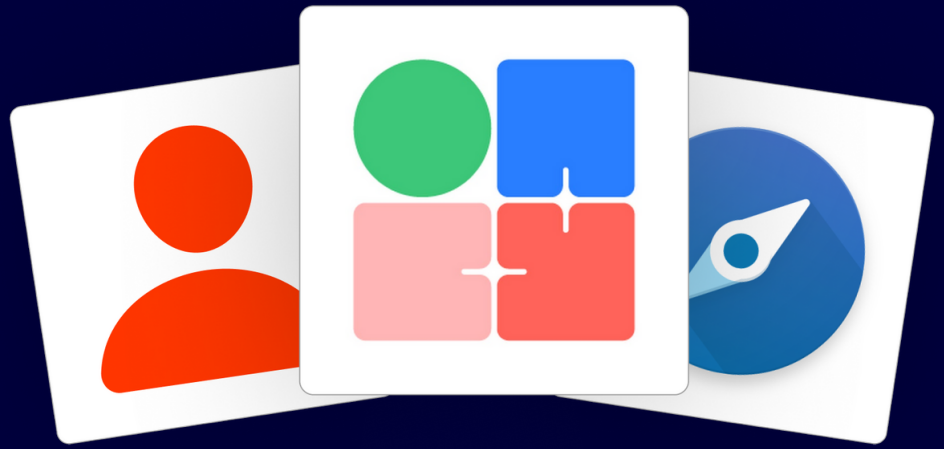
Building Persona-Based Multichannel Outbound With La Growth Machine

