AI Lead Generation Playbook: Corporate Everyday Travel

1. Executive Summary

This playbook outlines an automated system to acquire corporate clients seeking affordable, frequent business travel management. By combining social media dynamic capturing with automated outbound enrichment, the system scales acquisition with minimal manual overhead.

2. Target Audience & ICP

Primary Targets: Small-to-Midsize Enterprises (SMEs), bootstrapped startups, and consultancies.

Key Decision Makers: Executive Assistants, Office Managers, HR Heads, and Operations Directors.

Core Value Proposition: Cutting travel administration time, enforcing budget policies automatically, and accessing negotiated mid-tier corporate rates without enterprise volume commitments.

3. Inbound Funnel (Social Media)

Traffic Sources: LinkedIn thought-leadership content and short-form video content highlighting corporate travel hacks, expense leakage, and cost-containment strategies.

Lead Capture: An AI-driven chatbot deployed on LinkedIn Automation tools or WhatsApp Business API.

Qualification: The AI agent screens prospects by asking: monthly travel volume, current booking friction, and target budget caps. High-volume accounts are instantly flagged for human follow-up.

4. Outbound Pipeline (Automated Sourcing)

Data Enrichment: Utilizing database scrapers to isolate companies with 20-200 employees that actively hire field sales, consultants, or regional managers.

AI Personalization: Large language models generate contextual email sequences highlighting specific cost-saving opportunities relevant to the prospect's industry.

5. Recommended Technology Stack

Category	Platform Options	Operational Function
Outbound Data Sourcing	Apollo.io, Clay	Finds and filters operations managers at companies with frequent field travel.

Social Automation	ManyChat, CoPilot AI	Deploys conversational AI agents to qualify inbound leads from LinkedIn/Meta.
Cold Outreach Engine	Instantly.ai, Smartlead	Runs scalable, personalized cold email sequences using custom AI variables.
Corporate Booking/CRM	TravelPerk, TravoByte	Manages corporate compliance, invoicing, and centralizes traveler profiles.