

Linked **in**™

Marketing Campaigns



WHY LINKEDIN?

- 85 million decision makers
- 57 million+ companies
- 800 million professionals
- 200 Countries
- Social Media (Access at all times, app on your phone)
- Directly into the inbox of decision makers, no gatekeeper or spam filters

If you're advertising a **B2B business**, you can't afford to miss out on this platform.

WHY IS LINKEDIN A GOOD B2B MARKETING STRATEGY?



Target audience is easier to find than any other platform using LinkedIn Sales Navigator



Reach the key decision makers so you can close deals faster and seamlessly



High quality leads that have genuine interest in your offerings and business



Generate leads but also increases profile traffic & website visits

WHY US?

- Dedicated campaign manager and LinkedIn expert that meets weekly to discuss campaign success
- **500** perfect clients being messaged each month and receiving a follow up
- Personalised messaging that reflects your company's tone and brand
- Full conversation management to guarantee all leads are quality and your perfect client
- We book leads directly into your sales calendar so you don't have to worry about any LinkedIn management



HOW IT ALL WORKS.. LinkedIn[™] MARKETING

Step by Step - What we do



Briefing Call is a deep dive call with your campaign manager to train up on your business and become an extension of your team



Build search criteria in your LinkedIn sales navigator to target your perfect and ideal client



Create messaging for campaign directly reflecting your company tone and positively representing your brand



Connect and Message 500 of your perfect clients each month then send a follow ups for multiple touch points and opportunity to grab their attention



Conversation management continuing to answer any prospects questions or concerns



Book sales calls directly into your calendar using your booking link or email address - your preference

Hybrid Outreach



- Each account will have their LinkedIn profile overhauled, ensuring you rank well within the platform and our outreach is fully coherent.
- Assigned Account Manager using years of experience to craft an outreach strategy including messaging and targeting.
- Each account will have up to 500 of your ICP messaged per month and those that don't respond get entered into a follow up sequence
- When a prospect replies, your account manager will take back over, answering any questions and qualifying them with the cadence geared towards getting them booked in the diary,
- We can integrate all leads straight into your CRM
- Live Dashboard giving you real-time updates on the success of your campaign

Manual Outreach

- Each account will have their LinkedIn profile overhauled, ensuring you rank well within the platform and our outreach is fully coherent.
- Assigned Account Manager using years of experience to craft and carry out a targeting outreach strategy.
- Each account will have 250 of your ICP individually messaged per month and those that don't respond get hand crafted follow up messages
- When a prospect replies, your account manager continues the conversation, answering any questions and qualifying them with the cadence geared towards getting them booked in the diary,
- We can integrate all leads straight into your CRM
- Weekly report giving you insight to your campaign

Managed Ads

- Ad Account Setup & Optimisation
- Target Audience Research
- 4 Ad Creatives per Month
- Copywriting for All Ads
- Campaign Management
- Performance Tracking
- Bi-Weekly Reporting
- Monthly Strategy Session
- Ad Spend Not Included
- For your Ad spend - we recommend a minimum of around £1000/month, but there is no upper or lower limit!

Next Steps



For more information, please get in touch.

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Thank you.