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



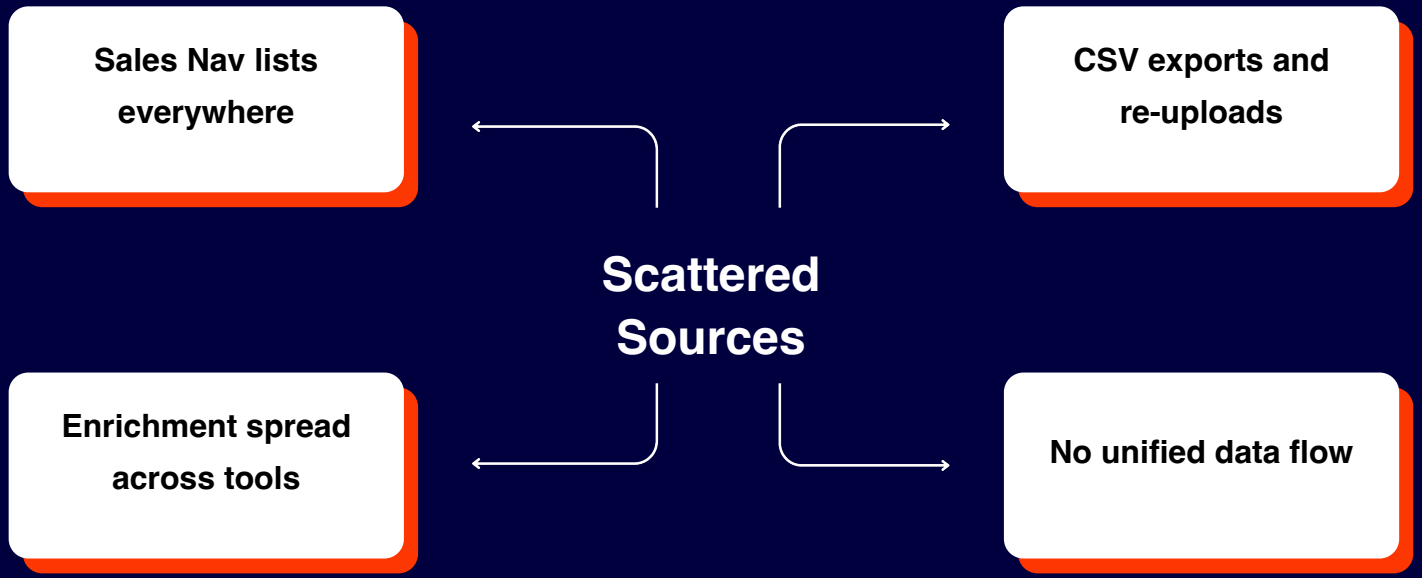
Matteo Fois

Founder, TAM Acceleration

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



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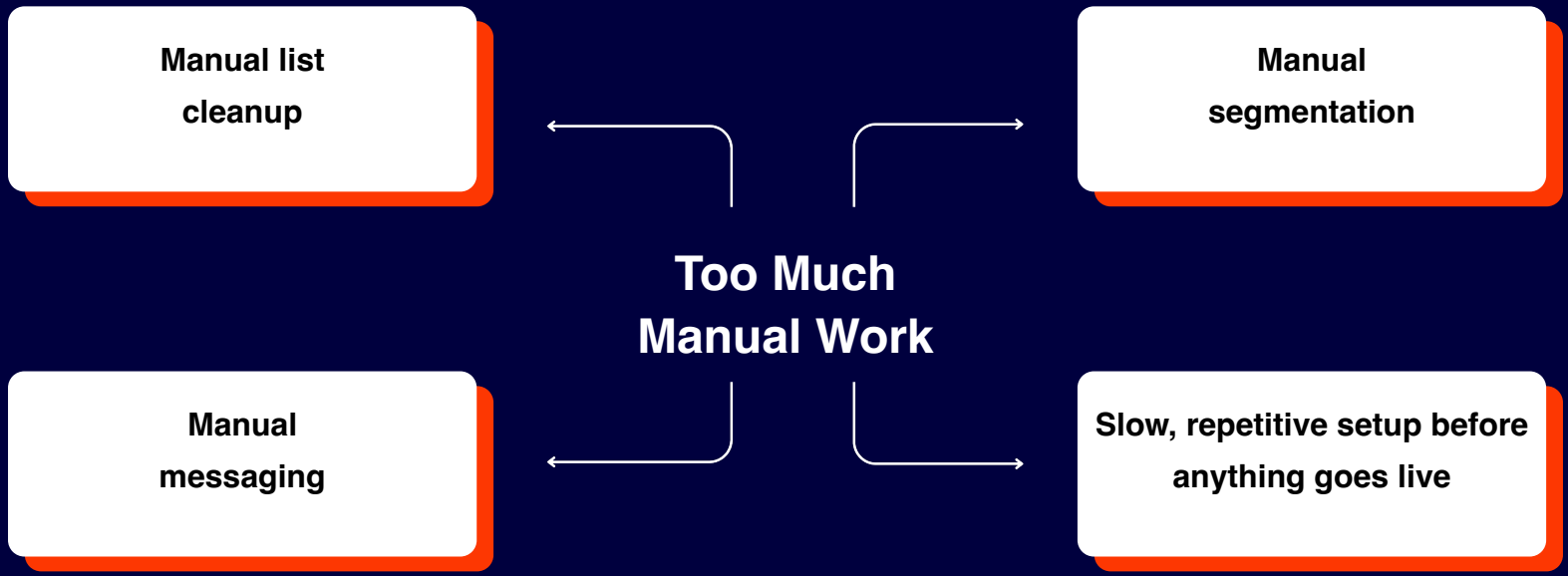

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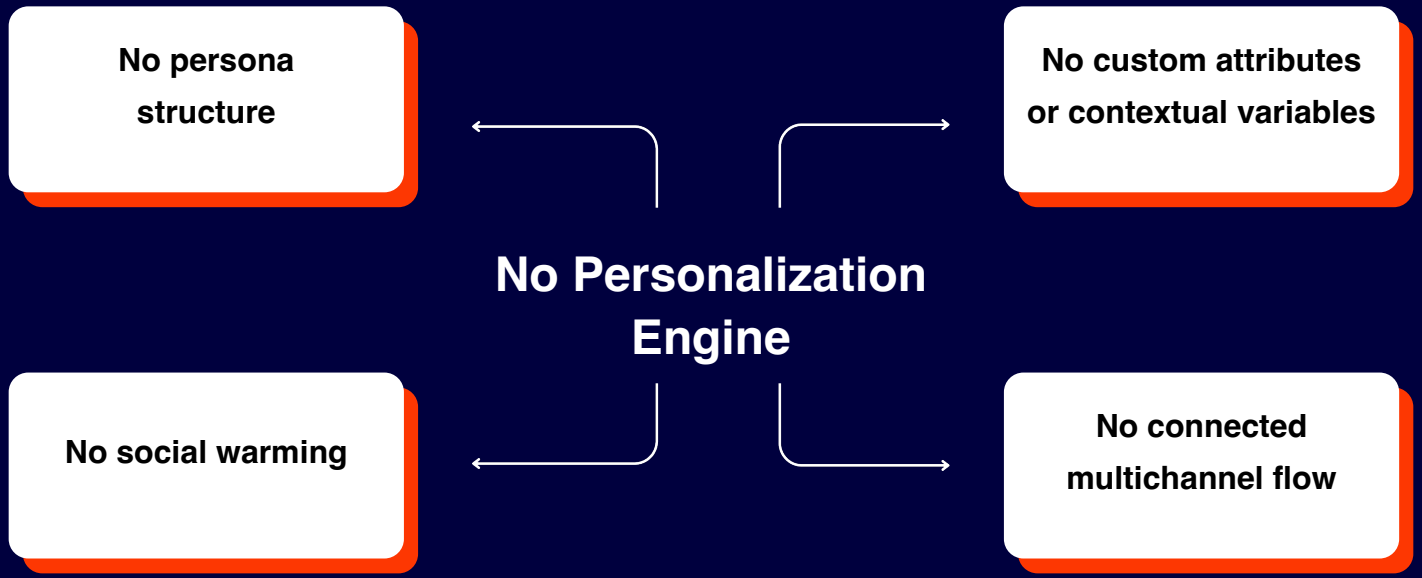


The Connected Outbound System

Sales Navigator:
find the right persona and ICP

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

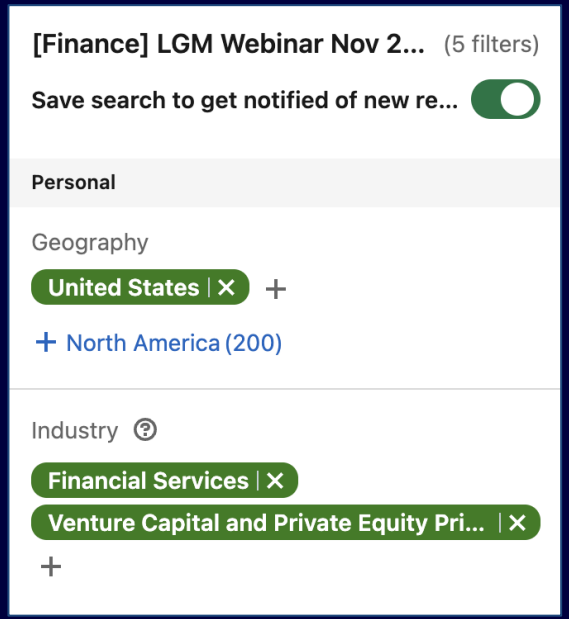
CRM:
sync activity, update contact records, automate follow-ups

