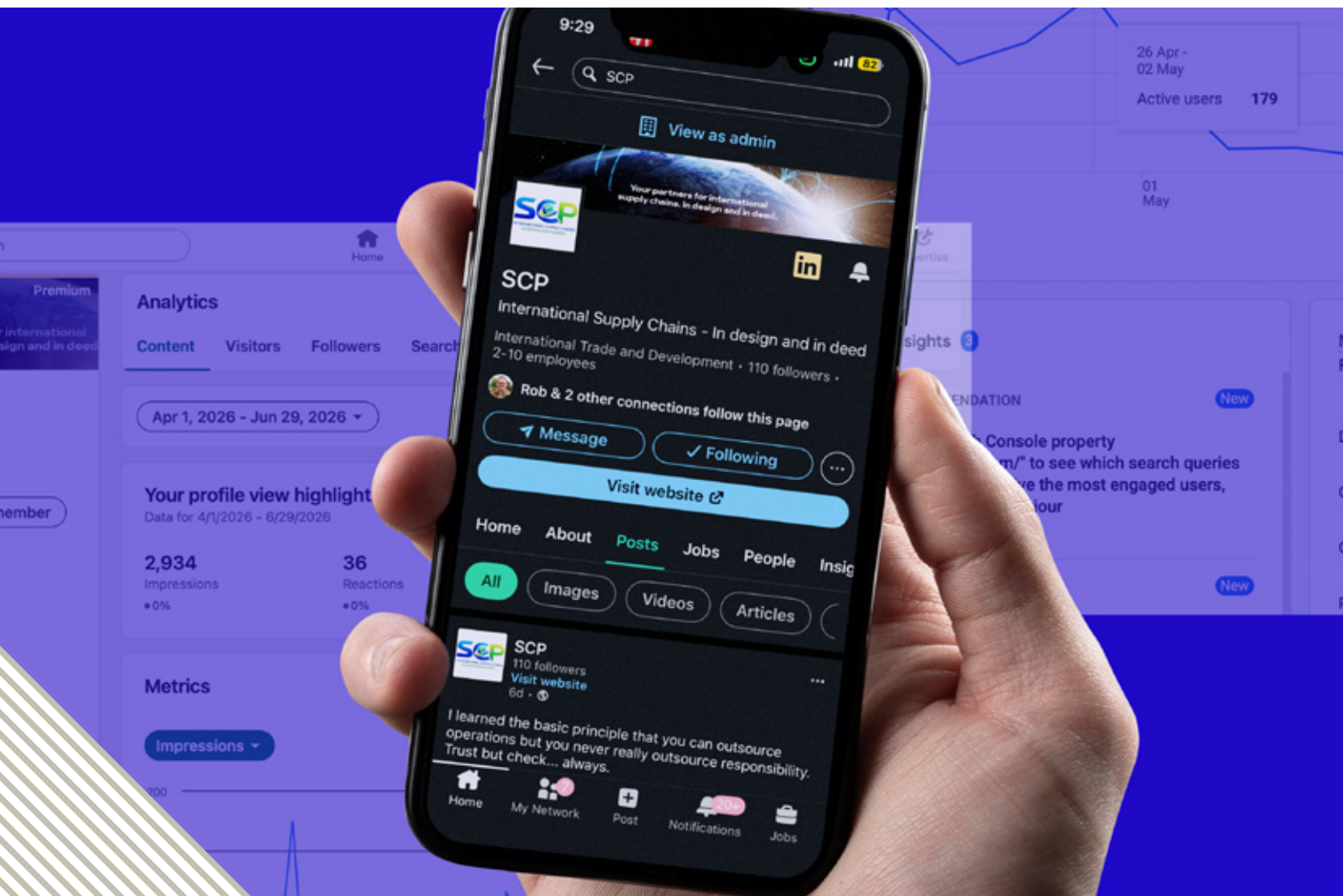




CLEAR & HONEST MARKETING

DRIVING TARGETED LEAD GENERATION FOR SCP

SCP INTERNATIONAL SUPPLY CHAINS



Context: Supply Chain Partners (SCP) operates in a highly specialist B2B environment, providing expert supply chain and logistics solutions. Operating within sectors like FMCG, Food & Manufacturing, and 3PL requires reaching busy, senior decision-makers. To fuel their growth, SCP needed to move beyond passive marketing and proactively engage with specific target audiences. They required a system that would not only identify the right prospects but also initiate meaningful conversations and build their authority in the sector.

