

An aerial photograph of a coastal town and beach. The town is built on a hillside overlooking the ocean, with many houses and palm trees. The beach is sandy and crowded with people, with waves breaking on the shore. The sky is clear and blue.

LUCID
STRATEGIES

DIGITAL MARKETING AT ITS BEST

LUCID STRATEGIES FLYING PIG CASE STUDY

Table of Contents

1. About Us
2. What is Cold Outreach?
3. Case Study
4. Sales Accelerator
5. Testimonials
6. FAQs

About Us

Lucid Strategies, led by Lena Viktoria Frenzel, is a nexus of transformative strategic marketing and sales mastery. Our "Sales Accelerator" is a testament to this mastery, turning your offerings into magnetic attractions that captivate target audiences with precision. Lena's expertise, honed alongside global giants like Google, YouTube, and Nike, infuses your business with transformative strategies and irresistible messaging.

Our services encapsulate hyper-targeted outreach, meticulous inbox management, and strategic follow-ups, ensuring every lead is cultivated with precision and care. We embody organizational excellence, providing real-time dashboards and CRM management that empower your business with clarity and control. Choosing Lucid Strategies is a voyage towards transformative success, where your business is optimized, and visions are nurtured into vibrant realities.

Meet Our Founder: Lena Frenzel

Bachelor of Science
Business Administration - Marketing Management

Master Of Arts
Mass Communications - Research & Theory

Companies She Has Worked For





FROM CONCEPT TO CREATION... AND BEYOND
"Delivering the resources you need to your doorstep."

LUCID STRATEGIES



OUR CLIENTS



monitors.com



IKOMEI
A heartbeat ahead.



PC-WARRIORS
MULTI-PURPOSE COMMUNITY



Emergent Leadership Pathways



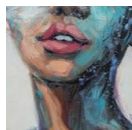
PARHELIA.BIO



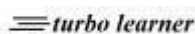
Optimizing Your Workforce



FLYING PIG DESIGNS, LLC



RADIOLOGY
CONSULTING &
ACCREDITATION
SERVICES



Trusted Cosmetic Intelligence



HUMANITY WE



Cold Outreach - Objectives

Generate Leads

- Identify potential customers or clients who may have a need for your products or services but are not currently in your network or database.

Expand your reach

- Reach out to a broader audience beyond your existing customer base, enabling you to tap into new markets and opportunities.

Cold Outreach - Objectives

Initiate sales conversation

- Start conversations with prospects and introduce them to your offerings, with the aim of eventually converting them into paying customers.

Build Brand Awareness

- Increase awareness about your brand, products, or services among individuals and businesses that may not be familiar with you.

Cold Outreach - Objectives

Gather Market Insights

- Gather information about market trends, customer pain points, and competitor activities through interactions with cold outreach targets.

Establish partnerships

- Identify potential partners, collaborators, or affiliates who can help you grow your business or expand your reach.



FLY CASE STUDY

Problem Statement

1. No lead generation system.
2. Receiving referrals but cannot tap into new markets outside of referrals.
3. No organized marketing and sales processes and SOPs.

Target Audience

- **Concentrated & Cost Effective Expertise - Start Ups**

Medical device startups traverse the path of FDA-compliant medical device design. It offers seasoned design and engineering teams alongside a comprehensive service that takes your project from initial concept, through design and prototyping, and into manufacturing.

- **Niche Staffing - Established Companies**

Companies facing staffing constraints on specialized FDA-compliant projects. Provide expert teams to kickstart and execute niche/specialized projects

Target Audience - Medical Device OEMs

Startup CEOs & Founders: Leaders in emerging medical device companies seeking cost-effective expertise to accelerate product development and streamline operations.

Product Managers & Engineering Staff: Key personnel responsible for overseeing product development and ensuring the engineering process meets both innovation and regulatory standards.

Project, Product, & Program Managers: Leaders managing timelines, resources, and deliverables for medical device projects, looking for niche expertise that delivers efficient and compliant solutions.

Niche Staffing Focus: Established Medical Device Companies (Not Service Providers): The target is companies with in-house manufacturing capabilities, not service firms, consultants, or HR businesses, looking for specialized staffing solutions tailored to the specific needs of medical device production.

