SHIELD POINT

A $40K Executive Placement Deal in 5 Weeks

$40K
DEAL CLOSED

5 wks
CAMPAIGN TO CLOSE

1
COLD LINKEDIN CAMPAIGN

The Challenge

Shield Point, a recruiting and staffing firm, needed a way to open doors beyond referrals and job boards. Cold outreach had underperformed historically, with positive reply rates sitting around 12%.

The Approach

We launched a single, precisely targeted cold LinkedIn campaign using the Proof First Outbound model. Rather than spraying a broad market, the campaign was built to surface pockets of high-intent demand — and quickly uncovered a high-value niche the firm had not been actively working.

The Results

The niche the campaign uncovered converted fast: within 5 weeks of launch, Shield Point closed a $40,000 executive placement deal sourced entirely from that one cold campaign — a return that repaid the engagement many times over from a single placement.

HOW PROOF FIRST OUTBOUND WORKS

01

Lead with proof

Every campaign opens with a custom asset built for the prospect — not a pitch.

02

Personalize at send time

Fresh context is pulled for each prospect the moment the message goes out.

03

Follow up until booked

Sequenced follow-up runs until a meeting lands on the calendar.

Proof First Outbound — campaigns that lead with a custom asset, not a pitch, and follow up until the meeting is booked.

$40K closed
from one campaign

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