

Case Study: RocketRush

LinkedIn personal branding agency

THE CHALLENGE

RocketRush, a LinkedIn personal branding agency, excelled at attracting inbound inquiries through their own content. However, they needed a more predictable system to generate new leads, moving beyond reliance on organic interest alone. We stepped in to build that system.

OUR APPROACH

Phase 01 · Months 1–3

Initial Outreach & Testing

We began with cold email and cold calls, testing messaging effectiveness and identifying the most responsive segments among RocketRush's target audience.

Phase 02 · Month 4+

LinkedIn Expansion

After validating our initial approach, we introduced LinkedIn outreach, significantly expanding reach to a broader network of founders and managing directors.

Ongoing

Audience Refinement

Throughout both phases, we continuously refined the target audience by analyzing conversion rates and deal sizes across customer segments to optimize lead generation.

RESULTS

Avg. 7/mo

Qualified meetings booked within the first 90 days via email and cold calls

5–7

Additional hot conversations added monthly through LinkedIn outreach

₹18L

Closed-won revenue in 8 months

“We were dependent on referrals and inbounds. This gave us a predictable flow of conversations with qualified prospects.”

Nikhil Mishra

Founder, RocketRush