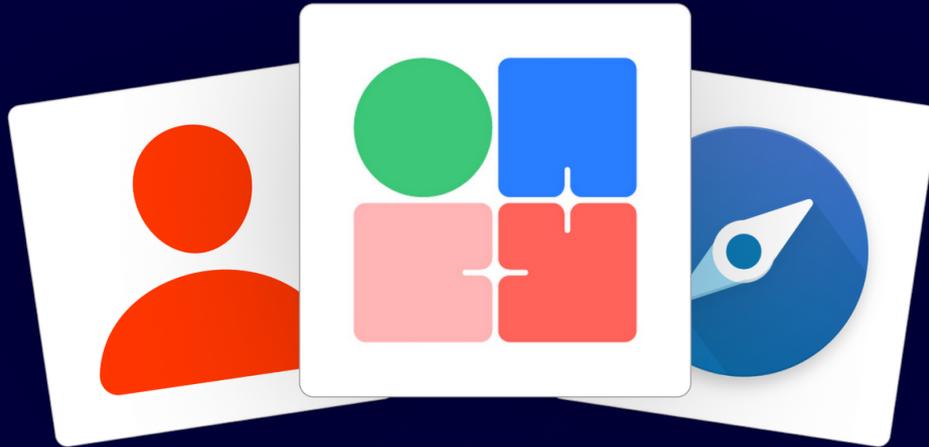


Building **Persona-Based** **Multichannel Outbound** With La Growth Machine

A complete system for turning Sales Navigator searches into enriched, personalized, multichannel sequences.





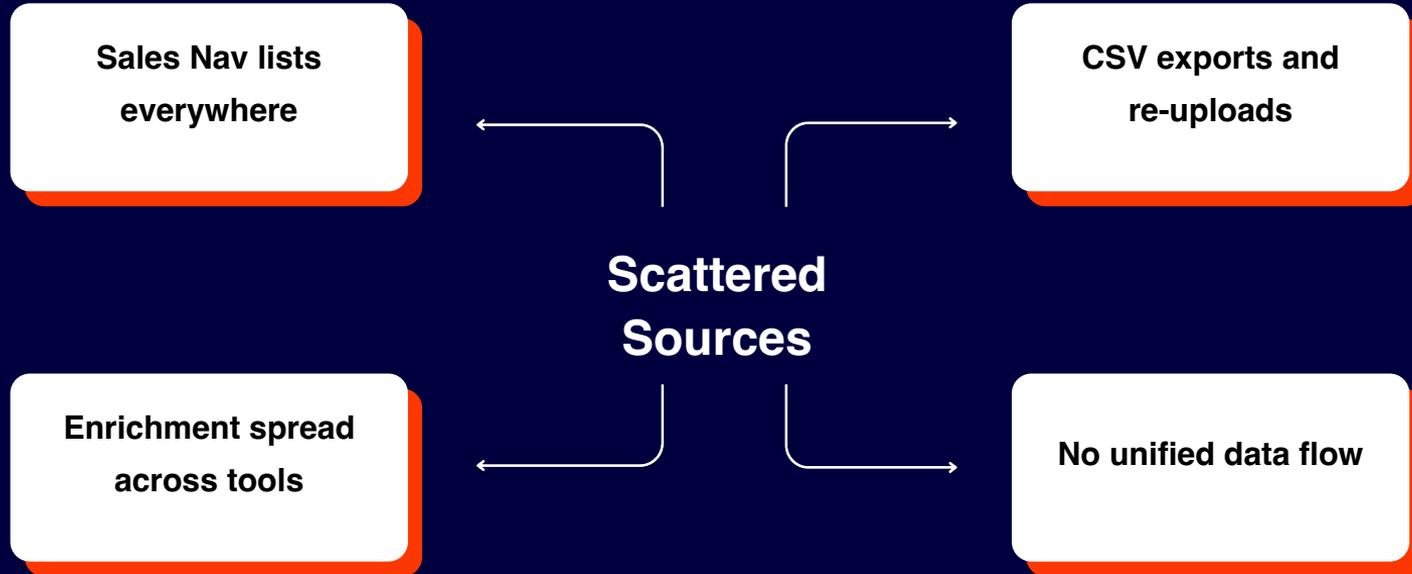
Matteo Fois

Founder, TAM Acceleration



- ▶ We help B2B teams scale outbound through **smarter systems** and **connected workflows**
- ▶ **1M+** outbound actions sent each month across clients
- ▶ Focused on **persona-based outbound**, **multichannel sequencing**, and **automated GTM operations**

