SERVICE · OUTBOUND & PIPELINE SYSTEMS

Outbound & Pipeline Systems

We build outbound as a system: a scored map of your total addressable market, an ICP drawn from what actually closed, enrichment and buying signals, sequences, sending infrastructure with proper deliverability, and reporting that ties every meeting back to its source. It is where Salecopy.io started in 2023, and it is the part of GTM engineering most companies try to hire a person for first.

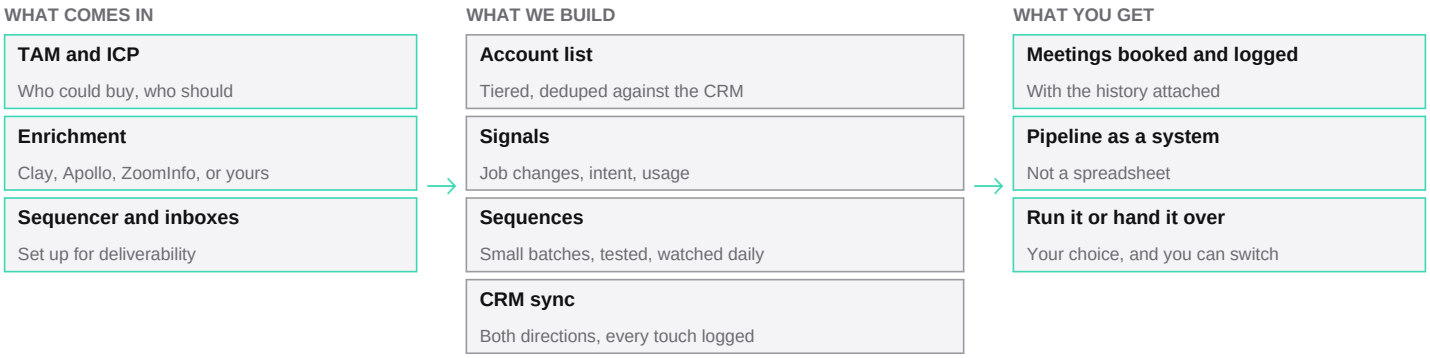
THIS IS FOR YOU IF

- You buy lists but have no real map of your market.
- Reps build their own lists in spreadsheets and nobody knows who was already contacted.
- You're entering the US or a new segment and need pipeline before you can justify a hire.

WHAT'S INCLUDED

TAM and account map. Every company worth pursuing, scored, with the reasoning behind each score.
ICP from closed-won. Titles, company sizes, deal sizes and triggers pulled from what you actually sold, not from a workshop.
Enrichment and signals. Contact data, firmographics and buying signals wired in with a spend cap, deduplicated against your CRM.
Sequences and messaging. Researched copy for every step, first email through last follow-up, tested in small batches before volume.
Sending infrastructure. Separate sending domains, warm-up, SPF, DKIM and DMARC, volume caps and inbox-placement monitoring.
Reporting. Opens, replies, meetings and revenue by segment and message, written back to the CRM so attribution holds.

How an outbound system flows



How it goes

1 Map
Two weeks. ICP questions, TAM build, scoring. You see the market before a single email goes out.

2 Build
Data, sequences, domains and the CRM wiring. Dry run to an internal list first.

3 Launch
Small batches, A/B tests, deliverability watched daily. Volume goes up only when the numbers say so.

4 Run or hand over
We run it on subscription, or train your SDRs and step back. Your choice, and you can switch.

WHAT YOU CAN BUY	TIMELINE	PRICE
Outbound system ICP, account list, enrichment, sequences and sending setup, handed over running.	4 weeks	from $6,000

FOUR WAYS TO PAY

Fixed price. The prices on the left. 70% at kickoff, 30% when the test you wrote passes.
The Bench. $2,500 a month for HubSpot care, $5,000 for one workstream, $9,000 for two. Month to month.
The Step-Down. $9,000 a month falling to $3,000 as we build, run, then hand over.
Custom quote. Several pieces as one fixed number, in writing within two business days.

Nothing behind a paywall. The prices on this site are a sample, not a menu you have to order from. Tell us the problem and we shape the work with you. Whatever we build, you get all of it.

Start with a free 30-minute audit. You leave with a written list of what is broken, what it would take, and a fixed price for each item. No deck.

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Prices are a sample of typical scopes and change over time. salecopy.io/pricing is the source of truth.