

Do You Have a Great Product or Service and Want More People to Know About It?



Have you gone through the trial and error of the 'latest and greatest' lead generation programs with limited success?

Are you looking for a proven and extremely simple, cost-effective concept to deliver more qualified leads than you are currently producing?

It's time to take advantage of an end-to-end business development program that combines advanced technology with experienced hard work.



THE GREAT NEWS IS THAT WE PERFORM ALL THE DIFFICULT WORK FOR YOU AND PROVIDE YOU WITH ENGAGED LEADS



• BUSINESS DEVELOPMENT • STRATEGIC MARKETING • ADVERTISING & COMMUNICATIONS • INTERNATIONAL BUSINESS
• EXPENSE REDUCTION • GOVERNMENT GRANTS • WEB MARKETING • SOCIAL MEDIA • PUBLIC RELATIONS • INTERIM MANAGEMENT



1. Connect to key decision makers – account penetration within any industry.
2. Grow your customer base, appoint new dealers and distributors, or get in touch with selected decision makers of your choice.
3. Efficiently target prospects to arrange for more qualified meetings.
4. Significantly grow your network, influence and engagement with high value key contacts – enjoy a higher level of visibility within your industry.
5. Content creation and distribution – we will find, write and deliver value-based content that attracts interested buyers from your target market.
6. Maximize the value of your 1st level connections – leverage LinkedIn prospects and create a system allowing you to proactively interact and engage with them.

1ST MONTH PROGRAM

- Analyze your current business to define the ideal target prospects.
- Review and update your LinkedIn profile to ensure it clearly reflects your unique selling proposition.
- Craft key messages – customized invitation, thanks for connecting message and one follow-up message to new connections.
- Develop a LinkedIn target account list for your review – minimum of 300 names for the initial campaign.
- Each business day we send out 15 LinkedIn connection requests to your approved list – 300 new prospect opportunities per month.
- Once a connection invitation is accepted, the messaging sequence starts: Thank you for connecting & follow-up message.
- When a new connection responds to any of the messages, the sequence will stop and the lead is forwarded to you for engagement.

ONGOING MONTHLY PROGRAM

- Merge LinkedIn connections and any other of your qualified databases with Customer Relationship Management software (CRM).
- Segment Customer, Prospect, Dealer/Distributor and Referral/Partner connections in CRM.
- Create new messages for CRM connections – value add and call to action for each segment.
- LinkedIn posts – create and post up to four news articles to be shared.
- Develop an additional 100 new prospects that fit the ideal client profile.
- Continue LinkedIn prospecting – each business day we send out 5 LinkedIn connection requests to your approved list – 100 new prospects per month.
- Send 10 messages per day to your existing LinkedIn connections
- Import new monthly LinkedIn connections into CRM software and add these new leads to the monthly email campaign.
- Create new email messaging for each segment and deliver stay-in-touch campaigns the following month.



**Let's start the conversation today
regarding a customized LinkedIn Business
Development Campaign that will transform
your contacts into customers.**