The **Problems** Most Outbound Teams Face



The **Problems** Most Outbound Teams Face

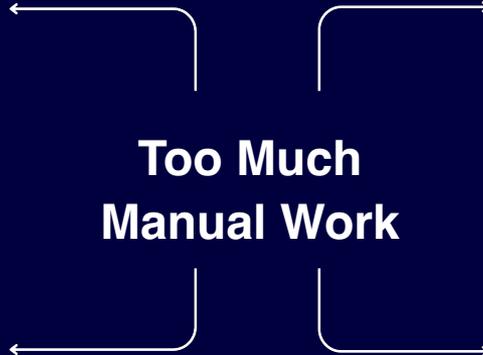
Manual list
cleanup

Manual
segmentation

Too Much
Manual Work

Manual
messaging

Slow, repetitive setup before
anything goes live



The **Problems** Most Outbound Teams Face

No persona
structure

No custom attributes
or contextual variables

No Personalization
Engine

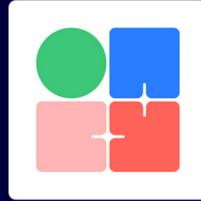
No social warming

No connected
multichannel flow

The Connected Outbound System



Sales Navigator:
find the right persona
and ICP



La Growth Machine:
import, enrich, warm,
message, multichannel



CRM:
sync activity, update contact
records, automate follow-ups

Breaking it down...

Step 1

Create your search in **Sales Nav**

Make sure to create as many searches as needed for your ICP

The image shows a screenshot of the LinkedIn Sales Navigator interface, divided into three main sections: filters, search results, and a detailed view of a search.

Left Panel (Filters):

- Search: **[Finance] LGM Webinar Nov 2...** (5 filters)
- Save search to get notified of new re...
- Personal
- Geography
 - United States** | X +
 - + **North America (200)**
- Industry
 - Financial Services** | X
 - Venture Capital and Private Equity Pri...** | X
 - +

Middle Panel (Search Results):

- Navigation: **Lead** | Account >
- Search keywords:
- Actions: Select all | Save to list | Unsave
- Filters: **11-50, United States, Head of ...** (5 filters)
- Save search to get notified of new re...
- Company
 - Current company +
 - + **Truist**
 - Company headcount
 - 11-50** X +
 - Company headquarters location
 - United States** | X +
- Role
 - Function +
 - + **Business Development**
 - Current job title
 - Head of Sales** | X +
 - Seniority level +

Results:

- Austin Guest** · 2nd
Head of Sales · FINNY
New York, New York, United States
7 months in role | 7 months in company
About: I'm a super-passionate guy who loves to travel, be outdoors, and
 9 mutual connections | 2 recent posts on LinkedIn
- Paul Loudon** · 2nd
Head of Sales · FinMason
Gig Harbor, Washington, United States
2 years 11 months in role | 2 years 11 months in company
 2 mutual connections
- Megan Burkett Sewell** · 2nd
Head of Sales · TrustLayer
Greater Tampa Bay Area
2 years 8 months in role | 4 years 8 months in company
About: I'm passionate about optimizing industry expertise and increas
 6 mutual connections | 2 recent posts on LinkedIn
- Gil Ortega** · 2nd
Head of Sales · Mesta

Right Panel (Detailed View):

- Navigation: **Lead** | Account >
- Search: **[Video Marketing] LGM Webin...** (5 filters)
- Save search to get notified of new re...
- Personal
- Geography
 - United States** | X +
 - + **North America (27)**
- Industry
 - Online Audio and Video Media** | X +

Step 2

In LGM, go into Leads and click **"Import Leads"**
Import leads to create different persona buckets