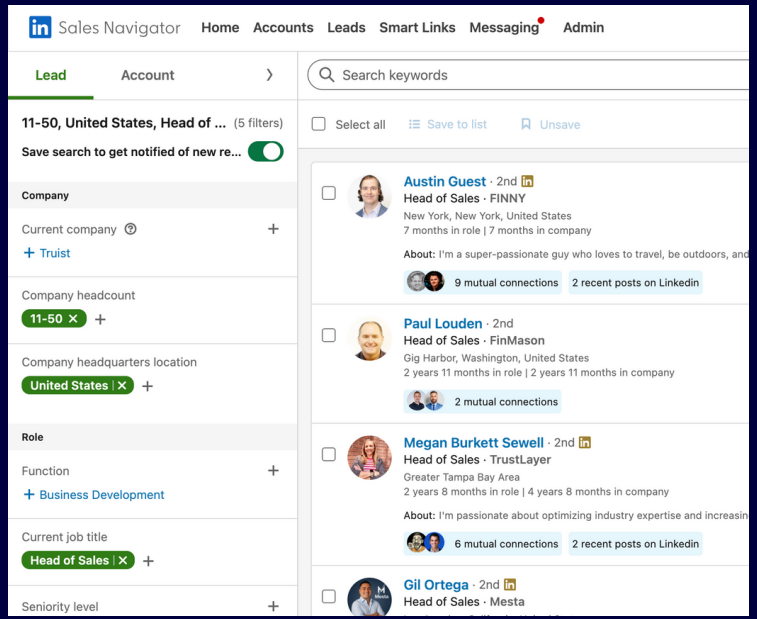
Breaking it down…

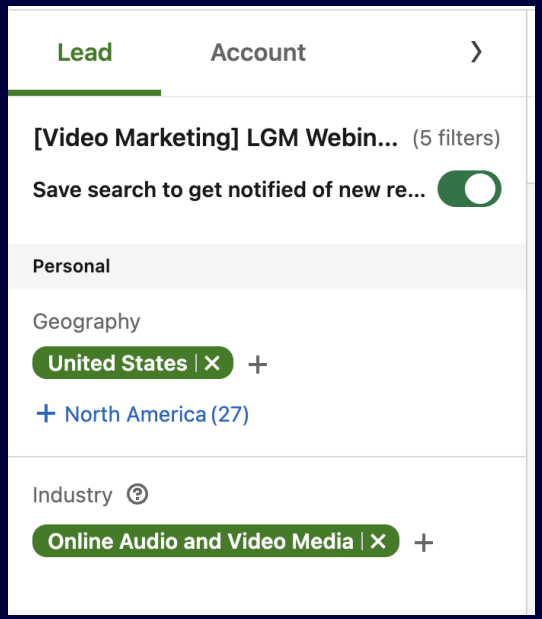
Step 1

Create your search in Sales Nav

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



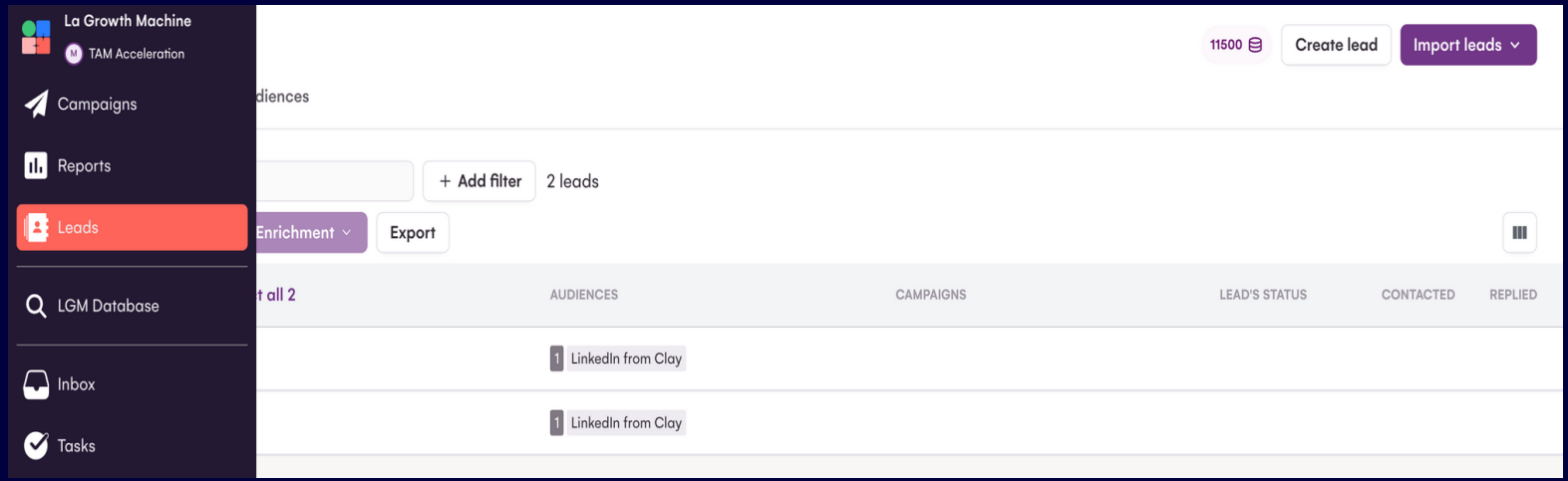




Step 2

In LGM, go into Leads and click "Import Leads"

