



# Growth Engine

## PLAYBOOK

150+

QUALIFIED LEADS

20

MEETINGS/WEEK

34%

CLOSE RATE



**Subashis Guchait**

AI Architect & GTM Strategist

# What This Playbook Delivers



TIMELINE

**4-6 Weeks Buildout**



MONTHLY VOLUME

**2,000 - 5,000 Touches**



EXPECTED OUTPUT

**10-20 Meetings/Month**

## CORE DELIVERABLES

- **Multi-Channel Outbound**  
Email + LinkedIn orchestration
- **Automated Lead Scoring**  
Signal-based prioritization
- **Full CRM Orchestration**  
Pipeline automation & routing
- **Performance Dashboards**  
Weekly reporting & attribution

# The Journey

1

WEEK 0

## Discovery & Audit

Business context deep dive  
ICP complexity mapping  
Tech stack audit  
Solution design

2

WEEK 1

## Infrastructure

5-8 domains configured  
Mailbox warmup  
Multi-channel platform  
LinkedIn optimization

3

WEEK 1-2

## Targeting

Multi-ICP build  
Clay workflow automation  
AI personalization  
Signal capture setup

4

WEEK 2-3

## Sequences & CRM

3-4 sequence templates  
Lead scoring model  
Pipeline automation  
Attribution tracking

5

WEEK 4+

## Launch & Scale

Soft launch rollout  
Performance dashboards  
Weekly optimization  
Ongoing management

# Pre-Engagement

WEEK 0

1

## Discovery Deep Dive

- Business context & ACV
- ICP complexity mapping
- Sales motion analysis
- Tech stack audit
- Channel history review



2

## Technical Audit

- Email domain reputation
- CRM data model review
- LinkedIn profile audit
- Integration assessment
- Gap identification



3

## Solution Design

- Channel mix strategy
- ICP prioritization
- Volume projections
- Integration architecture
- Timeline planning



4

## Kickoff Call

- Confirm ICP definitions
- Collect all credentials
- Set communication cadence
- Schedule milestones
- Align expectations

# Discovery Framework



# Targeting & Enrichment

WEEK 1-2

Clay Workflow Pipeline: Apollo → Enrichment → Personalization → Export



## LEAD SCORING MODEL

VP/Director Title

**+25**

Company Size Fit

**+20**

Recent Funding

**+15**

Tech Stack Match

**+10**

Hiring Signals

**+10**

Email Verified

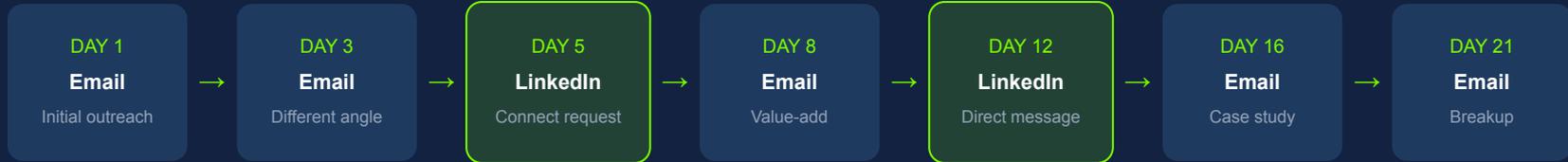
**+5**

## SIGNAL CAPTURE

- Job Changes — 90-day golden window
- Funding Alerts — Fresh capital = budget
- Hiring Signals — Pain point exists
- Tech Stack — Adoption = initiative

# Multi-Channel Sequences

WEEK 2



## Sequence 1: Pain-Point Led

- Personalized opener from Clay
- Identify common pain point
- Outcome-focused solution hint
- Soft CTA for conversation

## Sequence 2: Job Change

- Congratulate on new role
- First 90 days challenges
- 4 touches over 14 days
- Time-sensitive approach

## Sequence 3: Funding Trigger

- Congratulate on raise
- Post-funding priorities
- Similar company proof
- Growth-stage positioning