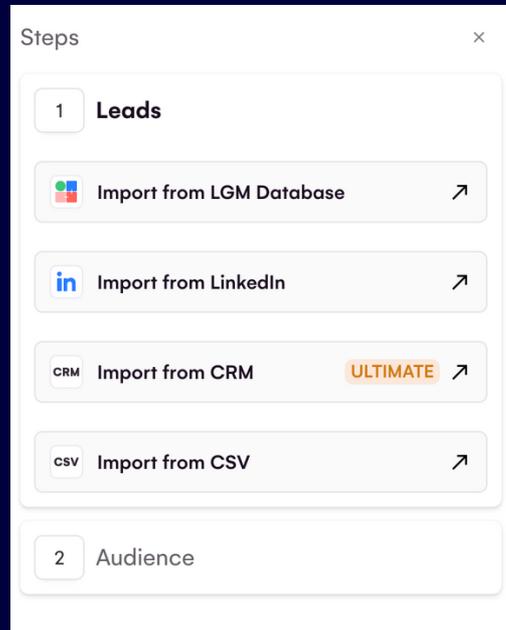
The screenshot displays the LGM interface. On the left, a dark sidebar contains navigation options: 'La Growth Machine', 'TAM Acceleration', 'Campaigns', 'Reports', 'Leads' (highlighted in red), 'LGM Database', 'Inbox', and 'Tasks'. The main area shows a table with columns: 'AUDIENCES', 'CAMPAIGNS', 'LEAD'S STATUS', 'CONTACTED', and 'REPLIED'. Two rows are visible, each containing '1 LinkedIn from Clay'. The top right of the interface shows '11500' leads, a 'Create lead' button, and an 'Import leads' dropdown menu.



Test LGM for 1 month: <https://lgm.rocks/n1e>

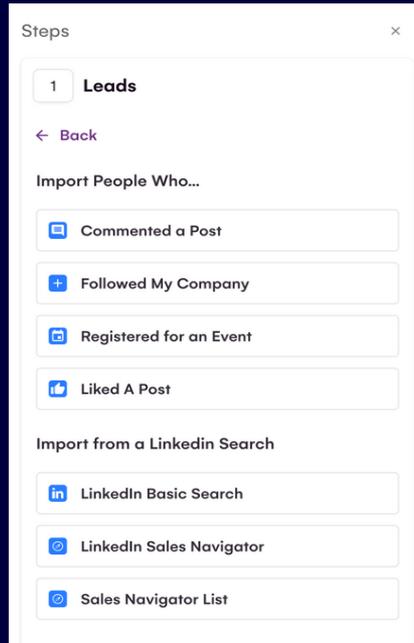
Step 3

Select **Import from LinkedIn**



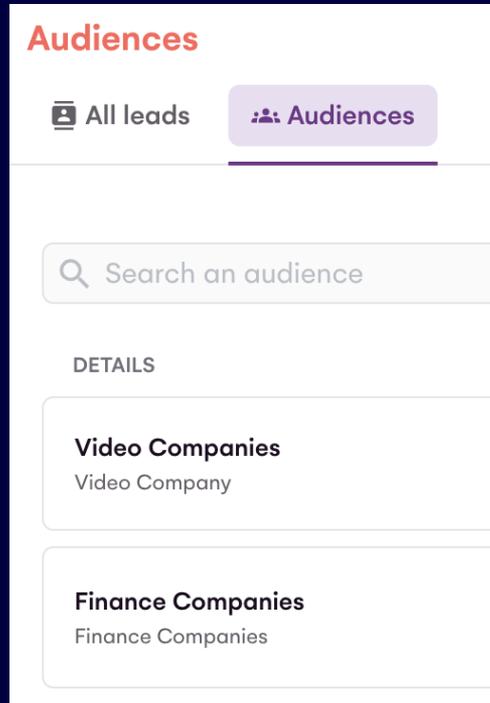
Step 4

Select "**LinkedIn Sales Navigator**" and Paste the Searched URL



Create audiences based on your ICP

In this case: **1 for Video producers - 1 for Finance**



Step 5

You can now **clean-up** your lists - this helps removing leads that are irrelevant! A lot in SN search

Only Target Relevant Leads

Sales Navigator returns **up to 30% irrelevant leads by import**.
Clean your leads and target the right ones! *

* You could still view the excluded leads after the import.

The screenshot shows the LinkedIn Sales Navigator interface. On the left, there are filter panels for 'Company', 'Role', and 'Seniority level'. The 'Company' filter is set to 'Caggenini Engineering' with a headcount of 11-50. The 'Role' filter is set to 'Sales'. The 'Seniority level' filter is set to 'Sales Manager'. On the right, there is a list of three lead profiles, each with a checkbox to select it. The first lead is Benjamin Etard, Sales Manager at Aidoris. The second lead is Emmanuelle MOLLIERE, SALES MANAGER at Kool Vidéosurveillance. The third lead is Yoann de Pralormo, Co-fondateur at conferecnciers. A purple 'Example' label is in the top right corner of the screenshot.