The requirements: SCP approached Glued for a clear, honest, and effective lead generation strategy. Their primary requirement was to engage new, highly targeted audiences within specific industry verticals, namely FMCG, Manufacturing, and 3PL. To achieve this, they needed a multi-channel approach to warm up cold prospects before initiating direct contact. Furthermore, SCP wanted to empower their internal team by training them on automated engagement platforms, while also establishing a consistent content presence to validate their expertise when prospects began researching their brand.

The outputs: Drawing on our experience in strategic brand communication, we

designed a cohesive pre-funnel and active outreach programme. We began by supplying SCP with highly refined, targeted prospect data segmented by their core markets. Using this data, we developed and executed a cold email marketing campaign via Gmail to warm up the audience, introducing the SCP proposition prior to any direct LinkedIn engagement.

Alongside this, we implemented a strategic outreach campaign using the Waalaxy platform. True to our transparent approach, rather than running this as a hidden, black-box service, we trained the SCP team to use the platform effectively. This empowered them to deploy our targeted data to send automated connection requests and direct messages. To support this outreach, we mapped out and published targeted LinkedIn articles and posts, ensuring prospects found credible, engaging content when viewing the team's profiles.

The results: The combined approach of warming up data via email and executing structured LinkedIn outreach yielded measurable engagement across all target sectors between April and July 2026. Consistent email outreach successfully laid the groundwork for social engagement, with peak campaign sends targeted to

reach volumes of up to 4,500 contacts. This generated direct opens and replies that actively fed the SCP sales pipeline.

On LinkedIn, the internal team successfully utilised Waalaxy to build their networks with relevant prospects. We saw strong connection acceptance rates for cold B2B outreach across their key sectors:

- **3PL: 27% acceptance rate (78 new connections from 281 requests).**
- **Manufacturing: 18% acceptance rate (56 new connections from 313 requests).**
- **FMCG: Steady connection growth, securing 41 new connections from a single 310-prospect batch.**

This proactive outreach directly correlated with wider brand visibility. Routine LinkedIn articles achieved strong engagement, securing up to 500+ impressions per post. Furthermore, direct website traffic remained the strongest acquisition channel during the campaign period. With weekly visitor peaks reaching up to 169 users, it was clear that prospects were actively researching SCP as a direct result of the outreach programme.

< **Active users** ? **882** **New users** ? **874** **Average engagement time per active user** ? **24s** > 



ACTIVE USERS

0

ACTIVE USERS

TOP COUNTRY

Your profile view highlights

Data for 4/1/2026 - 6/29/2026

2,934

Impressions

● 0%

36

Reactions

● 0%

10

Comments

● 0%

25

Reposts

● 0%

Metrics

Impressions ▾



ABOUT GLUED

Established in 2003, Glued is committed to clear and honest marketing and communications. We help organisations connect people – externally through brand creation and marketing campaigns, and internally through immersive team-building experiences.

Our clients want to be proud of their organisation and brand, confident in their marketing, and delighted with the results. Many feel their business could deliver more or perform better, and our process is designed to unlock that potential.

If your potential customers or team are struggling to see what's at your core, the solution lies in articulating your valuable difference in a compelling, engaging, and relevant way.

We use a three-stage process to uncover the unique essence of your business and identify your valuable difference. This is embedded internally as a foundation for staff to build on, and externally as a basis for communication through effective branding and marketing.



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To strengthen your grip on what constitutes your core values, the answer lies in both your internal and external communications. That's why we now offer 'Teams Glued', a virtual reality team-building programme that helps people work better together—boosting productivity, collaboration, and staff retention.

SERVICES WE OFFER

Brand creation and development
Business support and training
Customer research
Display
Email marketing
Literature design
PPC campaigns
Social media campaigns
Team building
Video and photography
Website design and build

Glued is a brand and marketing agency based in the Worcester, helping your brand and marketing stick – inside and out. We connect people externally through compelling branding and campaigns, and internally through our VR team-building programme, Teams Glued.



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