



OUTBOUND LEAD GENERATION ENGINE

# HDM ENERGIES

UK Commercial Solar · Power Purchase Agreements

No marketing team. No outbound system. No time. Here's how HDM Energies built a **pipeline of 50 qualified leads** in under four months.

**10,000**

EMAILS SENT

**68**

POSITIVE RESPONSES

**50**

QUALIFIED LEADS  
DELIVERED

**~25**

PROJECTED NEW  
CLIENTS

01 · THE SITUATION

# SCALING FAST WITH NO TIME TO PROSPECT

Dave Roberts, Managing Director of HDM Energies, was scaling a startup with a small sales team, no marketing presence, and little time to run outreach himself. The company needed to reach commercial solar installers who could sell its power purchase agreements - but neither Dave nor the founder was active on LinkedIn, and they lacked the bandwidth to build a pipeline from scratch.

The business had previously leaned on a sister company's sales team to make connections, but that was never the sister company's priority. HDM needed a low-overhead growth solution that could move fast without placing demands on an already stretched team.

*"You're a marketing expert and I'm not - so give you carte blanche. If I'm going to allow you to do it, why clip your wings?"*

— DAVE ROBERTS, MANAGING DIRECTOR, HDM ENERGIES

With no internal marketing function and both leaders bottlenecked in sales, HDM needed an external engine it could trust to run end-to-end - sourcing the right contacts, writing the outreach, and managing the campaigns without constant oversight.

WHERE HDM STARTED — BASELINE



02 · CHALLENGES & DELIVERABLES

# FROM GAPS TO A WORKING SYSTEM

CHALLENGES BEFORE	WHAT WE DELIVERED
✗ No marketing presence or outbound system	✓ LinkedIn profile optimization and content strategy
✗ Founder and MD both bottlenecked in sales	✓ Full outbound email campaign system, built and managed end-to-end
✗ Relying on a sister company's sales team	✓ Targeted lead list — the commercial solar installer segment
✗ LinkedIn profile not optimized for selling	✓ Done-for-you execution — minimal client time required
✗ Limited budget for fixed overhead	✓ Two-campaign sequencing across 10,000 contacts

**THE BRIEF, IN ONE LINE**

Build a low-overhead, done-for-you acquisition engine that reaches the right commercial solar installers at scale - and runs without pulling Dave or the founder off the tools.

03 · CAMPAIGN ARCHITECTURE

# TWO CAMPAIGNS, ONE SEGMENT

Blue Ocean Solutions ran two sequenced outbound email campaigns across more than 10,000 UK commercial solar contacts - one tightly targeted, one broad.

**CAMPAIGN 01 · SOLAR INSTALLERS UK**

A tightly-defined, named-account list of UK commercial solar installers positioned to resell HDM's power purchase agreements to their own customers.

**CAMPAIGN 02 · SOLAR KEYWORD ONLY**

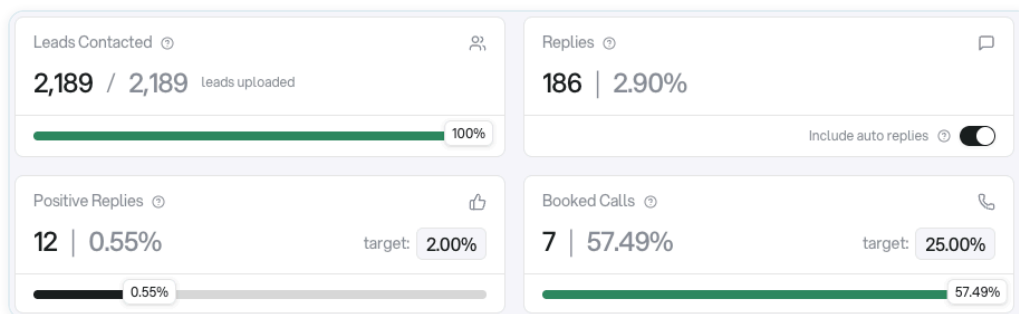
A broader reach across UK solar businesses matched on solar keywords and buying signals - widening the funnel beyond the named-installer list to surface additional demand.