Don't show me again

Continue Without Cleaning

Import and Clean

Step 6

LGM will **start importing**



Leads importing...

Your leads are currently being imported.



YOUR IMPORT WILL START SOON.



Step 7

We **enrich** the leads data

The screenshot displays a user interface for lead management. At the top, there are two purple buttons: 'Edit leads' with a downward arrow and 'Enrichment' with an upward arrow and a person icon with a plus sign. Below these buttons, a list of leads is shown, each with a checkmark in a purple square. The first lead is labeled '25 selected'. The second lead has a profile picture and the name 'Raul'. The third lead has a circular profile picture with the letter 'J' and the name 'John'. A dropdown menu is open from the 'Enrichment' button, listing four options: 'Full Enrich' (with a lightning bolt icon), 'Find Verified Email' (with an envelope icon), 'Enrich Leads Data' (with a person icon and a plus sign, highlighted in light purple), and 'Find LinkedIn Profile' (with the LinkedIn logo icon). A partial 'Export' button is visible on the right side of the interface.

Step 8

You can choose what **type of enrichment** you would like

Enrich 25 leads ✕

Use enrichment to find relevant information about your leads. You only pay for the data found. Only empty fields will be updated during enrichment.

Full Enrich ⚡ Lead's data offered 5

- All Leads Data (LinkedIn Profile, Name, Gender, Job, Location, ...)
- Verified Emails

Enrich leads data 1

- LinkedIn Profile
- Leads data: Name, Gender, Job, Location, Industry, Company, ...

Find verified emails 5

 We use 9 providers to find leads' emails. We verify them 2x to avoid bounce. [Learn more](#)

Cancel Start enrichment

Step 9

Once enrichment is complete, your lists are **ready for outreach**

The screenshot displays a lead management interface. At the top, there are three buttons: 'Edit leads' (with a dropdown arrow), 'Enrichment' (with a refresh icon and a dropdown arrow), and 'Export'. Below these buttons, a summary bar shows '0 selected' and a link to 'Select all 189'. The main area is a table with columns for lead names and enrichment status. The table contains the following rows:

Lead Name	Job Status	Email Status
<input type="checkbox"/> Raul Alejandro Velasquez Torres	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/> John Cooper	<input type="checkbox"/> Searching Job	<input type="checkbox"/> Searching Email
<input type="checkbox"/> Liam Donovan	<input type="checkbox"/> Searching Job	<input type="checkbox"/> Searching Email
<input type="checkbox"/> Takoda Heckman	<input type="checkbox"/> Searching Job	<input type="checkbox"/> Searching Email
<input type="checkbox"/> Jessica Kingsley	<input type="checkbox"/> Searching Job	<input type="checkbox"/> Searching Email
<input type="checkbox"/> John Alexander Russo Iii	<input type="checkbox"/> Searching Job	<input type="checkbox"/> Searching Email
<input type="checkbox"/> Malcolm Reid Chitty Iii Clcs	<input type="checkbox"/> Searching Job	<input type="checkbox"/> Searching Email

An 'Enrichment in progress' modal is overlaid on the table. The modal has a title bar with a refresh icon and a close button (X). The text inside the modal reads: 'Audience: LinkedIn Search' and 'Enrichment started for 25 leads'. At the bottom of the modal is a purple button labeled 'View Leads'.

Step 10

Now they go to a **custom sequence** in LGM

1 Light Social Warming

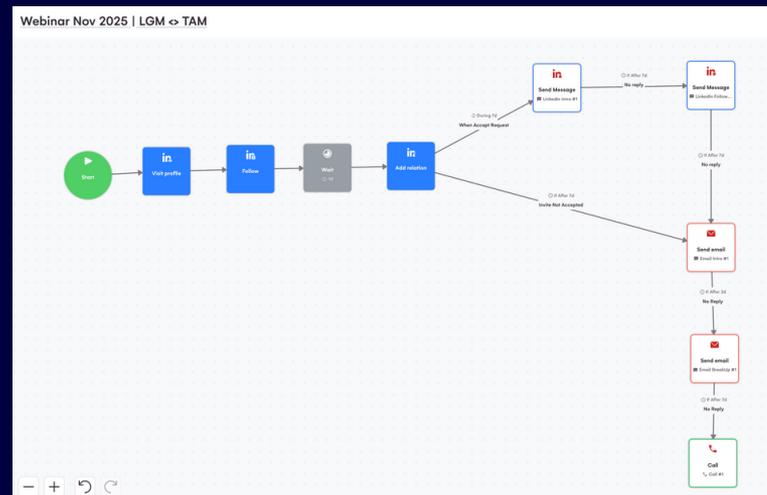
- Visit profile
- Like recent posts
- Follow the prospect (Warm up the lead before any message is sent)