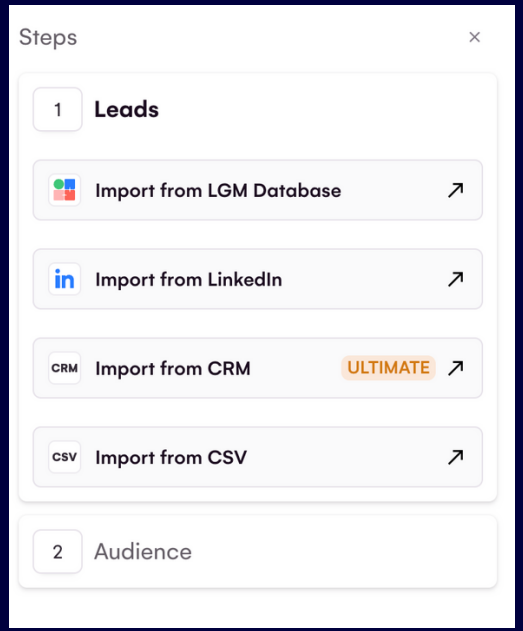
Import leads to create different persona buckets



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

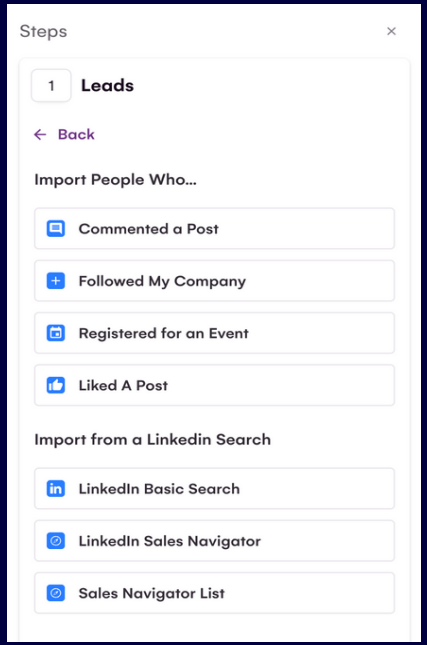
Step 3

Select Import from LinkedIn



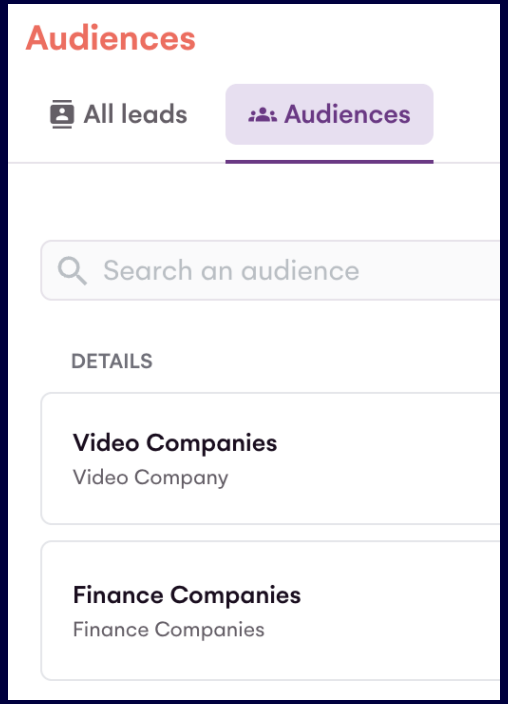
Step 4

Select "LinkedIn Sales Navigator" and Paste the Searched URL



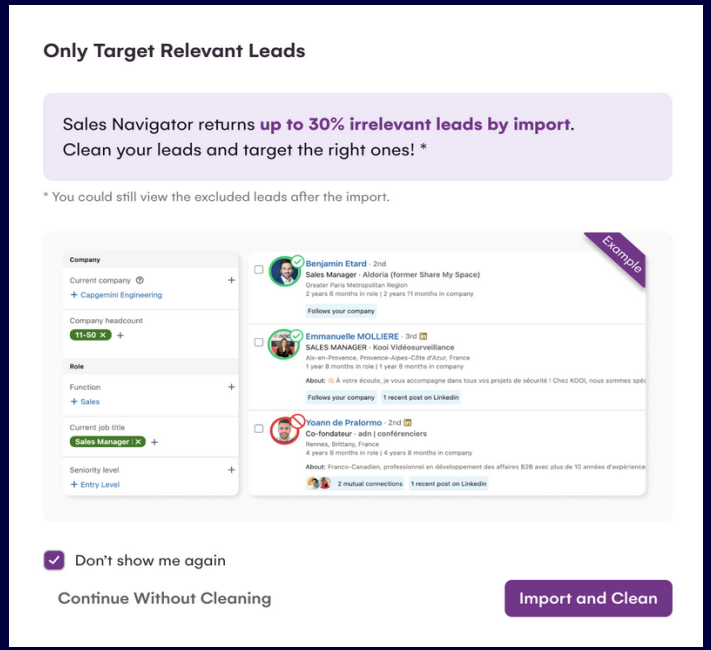
Create audiences based on your ICP

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



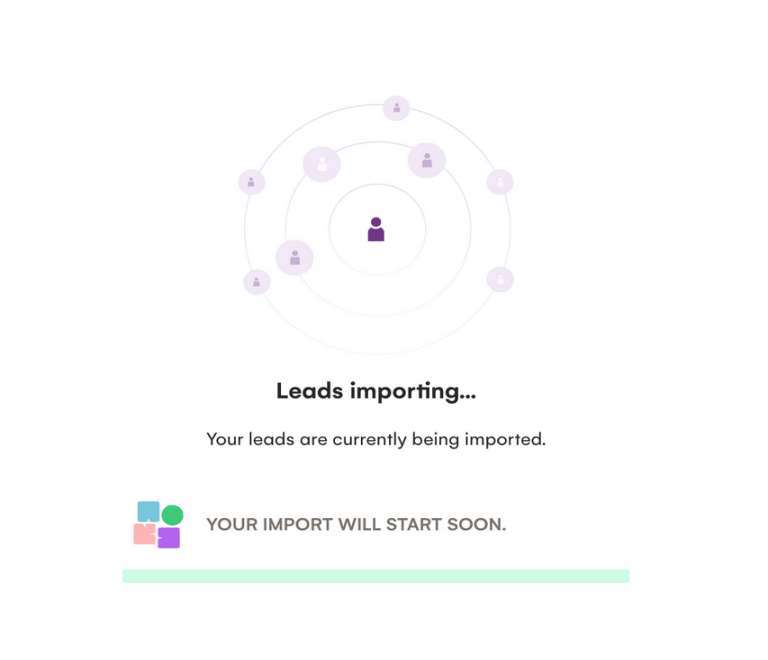
