



SOL MEDIA
SOLUTIONS



SEGO
FINANCE

ALTERNATIVE FINANCE

292 meetings

with CFOs and finance leaders

— 800+ QUALIFIED LEADS • THE FULL SYSTEM, STEP BY STEP



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THE GOAL

In April 2024, **Sego Finance** came to us with a goal.

Reach financial decision-makers at mid-size and large companies.

Grow past what networking and inbound could produce.

Sego is an **alternative financing platform** for Spanish SMEs: faster and more flexible than a bank.



THE STARTING POINT

The default in alternative finance: acquisition runs on **channels the platform doesn't fully own.**

Brokers and introducers

Bring deals, but **keep the client relationship.**

Embedded partnerships

Bring reach, but **take months to sign** and move at the partner's pace.

Inbound

Brings the companies that **already know where to look.**



THE CHOICE

We built a GTM system on the most direct channel available: **cold email**, straight to the people who decide on financing.

HOW WE BUILT IT · STEP BY STEP

01 Segmentation
Companies that live with the need every month.

02 Message
Pain first, then the alternative, in plain terms.

03 Iteration
Read the replies, adjust sector by sector.

04 The result
800+ qualified leads and 292 meetings.



O1

SEGMENTATION

On paper, every SME with invoices is a prospect. We narrowed to companies with a **recurring need for working capital**.

THE CUT

- Mid-size and large companies, by revenue or employee count
- Sectors where long payment terms leave a permanent gap between invoicing and collection

THE FILTER

Not companies that might need financing once.
Companies that **live with the need every month**.



O2

MESSAGE

A financing offer in a cold inbox meets skepticism twice. Once for being a cold email. Once for being **alternative finance**.

SO IT NAMED THE PAIN FIRST

- Credit that takes months
- Rigid conditions
- Banks that judge the company by its own balance sheet, not by the invoices it holds

Then the alternative, in plain terms: **speed, flexibility, and conditions that fit the business**.



O3

ITERATION

The first campaigns are for **reading as much as for booking.**

Positive replies

Showed which pain landed in each sector.

Negative replies

Showed where targeting or wording was off.

THE CYCLE

Scripts adjusted sector by sector. The segments that responded best **led the next cycle.**



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04

THE RESULT

QUALIFIED LEADS

8000+

First leads within the first couple of weeks.

MEETINGS

292

With CFOs and finance leaders.

WHAT IT MEANS

The meetings put Sego Finance directly in conversations with **the people who decide on financing**, within their target: mid-size and large companies.



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We worked with Joan on a B2B client-acquisition project that exceeded our expectations. His approach was key to generating real opportunities and strengthening our presence in the market.

Silvia Morgano
Led the project at Sego



THE NEXT STEP

This system ran on **cold email alone**. Today we'd combine it with a content layer.

Key people in the executive team, **publishing about alternative financing**, in front of the same market the emails reach.

WHY

Cold email opens conversations one by one. Employee-led content **builds trust across the whole sector**, and solidifies a strong position for the company in it.

COLD EMAIL + CONTENT

Cold email opens the
conversations. *Content
builds trust and a
durable position.*



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