PIPELINE FROM AI VIDEO CONTENT

# B2B MEETINGS WITHOUT COLD CALLS & EMAILS

The system that turns AI video into leads, opportunities and customers.

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INSIDE

# WHAT'S IN HERE

BEFORE WE START

# WHY YOU'RE READING THIS

You probably got here from a short film about an SDR on his knees in a boardroom while two robots decide his fate. It's fiction. The problem it dramatizes is not.

Thousands of emails and hundreds of calls that go into silence. A pipeline that depends on volume nobody reads anymore. A sales team blamed for a machine that stopped working.

To win customers today, a B2B company needs a channel of its own and content that actually stands out. Video is the strongest format for carrying a message and creating real engagement. The catch used to be cost. Good video was expensive, so most feeds stayed full of text and stock images. AI changed that this year.

This book is the whole system, start to finish: how to make content that gets noticed, how to put it in front of the right people, how to catch every signal it produces, and how to turn those signals into booked meetings. Do it yourself with this playbook, or talk to me at the end. Either way, you leave with the strategy.

CHAPTER 1

# COLD OUTBOUND IS MATHEMATICALLY DEAD

> **Volume outbound stopped working the moment AI made volume free. When everyone can send 40,000 emails, nobody reads any of them.**

Let me be clear first: cold outreach still works. It isn't dead as a tactic. But the math has turned against it, and it turns further every month.

AI dropped the cost of a cold touch to almost nothing, so everyone sends more. The same inbox now gets ten near-identical "I saw you're the VP of..." emails in a morning, and the reader deletes all ten without opening one. More volume makes it worse, because you're adding noise to a channel you're already drowning in.

This was never the SDR's fault. Hire the sharpest rep alive and the channel still fails them, because the problem is structural. And finding people who can run cold outreach well, for years, without burning your domain and your brand, has become genuinely hard.

The alternative isn't "email harder." It's warm. Reach people who already know you, and every number in the funnel moves in your favor.

# COLD OUTREACH VS WARM OUTREACH

THE DIFFERENCE IN RESULTS

| COLD OUTREACH | | WARM OUTREACH |
|---|---|---|
| No prior interaction. Direct outreach. | | Prior signal or interaction. They know you. |
| 2-5% | REPLY RATE<br>email + calls, per 100 contacts | 10-20% |
| 0.5-3% | MEETINGS BOOKED<br>per 100 contacts | 5-15% |
| 10-20% | MEETINGS THAT BECOME CUSTOMERS<br>close rate of booked meetings | 25-40% |

## THE MATH: SAME 1,000 CONTACTS

**COLD:** 1,000 contacts → ~15 meetings → ~2 customers

**WARM:** 1,000 contacts → ~100 meetings → ~30 customers

**≈ 15X MORE CUSTOMERS. SAME EFFORT.**

*Ranges based on published research from outreach platforms incl. Apollo, Instantly, Woodpecker and Lemlist. Actual results vary by industry, market and price point. Math uses illustrative midpoints.

Reply, meeting and close rates: cold versus warm. Ranges from published research (Apollo, Instantly, Woodpecker, Lemlist). Same 1,000 contacts, roughly 15x more customers when they already know you.

CHAPTER 2

# ENGAGEMENT IS THE INTENT SIGNAL

> **You don't find buyers by contacting strangers. You detect them by watching who engages. A like, a video view, a download: each one is a hand half-raised.**

A buying signal is any observable event that says a company is entering a buying window. A good one is observable, timely, relevant and actionable. The whole machine fits in one sentence: content attracts, signals get captured, follow-up converts.

Signals come in three tiers. **First-party** is engagement with your content, your site visitors, your form fills. Only you see them, in real time. **Second-party** is a prospect's public activity: job changes, hiring posts. **Third-party** is public web events: funding, news, a job ad standing in for a need.

Scraping the second and third tiers became a commodity (a good deep dive is Trigify's guide). But they underperform: most buying moments never go public, anything scrapeable is being worked by your competitors too, and you're still a stranger.

## The signal ladder

A signal is worth what the action cost the prospect. An impression costs nothing, so it's reach, not a signal. A 50%+ video watch costs attention, worth retargeting. A like costs public identity, worth a light personal touch. A download or reply costs contact data, the strongest signal, worth a direct follow-up within hours. The cost of their action is your permission level. And the best part: first-party signals can be manufactured, with video, ads, and every engagement captured. That's the machine this book builds.


The three tiers of buying signals, compared. First-party wins on every axis, and it's the only tier you can create on demand.