04 · CAMPAIGN PERFORMANCE

# RESULTS STRAIGHT FROM THE PLATFORM

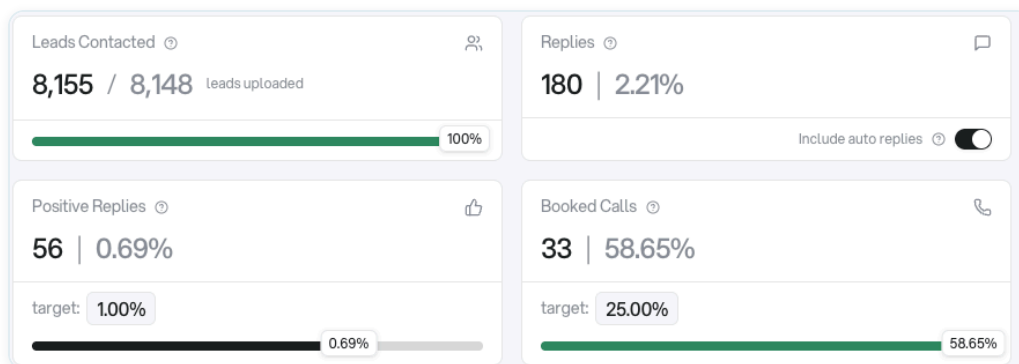
**CAMPAIGN 01 · SOLAR INSTALLERS UK**

2,189 contacted · 186 replies · 7 booked



**CAMPAIGN 02 · SOLAR KEYWORD ONLY**

8,155 contacted · 180 replies · 33 booked



Across **10,344 contacts**, the two campaigns produced **366 replies**, **68 positive responses**, **40 booked calls directly and 10 additional calls via LinkedIn** - delivering **50 qualified leads**, of which Dave estimates roughly 50% (around 25) are on track to become clients.

05 · IN DAVE'S WORDS



I wasn't expecting the quality. **Maybe 80 or 90% hit the target.** Some were so targeted, we were already in relationships with those people.

— DAVE ROBERTS, MANAGING DIRECTOR, HDM ENERGIES

[▶ WATCH THE FULL INTERVIEW](#)

*"Relatively touchless from my perspective. My whole view is you're a marketing expert and I'm not — so just let you go and do your thing."*

— DAVE ROBERTS, MD

*"Both conversations — one from our CEO, one from a loyal install partner — happened before we really started the leads flowing through. So it was very reassuring."*

— DAVE ROBERTS, MD

*"I didn't have hours to brief you or check content. To give you the trust and let you run with it and get the results — that's been perfect for us."*

— DAVE ROBERTS, MD

**~50%**  
of delivered leads are on track to become clients — around **25 new clients** projected.

06 · KEY OUTCOME

## A FUNCTIONING OUTBOUND ENGINE IN FOUR MONTHS

Within four months, HDM Energies had a functioning outbound engine, a LinkedIn presence generating unsolicited positive feedback from its CEO and a key installation partner, and a pipeline of 50 qualified conversations with the right segment — with results flowing within 30 days of launch. The engagement freed Dave's time entirely and gave the business the confidence to hire two new heads of sales and a head of marketing.

**50**  
QUALIFIED LEADS DELIVERED

**~25**  
PROJECTED NEW CLIENTS

**30** DAYS  
TO FIRST RESULTS

**3**  
NEW HIRES ENABLED

**07 · SERVICES USED**

LinkedIn Content & Profile
Cold Email Outreach
Lead List Sourcing
Targeted Segmentation

Two-Campaign Sequencing
Outbound Campaign Management
Done-for-You Execution

**08 · ABOUT BLUE OCEAN SOLUTIONS**

Blue Ocean Solutions helps clean-tech and renewable energy businesses generate more qualified opportunities and operate more efficiently — without adding headcount or operational complexity.

We act as a strategic growth partner, not a vendor. That means we take the time to understand your business, build a plan that fits your stage and budget, and execute it largely hands-off — so your time stays where it belongs.

**BUSINESS GROWTH SERVICES**

- › GTM strategy and messaging
- › Lead generation and outbound systems
- › Sales enablement
- › CRM automation and integration
- › Content and brand authority
- › LinkedIn profile and outreach
- › Website SEO / AEO / GEO
- › AI voice agents and workflow automation

**READY TO EXPLORE WHAT THIS LOOKS LIKE FOR YOUR BUSINESS?**

Book a free 45-minute call · [kreel@blueoceansolutions.ai](mailto:kreel@blueoceansolutions.ai)

**BOOK A CALL →**

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