

DRINKS BRAND / FRENCH TRADE AUDIENCES

Five audiences. One connected process.

A managed workflow connecting audience research, French-language messaging, email and LinkedIn follow-up.

DIFFERENT ROLES. DIFFERENT REASONS TO ENGAGE.

Agents

Distributors

Importers

Wine merchants

Hospitality

Delivered: a repeatable campaign workflow with shared reporting and human oversight.

01 / KEEP EACH CONVERSATION CONNECTED

Research. Tailor. Follow through.

01 Research and classify

Organise prospects by trade audience before campaign delivery.

02 Write for the audience

Prepare French-language email sequences for each segment.

03 Coordinate follow-up

Use shorter LinkedIn routes where suitable profiles are available.

04 Bring activity into view

Keep campaign status, email and LinkedIn activity together.

A workflow illustration, with no prospect information or private campaign screenshot.

02 / VISIBILITY WITHOUT LOSING HUMAN JUDGEMENT

One reporting view. People decide what next.

01

**Message
quality**

02

**Reply
handling**

03

Next action

The delivered process connected research, segmentation, audience-specific messaging, follow-up and reporting across five trade audiences.

This case establishes workflow delivery. It does not claim measured time savings or a verified number of qualified opportunities, meetings or sales.

Read the full case study



Client identity, prospect information and campaign totals remain private.