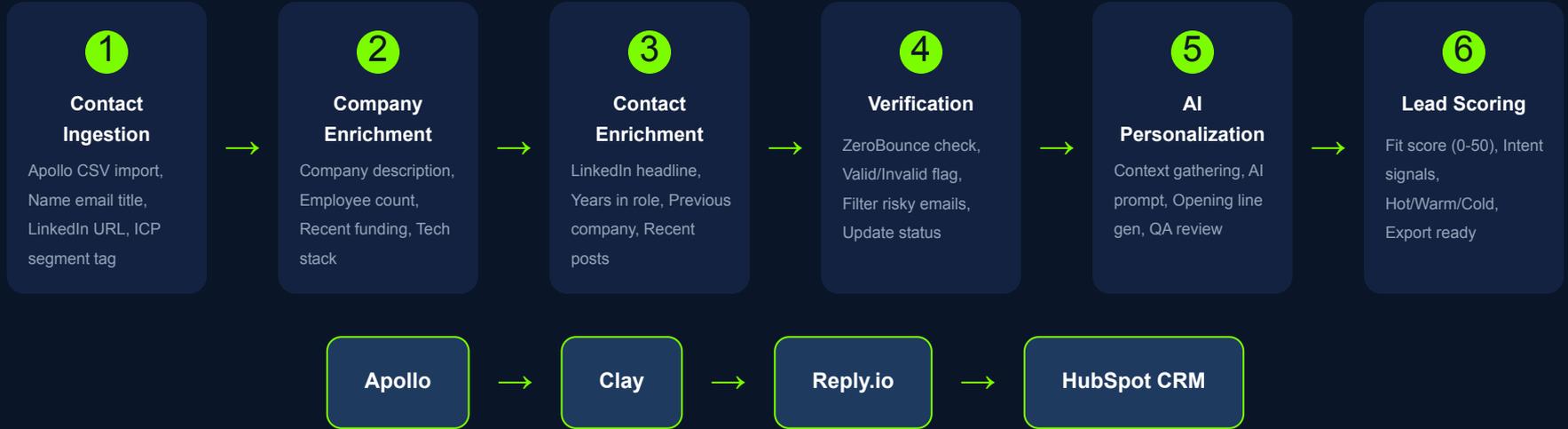
WEEK 1-2

---

# Targeting & Enrichment

Multi-ICP strategy, Clay workflows, AI personalization, and signal capture

# Clay Workflow Pipeline



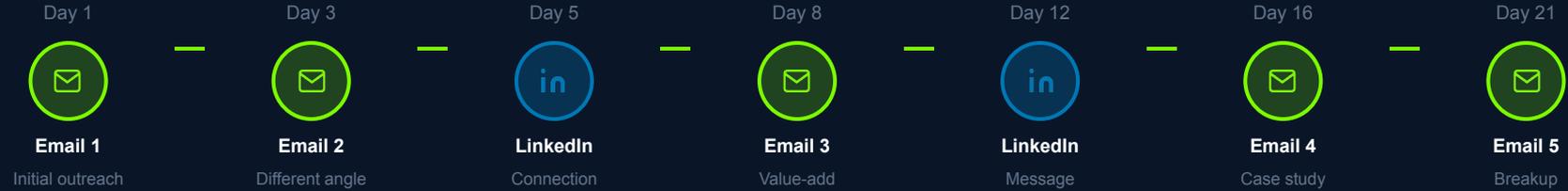
WEEK 2

---

# Multi-Channel Sequences

Email + LinkedIn orchestration with trigger-based campaigns

# 7-Touch Sequence Timeline



## Email First

Always lead with email, LinkedIn reinforces



## Multi-Channel

LinkedIn adds warmth without inbox fatigue



## 21-Day Arc

Enough touches without being annoying

WEEK 2-3

---

# Lead Scoring & CRM

Automated scoring, pipeline automation, and attribution tracking

# Lead Scoring Model

## FIT SCORE (WHO THEY ARE)

VP/Director of target function **+25**

Company size 50-500 **+20**

Manager of target function **+15**

Industry in target list **+15**

Tech stack fit **+10**

## ENGAGEMENT SCORE (WHAT THEY DO)

Replied positive **+50**

LinkedIn message reply **+25**

Any reply **+20**

LinkedIn connection accepted **+15**

Clicked link / Opened email **+5-10**

**80+**

HOT

Immediate sales follow-up

**50-79**

WARM

Continue nurture, prioritize

**<50**

COLD

Nurture only, no outreach

WEEK 3-4

---

# Performance Dashboards

Weekly reporting, metrics tracking, and optimization insights

# Dashboard Architecture



## VOLUME

Emails sent weekly, LinkedIn touches, New contacts, Active sequences



## ENGAGEMENT

Open rate, Reply rate, LinkedIn acceptance, Positive replies



## CONVERSION

Meetings booked, Meeting rate, By sequence, By ICP segment