CHAPTER 3 · PILLAR 1

# AI VIDEO CONTENT THAT STOPS THE SCROLL

> **Content is usually handed to the most junior person in the building. That's exactly why most of it disappears.**

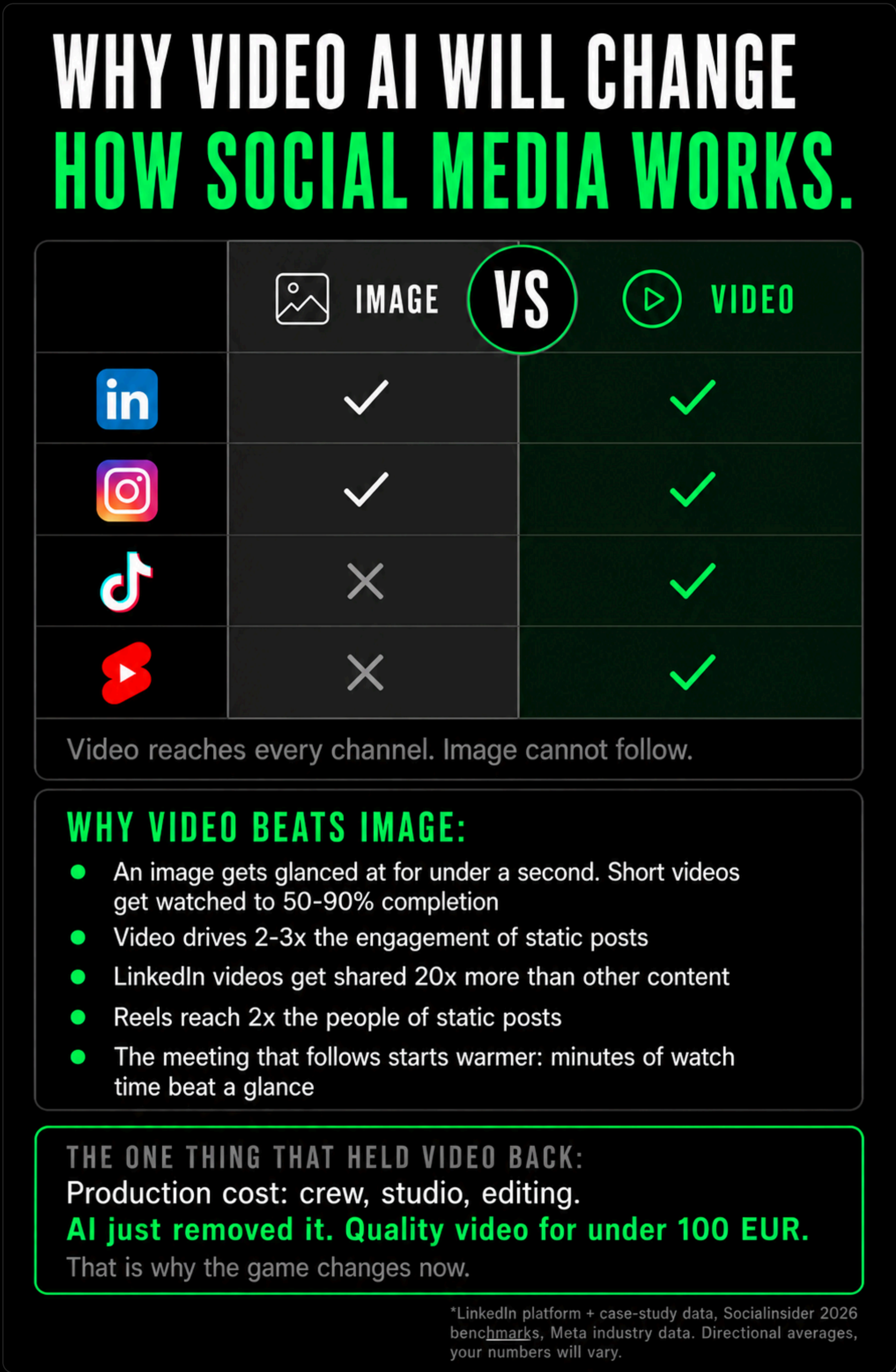
Content that works needs three things: a deep read of your own business, an equally deep read of your customer's problems, and someone genuinely obsessed with cutting through the noise. Hand that to a junior, in-house or at an agency, and you get content that reads like everyone else's.

On social, image and video beat text. But format is the smaller half. What wins is the message and the positioning. AI can produce the output; the message is the part you bring.

### Why bet on video

Video carries emotion, and emotion is what makes a stranger remember you. An image is great for one sharp claim; video gives you room to go deeper. It reaches everywhere, including the channels an image can't follow, TikTok and YouTube Shorts, and it's the format younger buyers already default to.