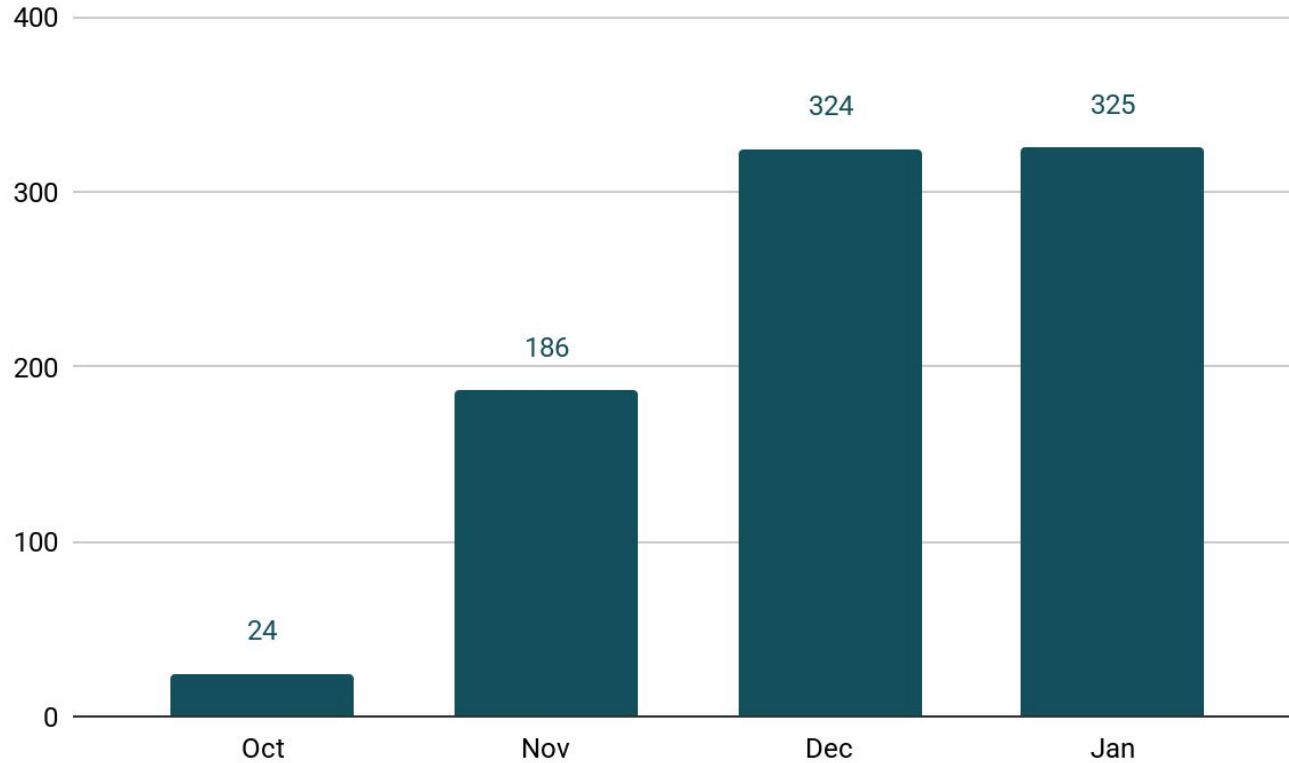


LEADS GENERATED

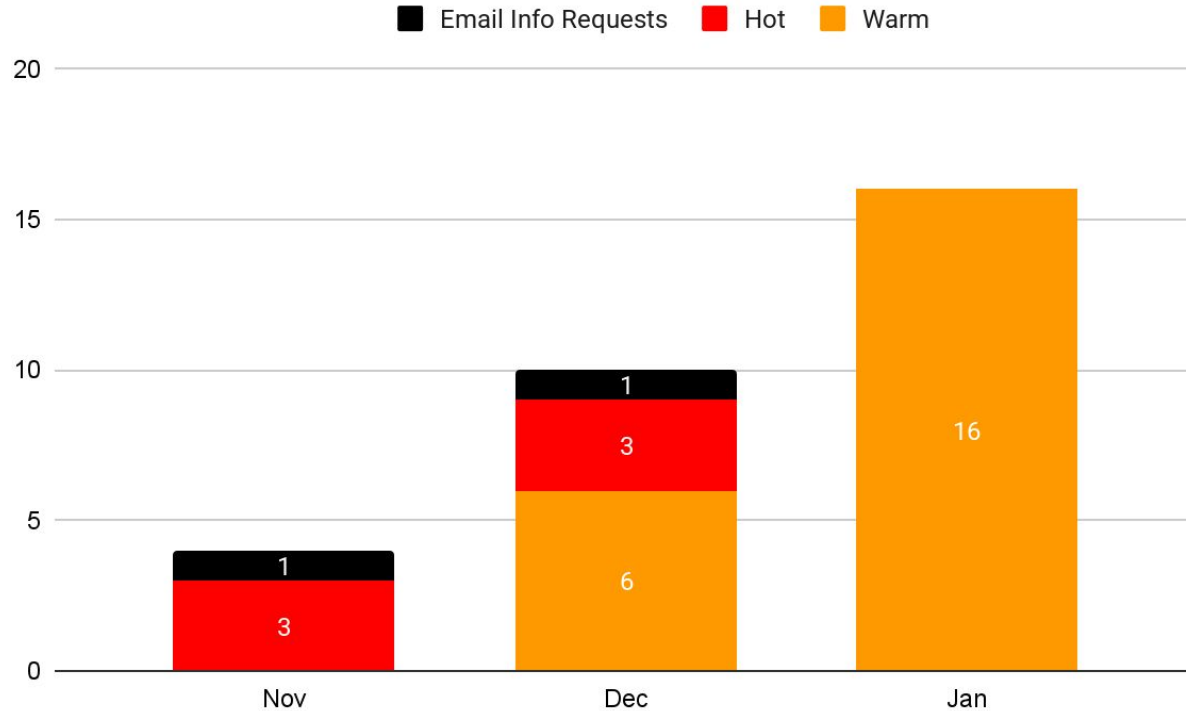
Disclaimer

Lucid Strategies provides lead generation services only. The service we offer is strictly focused on identifying potential leads and delivering relevant information to our clients. We do not guarantee sales, conversions, or any specific business outcomes beyond the provision of qualified leads. The success of these leads in terms of conversion or business growth depends on the client's internal processes, follow-up, and other external factors beyond our control.

