate.

Bein Media's Feedback

We were impressed with Funel's project management, communication, and professionalism throughout our collaboration. Their team successfully completed all necessary tasks and helped us achieve the exact number of leads with high accuracy. We appreciate their dedication to providing top-quality service and their commitment to helping our business grow.

Appointment Setting



Industry: Cloud Computing
Company size: 200 employees
Funel size: 5 members

Kubernatic

Kubernatic's multi-cloud platform empowers you to manage multiple kubernetes clusters seamlessly. This enables users to streamline the management of 1000s of k8s clusters from a single user interface, making Kubernatic the world's most adaptable and autonomous software delivery platform.

Kubernetes Project started in 2019, they develop enterprise-grade software solutions and provided professional services and support to safely navigate and accelerate the cloud native transformation. The open source Kubernatic Kubernetes Platform makes it easy to operate thousands of Kubernetes clusters on any infrastructure.

- Most adaptable and autonomous software delivery platform.
- They help IT teams worldwide to fully automate their Kubernetes.
- Managing and operating thousands of Kubernetes clusters on any infrastructure.

Kubernatic's Goals

We set out on a mission to aid Kubernetes in their B2B appointment setting endeavors. Our mission was to boost Kubernetes' outreach for b2b Appointment Setting, specifically targeting businesses seeking effective solutions. They were on the hunt for businesses that would opt for their cutting-edge solutions, and we aimed to seek out the foremost Founders, Chief Technology Officers, and Directors of IT in such organizations. Though our target market was incredibly narrow, our team defied the odds and secured appointments with potential clients that surpassed the expectations of our client. We have since continued working together as trusted sales partners, each committed to the other's success.

Kubernatic's Results

we took a laser-focused approach in identifying Kubernetes' niche target market. We then crafted a comprehensive outreach plan and enlisted a trio of top-notch sales experts to carry it out. In the initial month, our team engaged with over 4,000 potential clients from Kubernetes' target market and successfully secured 12 high-quality appointments. From day one, it became our primary goal to generate appointments that would undoubtedly lead to successful sales.

32% Increase in Conversions with our outreach strategies.

95% Accuracy in scheduled appointments.

250% Increase in Monthly Revenue.

Kubernatic's Feedback

Collaborating with them enhanced the human element in sourcing potential clients for our service. The brilliance of working alongside agile and astute professionals who consistently deliver high-quality appointments is truly remarkable, particularly given the intricacy of our specific requirements. The value of their human touch is simply unparalleled.

LinkedIn Outreach

Industry: Legal
Company size: 50 employees
Funel size: 3 members



Right Now Group

The RightNow Group is one of the most successful German legal tech companies. With their groundbreaking approach to buying legal claims arising from everyday life situations, both consumers and business partners can receive a speedy and fair resolution. The RightNow Group was founded by Phillip Eischet, Dr. jur. Benedikt Quarch and Dr. Torben Antretter.

They are the leading consumer factoring provider and one of the most successful German LegalTech startups. With its products, RightNow buys consumer claims from everyday life situations and pays a large part of their reimbursement within shortest time. The claims are checked using specially developed algorithms and enforced in court through highly automated processes.

Right Now's Goals

Upon initiating our collaboration with Right Now Group, we underwent a month-long trial period in which we endeavored to connect with European businesses that shared a mutual interest in partnering with them. Our primary objective was to establish a robust network of potential clients, with a particular emphasis on medium-sized companies that would be receptive to white-listing their services. To that end, we harnessed the power of LinkedIn to effectively penetrate their target market.

Right Now's Results

Right Now Group was still in its nascent stages when we first commenced our project, which placed an acute emphasis on providing them with optimal returns on their investment. We worked tirelessly for a year to cultivate a robust clientele and help elevate their business to the next level. Our efforts proved so successful that they eagerly renewed our contract in 2019, signaling a strong vote of confidence in our partnership. To launch our campaign, we embarked on a LinkedIn outreach initiative aimed at establishing a meaningful rapport with Right Now Group's target audience. Our concerted efforts resulted in engaging with a whopping 1,200 potential clients, whom we thoughtfully educated on the value of the services in question.

60% Increase in Engagements.

Strong network of 5000 connections.

180% Increase in Monthly Revenue.

Right Now's Feedback

One of the most outstanding attributes of Funel.io is their proactive approach to addressing any concerns. Their attentiveness and ongoing support have been nothing short of exceptional, contributing significantly to our incredible success over the past year. Working alongside them has been an absolute pleasure, and we have undoubtedly experienced substantial business growth as a direct result of their contributions. We wholeheartedly endorse Funel.io as a go-to partner for any and all sales processes. Wishing them Luck!

LinkedIn Management



Industry: Financial Services
Company size: 50 employees
Funel size: 3 members

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Our Team

The True strength of our company lies in our people

Battle-Tested sales experts

Funel's dedicated sales experts bring years of experience to the table. The expertise is not simply 'years of experience'. It's a collection of thousands of heartbeats, hundreds of victories, and innumerable lessons learned, all of which have been moulded into a force that knows how to drive results.



CONNECT, ENGAGE, CONVERT

We believe in a personalized approach, one that has a soul and a heart, touching the core of the prospects we reach and developing long-term relationships. Our outreach process is designed to build trust and rapport with your potential clients, nurturing a powerful connection before introducing your service.



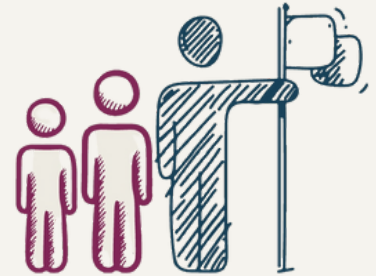
Empowerment = Fuel

Empowerment is the key to unlock human potential. We believe in our teams, their abilities, and their amazing potential. We stand shoulder to shoulder with our teams. We give them the best training, the best tools, but most importantly, We're there to support them.



Competence = Success

We don't believe in one-size-fits-all solutions, taking shortcuts, or settling for 'good enough.' We take the time to understand the unique needs of your business goals and create tailored sales strategies according to your target market. We believe your success is our success, and your goals are our goals.



Funel CRM

Track our outreach Progress

The real-time dashboard allows you to track daily, weekly, and monthly progress. Funel's real-time dashboard offers daily progress updates at your fingertips.

Manage your appointments

Funel in-app appointment management system offers complete oversight of each appointment with easy-to-use interface that provides all the essential information you need before making a call.

Effective communication

we have a dedicated 24X7 chat system that connects you directly to our project manager, ensuring that you can share your feedback and resolve any concerns quickly and efficiently.



**We'd love to have a digital coffee and discuss
your sales plans.**

LET'S CONNECT



GET IN TOUCH

Are you unsure about the perfect strategy for your unique needs, or which services will benefit your business the most? Don't worry!

Our experienced team is here to guide you every step of the way. We'll closely collaborate with you, gain a deep understanding of your business, recommend the best solutions, and then implement them.

So, what's stopping you? Your journey to digital success is just a call or a message away. Reach out to us today, and let's embark on this exciting journey together. The benefits of our services are waiting for you to explore and enjoy!



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