Step 5

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



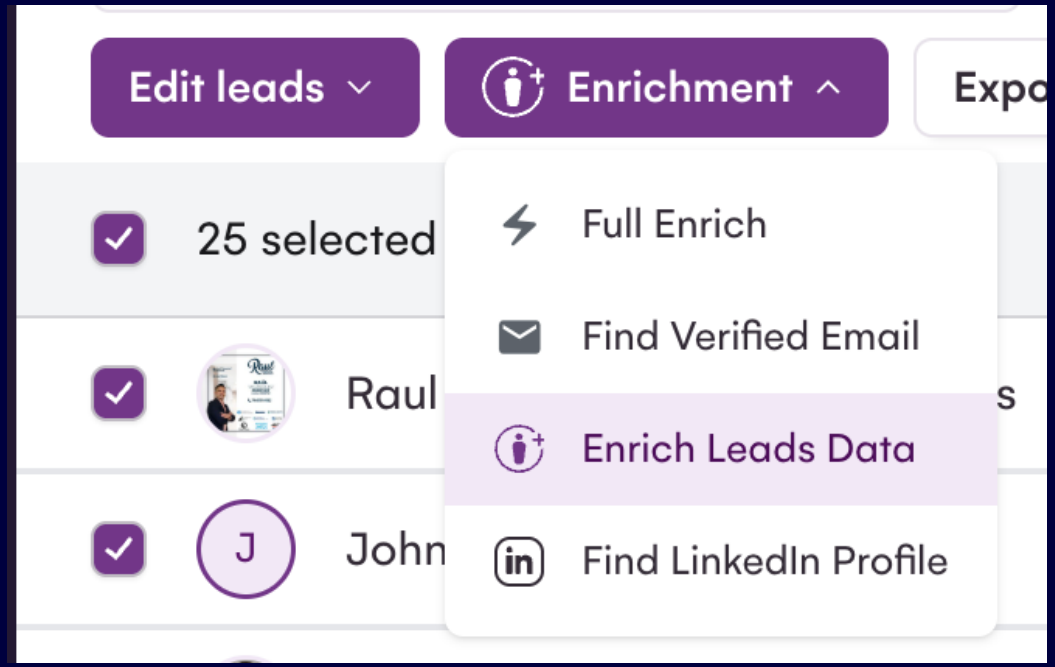
Step 6

LGM will start importing



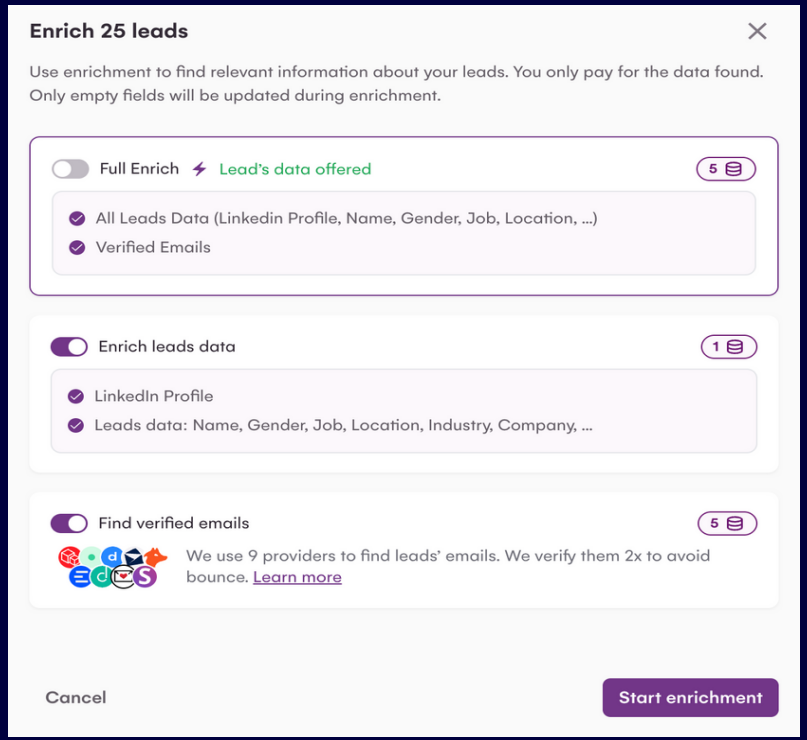
Step 7

We enrich the leads data



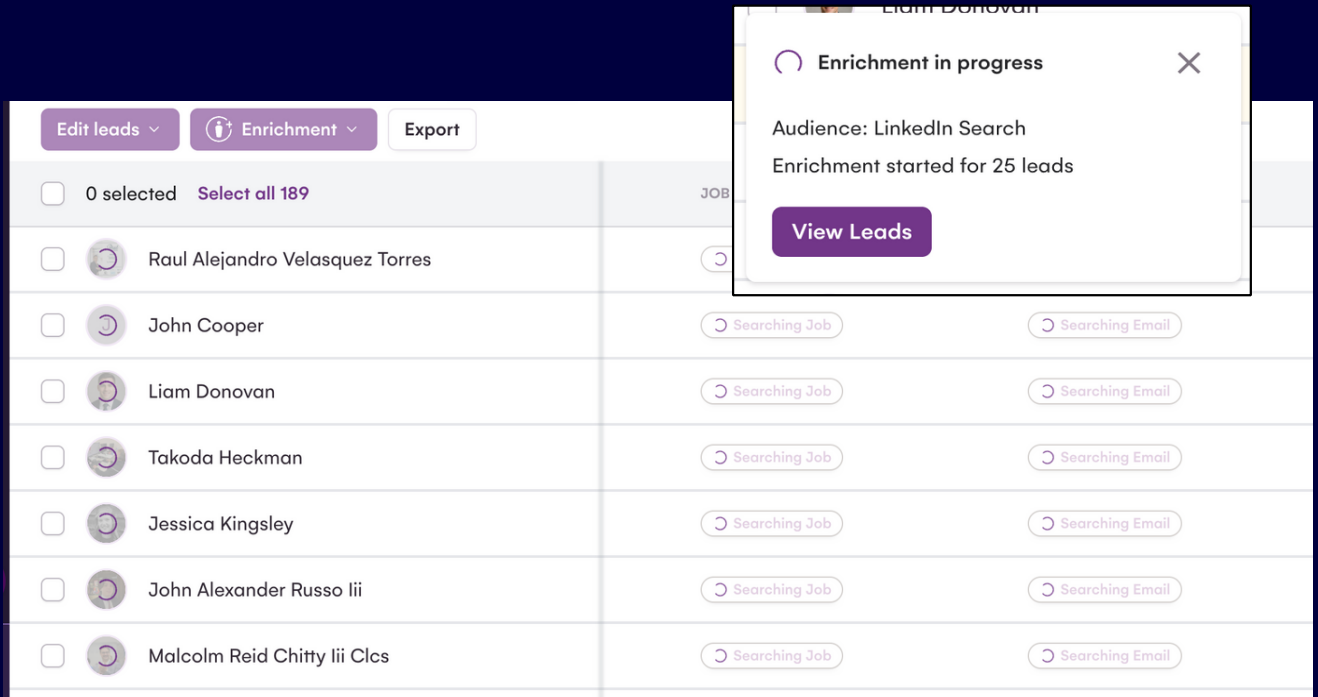
Step 8

You can choose what type of enrichment you would like



Step 9

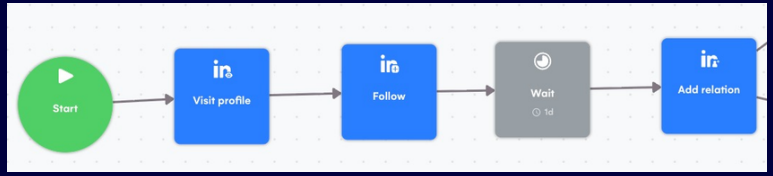
Once enrichment is complete, your lists are ready for outreach

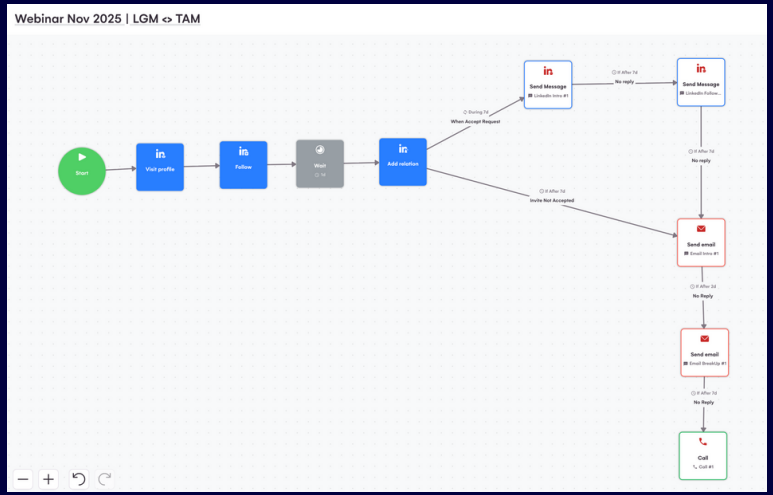


Step 10

