

Dean/George - Lead Gen for Ecom - 13-10-2025 - 08-30 to 09-30

Scheduled Time

13-10-2025 - 08:30 to 09:30

Recording Time

13-10-2025 - 08:35 to 08:38

Recording URL

<https://fathom.video/share/your-fathom-recording-url>

Attendees

- Dean Pike (dean@tidycurve.com)
- George Lau (ecomcompany@domain.com)

Executive Summary

George Lau's company is seeking to automate B2B lead generation. Dean Pike's company proposed a solution involving multi-channel outreach campaigns including LinkedIn, paid social/search ads, and SEO. The immediate next step is for Dean to send a detailed proposal, which George will review and provide a decision on by the following day. A follow-up call with Janice is also scheduled for Wednesday to address any detailed questions.

Key Points

- George's primary business challenge is the inability to generate new leads for B2B products.
- The company is looking for an automated service to increase leads and product sales.
- Dean's company provides a multi-channel lead generation service.
- This service includes LinkedIn automation, paid ads on Instagram, Facebook, and Google, as well as SEO.
- A proposal will be sent immediately after the call detailing the services, examples, and pricing.
- George will review the proposal and communicate a decision to proceed by the next day.
- A follow-up call is scheduled with Janice for Wednesday to handle more detailed questions.

Action Items

- Send a proposal with service details, examples, and pricing. (Owner: Dean Pike, Due: Immediately after the call)
- Review the proposal and provide a decision to proceed. (Owner: George Lau, Due: Tomorrow)
- Call George to answer detailed questions. (Owner: Janice, Due: Wednesday)

Decisions

- Decision: Dean Pike will send a formal proposal to George Lau outlining the lead generation services.
- Decision: George Lau agreed to review the proposal and provide a go/no-go decision by the following day.
- Decision: A follow-up call will be arranged between Janice and George for Wednesday.

Risks/Concerns

- None identified in the transcript

Open Questions

- None identified in the transcript

Entities

People

- Dean Pike
- George Lau
- Janice

Orgs/Places

- LinkedIn
- Instagram
- Facebook
- Google

Numbers/Dates

- Today: George will review the proposal.
- Tomorrow: George will provide a decision to proceed.
- Wednesday: Janice will call George for a follow-up.

Full Transcript

[00:00:07] Dean Pike: Hey George, shall we get started and talk about the e-commerce lead generation services?

[00:00:32] George Lau: Yes, let's do it.

[00:00:37] Dean Pike: Great, so just explain to me the core key points in your business. Of course we already understand quite a bit about your business, but if you could just go through the biggest challenges you have currently.

[00:00:55] George Lau: Yes, the main challenges around not being able to. Thank To generate new leads for some of the B2B products that we're trying to sell, and essentially we're looking for some support to help automate that service, so ultimately we can get more leads and sell more products.

[00:01:21] Dean Pike: Okay, that sounds very reasonable, and so something that is certainly feasible for us to try and implement for you. And do you mind if I can talk through our process for how we can solve these problems for you?

[00:01:41] George Lau: Absolutely, please go ahead.

[00:01:54] Dean Pike: Great, so our process works very simply. We run an outreach campaign. And we'll do some LinkedIn automation through certain LinkedIn accounts for you, paid out through Instagram, Facebook, and Google, as well as SEO services.

[00:02:12] Dean Pike: So what I'm going to do straight after this call is a proposal so that you can essentially see what the service deals in detail, some examples, and some pricing as well. How does that sound?

[00:02:31] George Lau: Yeah, brilliant. You just said that to be asked. And then I'll take action today and let you know tomorrow to proceed.

[00:02:44] Dean Pike: Perfect. And then I'll also get Janice to call back probably around Wednesday so that she can help answer any sort of detailed questions about so

[00:03:04] George Lau: Great. look forward to hearing from Janice as well. Sorry, I've got to jump now, but it's been great talking to you.

[00:03:09] George Lau: Thank you.

[00:03:12] Dean Pike: Okay, George, thanks very much. Take care and goodbye.