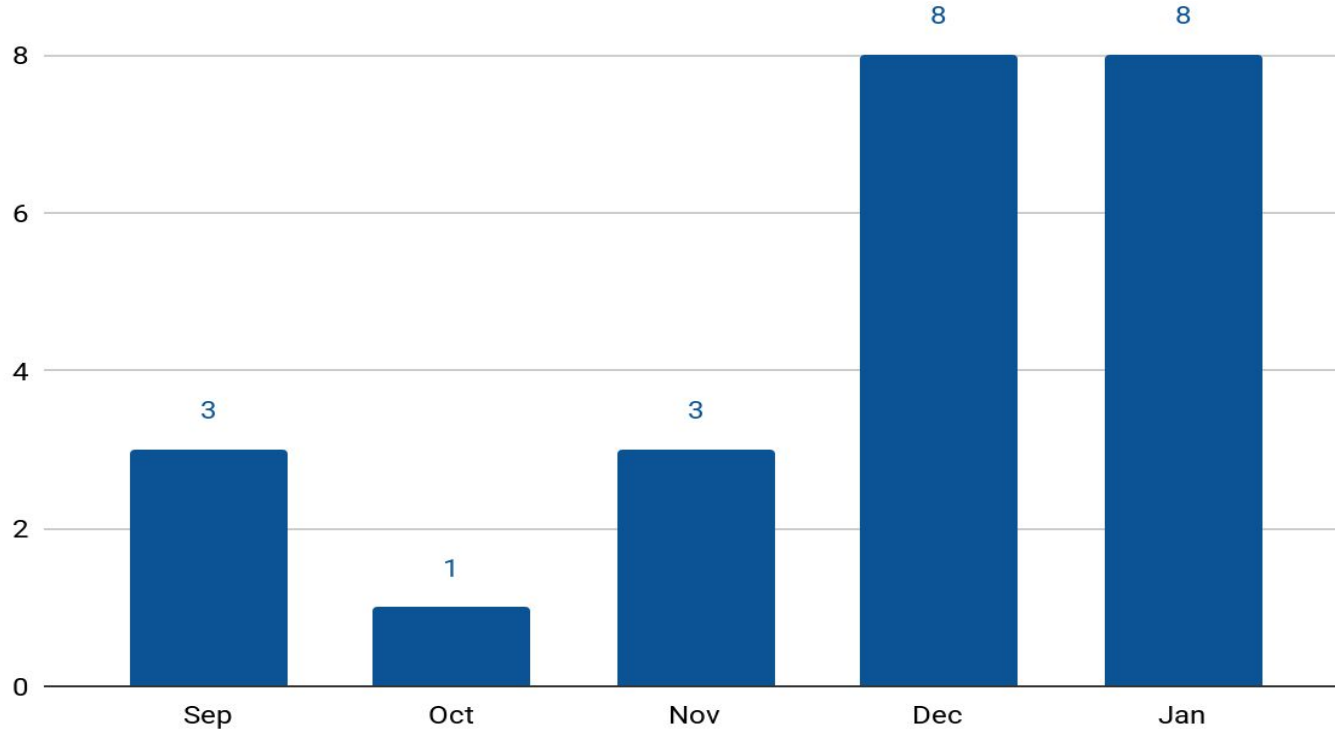
Leads Generated



Hot Leads in Addition To Meetings Booked



Appointments Booked



SALES ACCELERATOR



Sales Accelerator

1. IRRESISTIBLE OFFERS

Lucid Strategies turns the company services into offers that immediately capture their target audience, making them eager to book a call.

2. HYPER-TARGETED TARGETING

With the right and effective targeting, Lucid Strategies performs daily hyper-targeted outreach, allowing the company to focus on innovation in its business.

3. REAL-TIME DASHBOARDS & WEEKLY COACHING

As a mastermind of marketing, Lena Frenzel provides weekly detailed reports and coaching to help the company fine-tune the strategies for success in the short and long term.

B2B Lead Generation Tips By Lucid Strategies

WATCH: youtu.be/x9ltTAHLbTo?si=v4fZJxnvBS99l7U-

WATCH: youtu.be/x9ltTAHLbTo?si=v4fZJxnvBS99l7U-

BOOK A STRATEGY CALL WITH US
calendly.com/lucidstrategies/website

Other Client Testimonial Videos



SURY SHONEY

CEO & Founder of Shoney Scientific - Medical Device
Manufacturing



Cross-Industry B2B Triumphs: Diverse Company
Leaders Share Their Stories



General FAQs

FAQs for Lucid Strategies' Sales Accelerator Program

1. What is the Sales Accelerator Program?

The Sales Accelerator Program is a revolutionary program designed to help businesses book between 1 to 6 high-ticket clients per week, using a proven sales and marketing process.

2. How does this program help my business?

It helps you overcome business bottlenecks, create irresistible offers, target your ideal clients, and use advanced marketing techniques to reach beyond your organic network without ad expenses.

3. What strategies does the Sales Accelerator use?

The program utilizes cutting-edge copywriting strategies, direct response B2B marketing techniques, and a process to vet and prequalify clients. It also teaches 5 secrets for natural, non-pushy closing of sales.

4. Who is behind the Sales Accelerator Program?

Lena Viktoria Frenzel, an expert with over 10 years of experience in executive marketing positions at major companies and start ups such as Facebook, Google, YouTube & Nike, is the mastermind of this program.

FAQs for Lucid Strategies' Sales Accelerator Program

5. What unique value does Lena bring to the program?

Lena offers her expertise as a dedicated CMO, helps train teams, and implements a sales accelerator marketing and sales funnel in the organization.

6. What are the main components of the service?

The service includes high-conversion copywriting, creating irresistible offers, marketing automation, and booking appointments.

7. Is there a consultation available?

Yes, a free consultation session can be scheduled to understand more about the program.

8. How can I contact Lucid Strategies for more information?

You can contact them at (949)-312-4988 or support@lucid-strategy.com.



LUCID
STRATEGIES

DIGITAL MARKETING
AT ITS BEST

WWW.LUCID-STRATEGY.COM