Now they go to a custom sequence in LGM

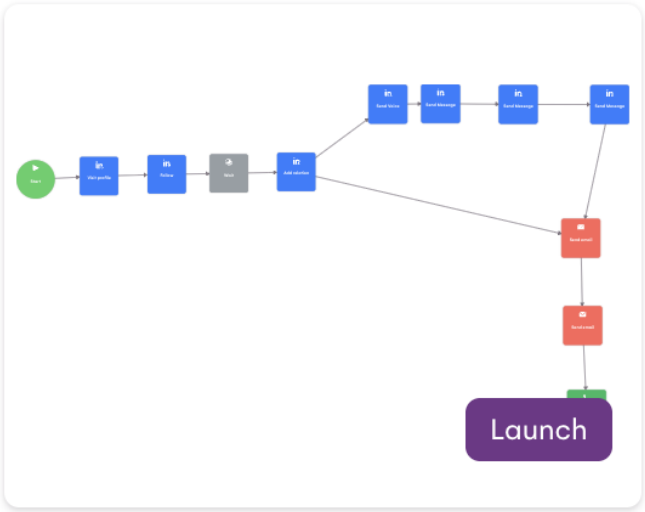
1. **Light Social Warming**
   - Visit profile
   - Like recent posts
   - Follow the prospect (Warm up the lead before any message is sent)
2. **Persona-Based Messaging**
   - Copy built using custom attributes & variables
   - Tailored to persona-specific pain points
   - Starts with a personalized message
   - Followed by a written follow-up
3. **Multichannel Flow**
   - LinkedIn
   - Email
   - Cold Call