The one thing that always held video back was cost: crew, studio, editing. AI removed it. Quality video now costs under 100 EUR. That single change is why the ground is shifting right now. The tools churn monthly (Sora was last year's most famous one and it was shut down within twelve months), so the durable assets are your message and your funnel, not whichever model wins this week.




Where each format can go, and what the numbers say about video. Sources: Wyzowl, Socialinsider, Meta industry data. Directional averages.

# PAID DISTRIBUTION ON SMALL BUDGETS

> **Reach is irrelevant. The right 5,000 people seeing you is everything.**

Ads exist to put your content in front of a narrow, well-defined audience. Define that audience before you touch the budget. Get the targeting and creative right and 2,000 EUR a month is enough to matter. For cold traffic, a native lead form usually beats sending everyone to a landing page.

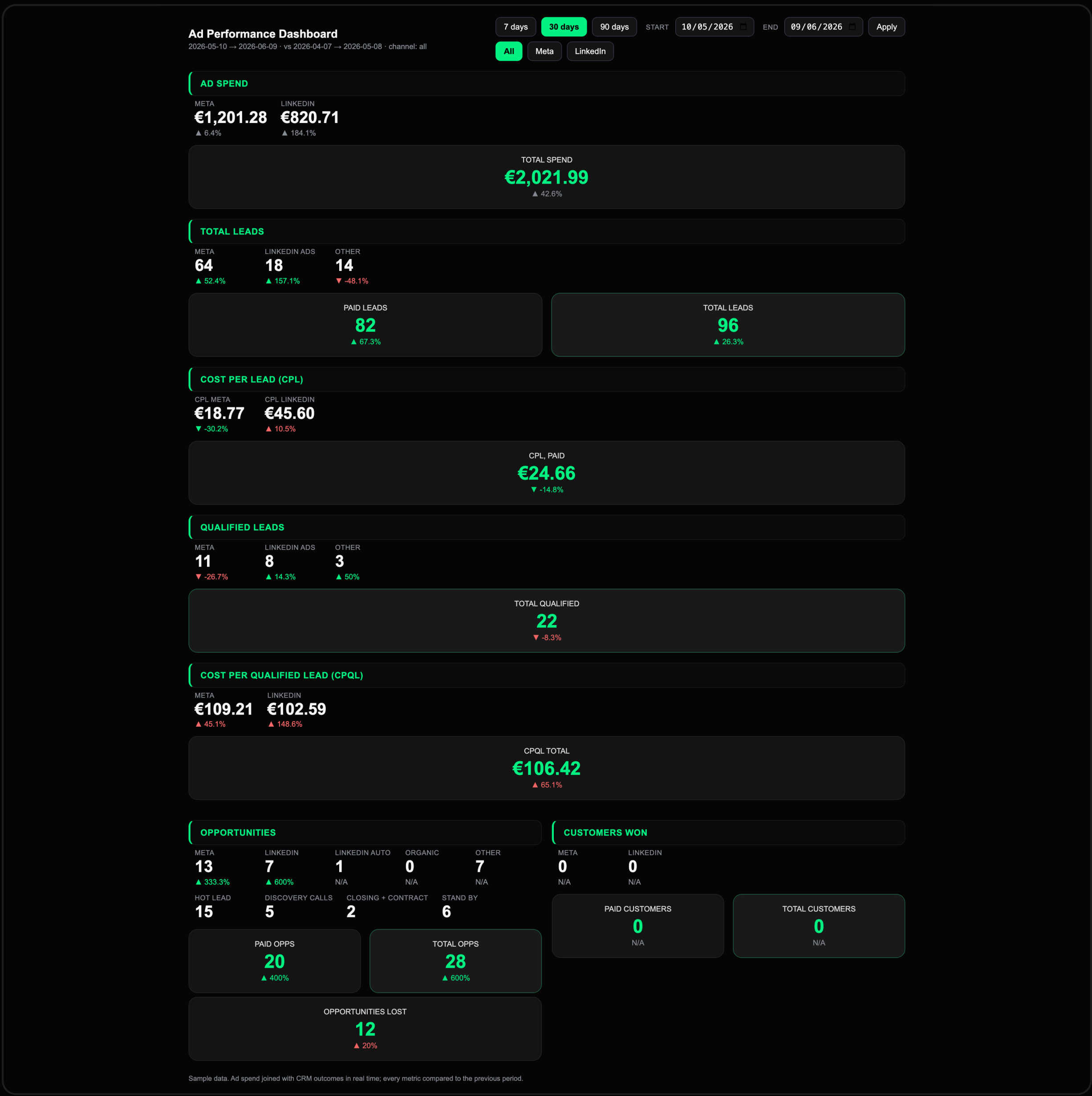
Ads are never set-and-forget. Review them constantly, and judge them by what lands in your CRM, opportunities and customers, not clicks. This is trial and error. An ad that worked for months can stop working at any point in the year, and you want to catch that fast.