## PIPELINE

Pipeline value, Deals created, Avg deal size, Stage conversion



## HEALTH

Bounce rate, Unsubscribe rate, Spam complaints, Deliverability

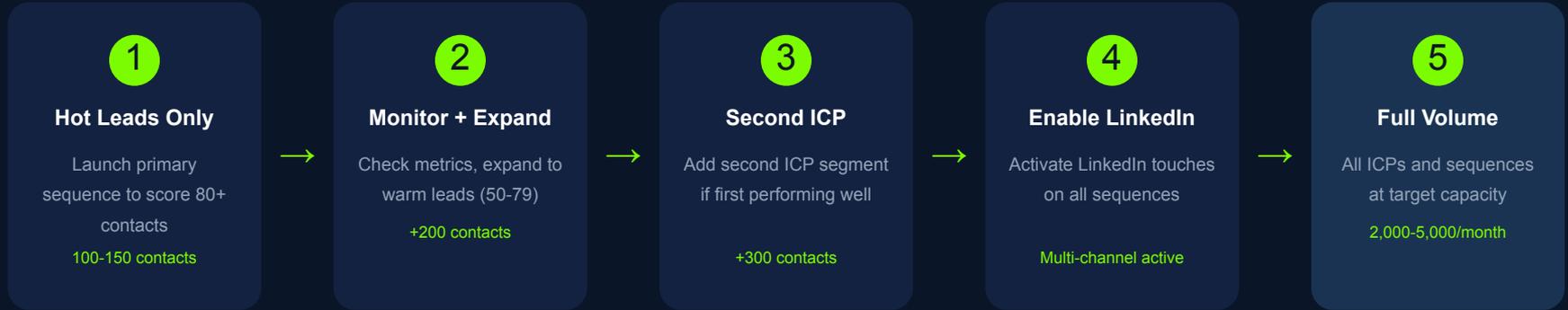
WEEK 4

---

# Launch Sequence

Soft launch strategy, phased rollout, and performance expectations

# 5-Day Soft Launch Strategy



## DAILY MONITORING

Bounce rate: under 3%

Spam complaints: zero

LinkedIn acceptance: above 20%

Reply sentiment: positive trend

POST-LAUNCH

---

# Ongoing Management

Weekly rhythm, optimization cycles, and continuous improvement

# Weekly Management Rhythm



**Monday**

1-2 hours

---

Check deliverability scores, Review warmup health,  
Monitor bounce and complaints, LinkedIn acceptance  
rates



**Wednesday**

2-3 hours

---

Pull weekly metrics, Analyze reply sentiment, Review  
sequence performance, Flag optimizations



**Friday**

2-3 hours

---

Replenish contact lists, Run Clay enrichment, QA new  
batch, Upload to sequences

# Success Metrics



## DELIVERABILITY

Delivery rate

**>95%**

Bounce rate

**<3%**

Spam complaints

**<0.1%**



## ENGAGEMENT

Email open rate

**>45%**

Email reply rate

**>3%**

LinkedIn acceptance

**>25%**



## CONVERSION

Meeting rate

**0.8-1.5%**

Meetings/month

**10-20**

Show rate

**>80%**



## PIPELINE

Quarterly pipeline

**\$200-500K**

Touches/month

**2-5K**

CAC efficiency

**On target**

# Thank You

---

Let's build your Growth Engine



**Subashis Guchait**

AI Architect & GTM Strategist

Revenue Infrastructure

GTM Engineering

AI Automation