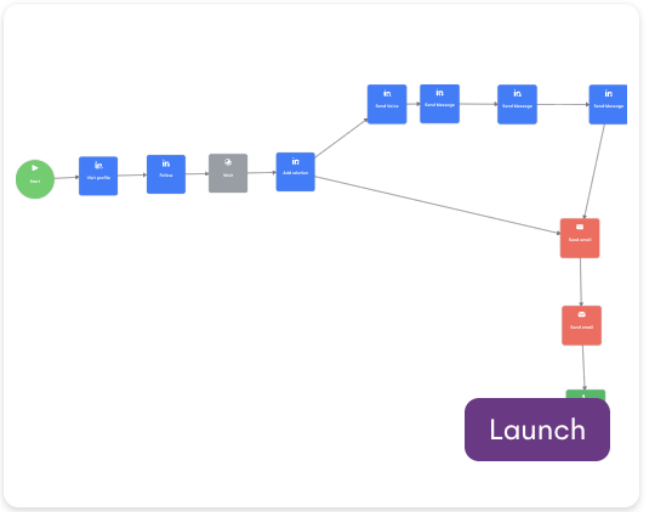


We then create 2 campaigns (Depending on the persona)

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



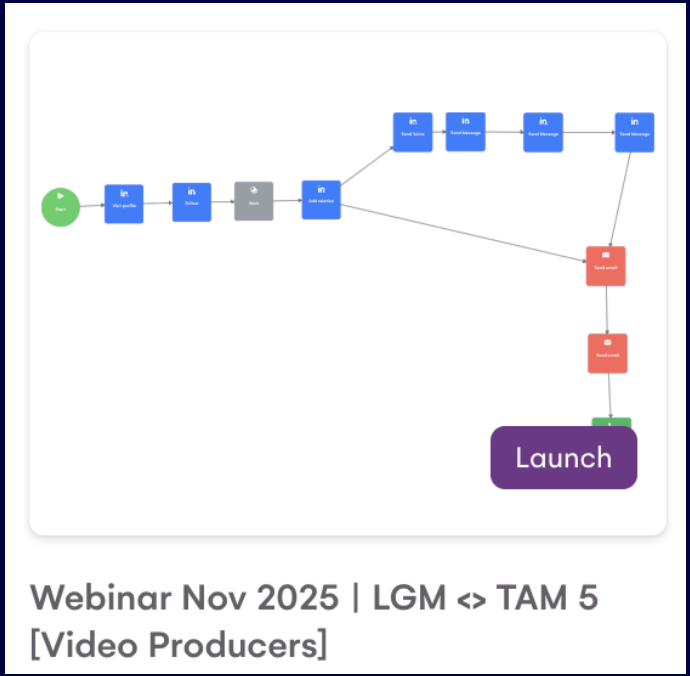
Webinar Nov 2025 | LGM <> TAM 5 [Video Producers]

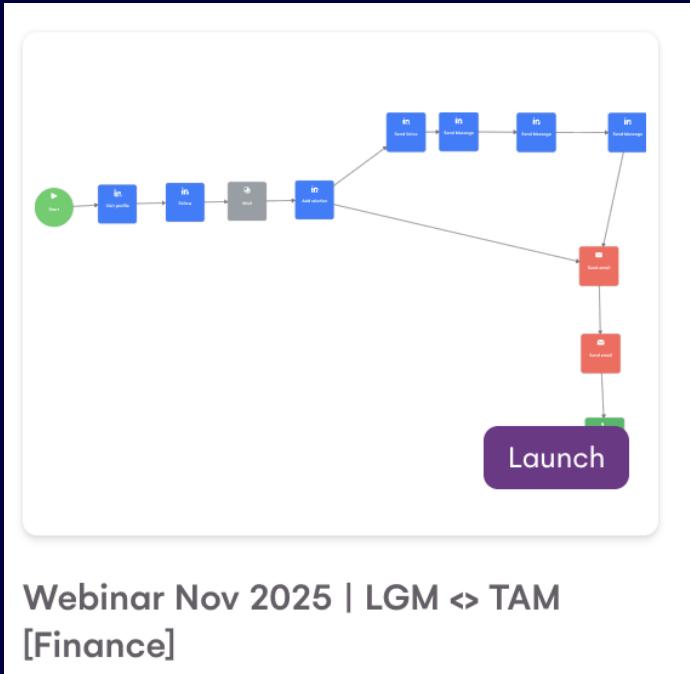


Webinar Nov 2025 | LGM <> TAM [Finance]