### The part almost nobody builds

Most people can run ads. Almost no one wires the spend directly to the outcome. I track a client's ad spend against their live CRM in one place, so you see at a glance whether the money is turning into pipeline, and get an alert the moment a metric drifts. On the next page is the real dashboard, with sample numbers: spend on the left, all the way through to customers won on the right.

# EVERY EURO, TRACKED TO THE OUTCOME

This is the piece almost nobody builds. Every ad, link and post carries a UTM tag, so each click and engagement is captured with its exact source and lands in the CRM automatically. Spend flows in from Meta and LinkedIn, outcomes flow in from your pipeline, and the two meet in one view. You see, in real time, whether the money is becoming leads, opportunities and customers, not just clicks. When a metric drifts, an alert fires.




Live tracking: ad spend joined with CRM outcomes, every metric versus the previous period. Sample data.

# CAPTURE EVERY SIGNAL, THEN FOLLOW UP FAST

> **Most companies produce content, earn engagement, and let 100% of it evaporate. Catching those signals in real time is the step almost no one takes.**

Every day, people engage with your posts, watch your videos, fill your forms, visit your site. Then it vanishes, because nobody tracked it. The fix is unglamorous and decisive: capture every engager, tag everything with UTMs, and land it all in your CRM, not a spreadsheet. The tools that do this are a commodity and change often. Any tool works. A clean setup that never drops a signal is what wins.

### Then move fast, on the right channel

Two variables decide almost everything about follow-up: speed, and how specific your opener is. Hours, not days. And reference the exact thing they engaged with, because that's the whole reason the message isn't cold. The first touch can be automated, but it has to read like a human wrote it. Match the channel to the market: WhatsApp in Spain, LinkedIn DM and email in DACH. No cold calls. A call happens only after the automated follow-up has warmed the ground.

### This is where the money is

Two examples from my own work, kept anonymous. A 24,000 EUR deal that started with an eBook download. A 35,000 EUR deal that started with a lead-gen form. Both closed for the same reason: the follow-up came fast and referenced exactly what the person had done.

CHAPTER 6 · PILLAR 5

# THE LEARNING LOOP, AND WHAT AI CAN AND CAN'T DO

> **Every booked meeting feeds the next one. Real language and real objections flow back into the next list, the next sequence, the next piece of content. The machine compounds.**

Record and transcribe your meetings. Mine them for the exact words your buyers use and the objections that keep coming up. Then refresh your creative from those real conversations. The most valuable place these learnings land is content and messaging, the single most important part of the whole funnel.

### Where AI fits, honestly

AI runs the execution from day one: it scrapes, sequences, personalizes at scale, tracks and transcribes. The strategy calls, what to say, to whom and why, start as human work, because early on the stakes are high and the data is thin. Feed the machine enough data and context and it takes over more of those calls over time. That progression is the whole point.

| AI CAN | AI CAN'T |
|---|---|
| Scrape and enrich at scale | Pick your ICP |
| Sequence and personalize | Find your angle |
| Track every signal | Decide your offer |
| Transcribe and mine calls | Earn the trust |

CHAPTER 7

# CHOOSING THE RIGHT PARTNER

> **You have the full strategy now, and you could build it alone. Realistically, you'll build it with somebody. Choose that somebody well.**

### What to look for

- One owner for the whole chain: content, ads, tracking, follow-up. Split it across vendors and you get finger-pointing instead of meetings.
- Detail-oriented and creative. Creative enough to cut through the noise, detail-oriented enough that no signal leaks.
- Judged on CRM outcomes: meetings and opportunities, not impressions.

### Red flags and first-call questions

- Reach and clicks reported as results. Juniors doing the work after a senior pitched it. Long lock-in contracts and volume promises.
- Ask them: show me your own funnel. Who exactly does the work? What happens in the first 30 days? Which single number do you report to me every week?

A freelancer can render a video. They can't build the system behind it. That system is the difference between content that looks nice and content that books meetings.

THE PERSON BEHIND THIS

# ABOUT ILYA

15 years in B2B sales, then six more building the systems that do the selling. For the last two, AI has been the backbone of everything I build, not a feature, the infrastructure underneath. I built this exact system for myself first, and for the clients I work with. Based in Barcelona.

## THIS PLAYBOOK IS THE STRATEGY

If you'd rather have it built for you, or you just want an honest look at your setup, reach out. No pitch, no deck. A real conversation about where your pipeline is leaking and what to fix first.

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