

Cold to Closed: Selling SEO Services to Auto Dealers

TL;DR

We helped a company selling SEO services to auto dealers penetrate a tough market, secure high-ticket conversations with decision-makers, and create a predictable pipeline for growth.

So, what's OaaS?

OaaS stands for "Outbound as a Service." It's your "Go-To-Market Engine" that handles everything from prospect research, ICP refinement, lead generation, and outreach through channels like email, LinkedIn, and cold calls.



14,500+

Appointments Booked



2,600+

Total Deals Sourced



parakeet



www.parakeet.io



hello@parakeet.io



Boston, MA, USA

The Challenge



A company offering SEO services for car dealers faced tough competition in a crowded market. Many dealers were reluctant to switch from their current providers, making it hard for their outreach to grab attention and spark *real* conversations with decision-makers.

The Solution



- Assigned a dedicated SDR with automotive industry expertise to oversee all outbound activity
- Wrote highly personalized messaging sequences addressing dealers' common concerns and demonstrating the ROI of their service
- Delivered those personalized messages using a multi-channel outreach strategy targeting prospects using email, LinkedIn, and phone

The Results



1

16 Meetings Per Month (58% show rate)

Averaged 4 meetings booked per week during the Initial 90 days.

2

40% Pipeline Conversion

19 attended meetings progressed to qualified pipeline opportunities

3

\$220,000 In Revenue

Deals converted to closed-won revenue within the first six months