2 Persona-Based Messaging

- Copy built using custom attributes & variables
- Tailored to persona-specific pain points
- Starts with a personalized message
- Followed by a written follow-up

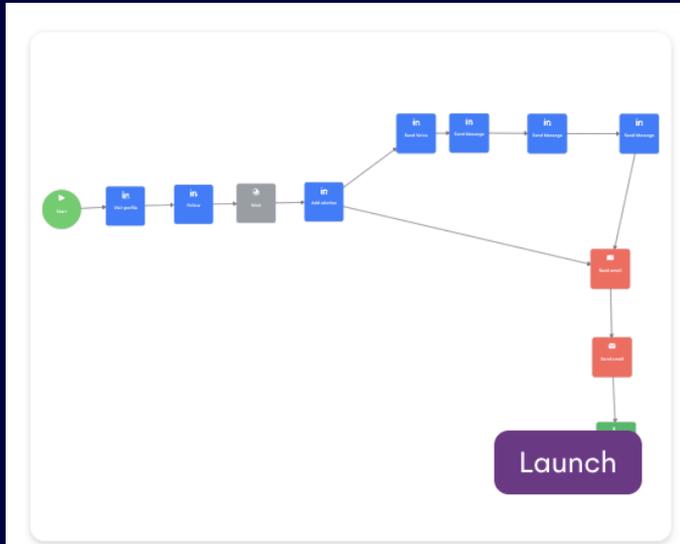
3 Multichannel Flow

- LinkedIn
- Email
- Cold Call

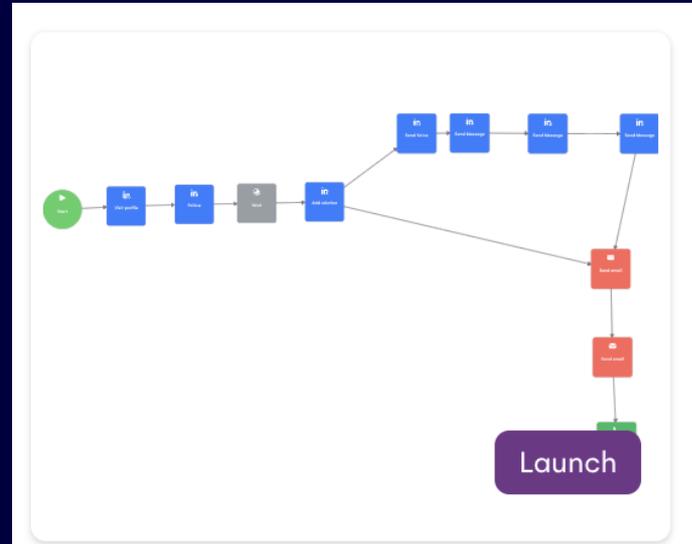


We then create 2 campaigns (Depending on the persona)