The copy is tailored to each persona

Leads are also assigned accordingly to the 2 groups

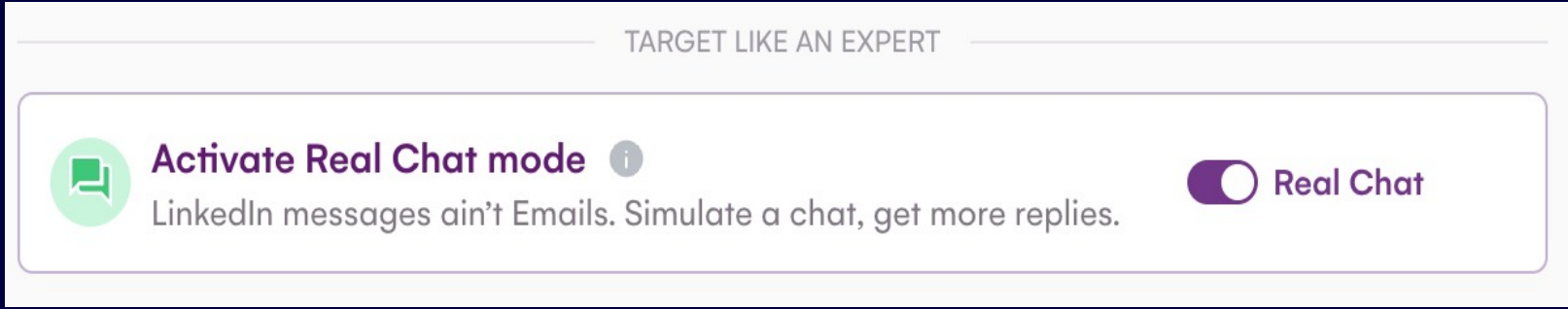




Step 11

Focus on feature for LinkedIn Messages → Real Chat Mode

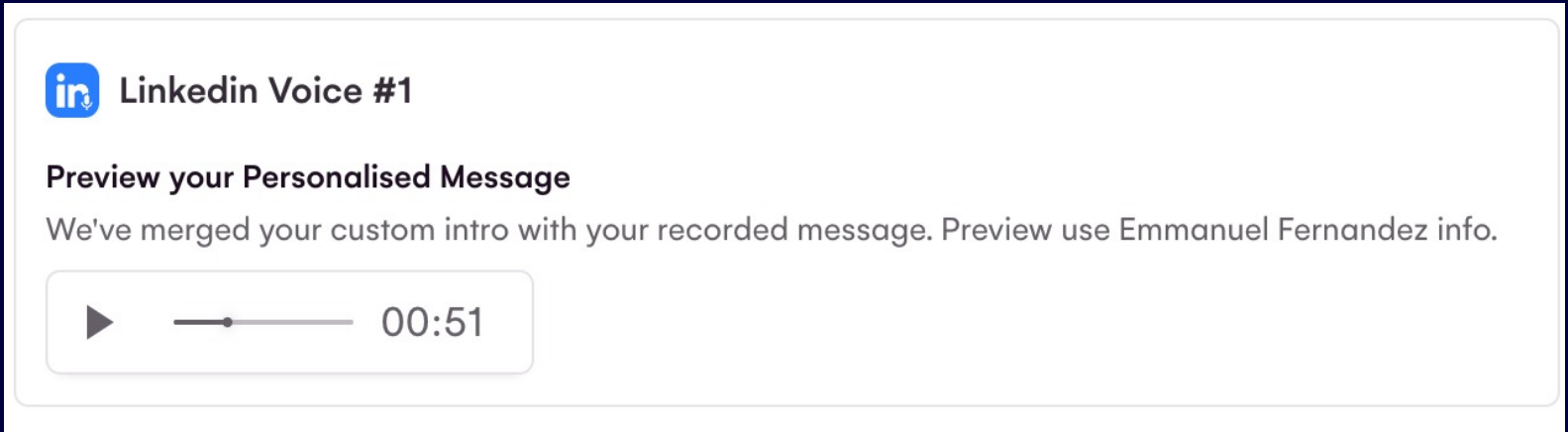
It allows to break the message (even if one) into small messages,
sent a few seconds apart, as a person would do



Step 12

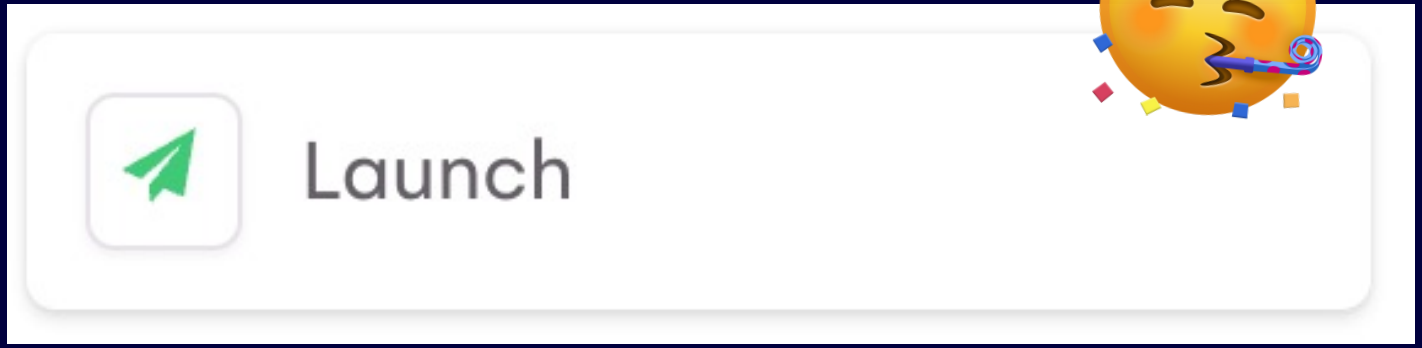
Focus on Personalised Voice Message

Every message comes with "Hey [Name]"



Step 13

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



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

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Read case studies

Book a strategy call

Done-For-You setup available

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