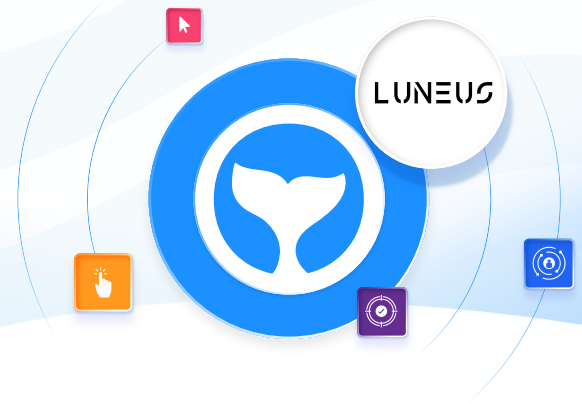


How SourceWhale Helped Luneus Streamline Outreach and Break Into New Markets



Background and Challenges

Luneus, a recruitment agency specializing in the rapidly growing space sector, had built strong relationships within the UK and EU markets. However, their business development approach was largely reactive, and their outreach lacked the structure and consistency required to drive sustained growth. Most outreach was conducted through LinkedIn, with consultants relying on their own methods and limited visibility into the success of their efforts. They recognized that expanding into new markets, particularly the US, would require a more strategic, data-driven approach to business development.

Key challenges included:

- Inconsistent outreach processes across consultants.
- Reactive business development strategy, lacking a continuous pipeline approach.
- Limited visibility into response rates, with reliance on LinkedIn stats and manual tracking via spreadsheets.
- No structured follow-up processes or way to enforce best practices.

Luneus knew they needed a solution to create a consistent, measurable, and scalable outreach strategy that could support their ambitious growth plans in the global space industry.

OBJECTIVES | LUNEUS AIMED TO SOLVE SEVERAL KEY ISSUES:

- 1**

Move from a reactive to a proactive business development strategy.
- 2**

Establish an “always on” approach to pipeline development, especially as they expanded into the US market.
- 3**

Gain visibility into outreach metrics, ensuring follow-ups were consistent and tracked.
- 4**

Implement a scalable tool to standardize outreach practices across the team, helping identify and propagate best practices.

Additionally, Luneus saw significant opportunities within the global space industry, comprising approximately 10,000 companies, of which 50% were based in the US. Expanding into this lucrative market was essential to their long-term growth strategy.

SourceWhale Implementation

Luneus found the onboarding process with SourceWhale to be smooth and efficient. Within less than a month, their team was fully set up and self-sufficient. The support from their Customer Success Manager, Emily, ensured that the team adopted SourceWhale’s features quickly and seamlessly.

Client Name: Luneus

Industry Vertical:

Space

Headcount:

6 consultants

CRM Systems:

JobAdder (for candidate management) and HubSpot (for business development)

The Results

LUNEUS



KEY BENEFITS



Increased Efficiency

The team now covers more ground in their outreach than ever before. The "to do" feature provides clear guidance on which channels to use and when, making it easier for consultants to be persistent in their follow-ups.



Improved Messaging

SourceWhale's Content Coach tool has empowered the team to refine their outreach messages, ensuring they are the right length and reading level for their target audience. This has boosted their confidence in the quality of their outreach.



Expanded Use Cases

While initially implemented for cold outreach, Luneus has also seen strong results using SourceWhale for candidate pitching and is exploring new ways to utilize it for reverse selling campaigns targeting senior candidates in the space industry.

RESULTS

Since implementing SourceWhale, Luneus has achieved impressive results including **10 new logos acquired within the first six months, including clients in the US market.** This is a significant step forward in their business development strategy.



ADAM STOCKLEY
SPACE TEAM LEADER

"SourceWhale is the first thing that gets loaded up in the morning and the team uses it daily. Any business that doesn't have it would be silly not to. I would recommend buying it as one of the earliest parts of your tech stack, especially if you're a small business trying to grow."

CONCLUSION

For recruitment agencies looking to streamline and scale their business development efforts, Luneus's success with SourceWhale provides a clear example of the impact the platform can have. By moving from a reactive to a proactive strategy and leveraging data-driven outreach tools, Luneus has been able to significantly expand their market presence, paving the way for continued growth in a highly competitive and specialized industry.

Ready to revolutionize your recruitment agency's outreach and business development?

Explore how SourceWhale can help your team achieve similar success.