In this case: 1 for Video producers - 1 for Finance



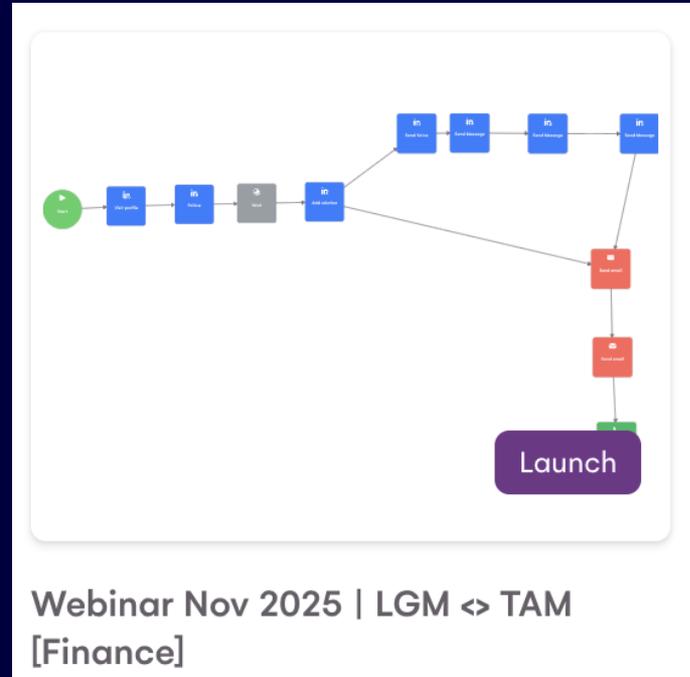
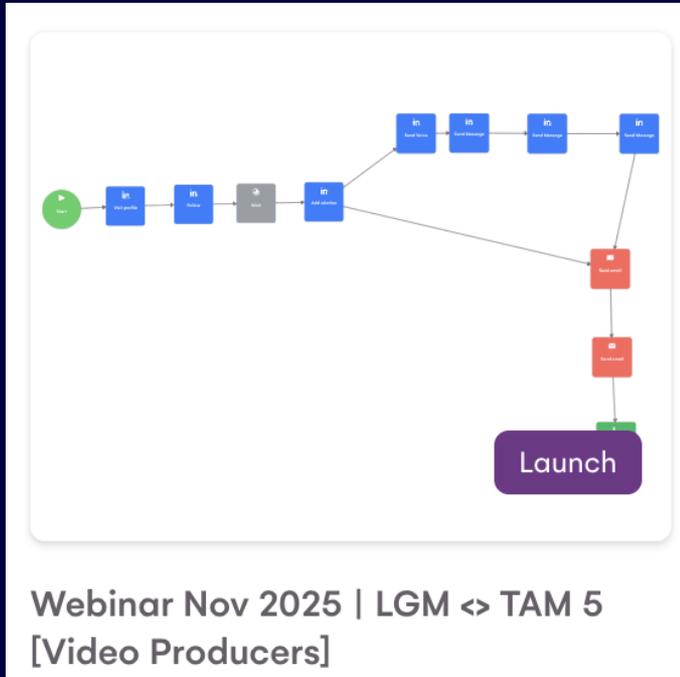
Webinar Nov 2025 | LGM ↔ TAM 5
[Video Producers]



Webinar Nov 2025 | LGM ↔ TAM
[Finance]

The copy is tailored to each persona

Leads are also assigned accordingly to the 2 groups



Step 11

Focus on feature for LinkedIn Messages → Real Chat Mode

It allows to break the message (even if one) into small messages,
sent a few seconds apart, as a person would do

TARGET LIKE AN EXPERT



Activate Real Chat mode ⓘ

LinkedIn messages ain't Emails. Simulate a chat, get more replies.

Real Chat

Step 12

Focus on **Personalised Voice Message**

Every message comes with "Hey [Name]"



LinkedIn Voice #1

Preview your Personalised Message

We've merged your custom intro with your recorded message. Preview use Emmanuel Fernandez info.



00:51

Step 13

And in the end, **launch the campaign** and enjoy the results!



Launch



Test LGM for 1 month: <https://lgm.rocks/n1e>

CRM Sync & Alignment

 No persona structure

 Push replies into CRM

 Update statuses automatically

 Trigger workflows for follow-ups

Pro Tips

Start sequences with light LinkedIn warming

Keep personas separated for cleaner messaging

Use custom attributes to make each message context-based

Review enrichment before launching a sequence

Full **Workflow** Recap



Sales Navigator

- Persona-driven search
- Clean ICP filters



La Growth Machine

- Import leads
- Enrich data
- Social warm-up
- Persona-based messaging
- Multichannel sequence
(LinkedIn + Email + Call)



CRM

- Sync contacts
- Track engagement
- Automate follow-ups



Test LGM for 1 month: <https://lgm.rocks/n1e>

Problems → Solution

Problems

- ▶ Scattered tools
- ▶ Manual research + enrichment
- ▶ Generic messaging
- ▶ No multichannel flow



How It's Solved

- ▶ Clean persona-based lists
- ▶ Enrichment built directly into the workflow
- ▶ Custom attributes + tailored messaging
- ▶ Unified system across LinkedIn, Email, and CRM



Test LGM for 1 month: <https://lgm.rocks/n1e>



Follow Matteo on LinkedIn

Read case studies

Book a strategy call

Done-For-You setup available

