



LinkedIn B2B Marketing Sales Information

Connections – Around 1,000* of your ideal clients receive a LinkedIn “Connect Request” from your LinkedIn Profile each month

Direct Message – Connect with 300-500* new prospects monthly; send new connections a messaging campaign

Leads – Watch replies from interested leads drop into your LinkedIn Inbox, schedule sales calls, gain new clients, and sell more

“This plan is tailor to anyone who wants a better understand of their customer while scaling their product or service.”

Steps

1. 1,000+* Targets per Month – 1,000* ideal clients per month receive a Connect Request from your LinkedIn Profile accompanied by a personalised message
2. Messaging Campaign – New Connections receive a personalised messaging campaign from you introducing them to your services and offering
3. Network Expansion – A network of prospects – made aware of your offering via daily posts and your messaging campaign – develops around you
4. Hot Leads – New connections reply to your messaging campaign to book a call with you or ask for more information
5. New Clients – Schedule sales calls, convert hot leads into new clients, increase your revenue and grow your business

FAQ

1. DO I NEED LINKEDIN SALES NAVIGATOR?
Yes – you need LinkedIn Sales Navigator.
Tip: If you don't current have Sales Navigator, you may qualify a one-month free Sales Navigator trial. Login to your LinkedIn profile and try to upgrade to see if you qualify.
2. WHOSE LINKEDIN PROFILE SHOULD WE USE?
Someone senior in your business – the CEO, or a senior director, someone who can represent your business
3. WHAT MESSAGES DO YOU USE IN MY SALES FUNNEL?
After sign-up, we share message templates with you. We ask you to adapt the templates to include information about your business and services, and to your own tone of voice.
4. HOW MANY NEW CONNECTIONS AND HOT LEADS WILL I GET EVERY MONTH?

You can expect to get 500+* new, relevant LinkedIn connections every month. The number of hot leads generated depends on your type of business, the strength of your offering, and your ticket price.

5. DO YOU NEED TO POST TO MY LINKEDIN PROFILE EVERY WEEKDAY?

Posting regularly to your LinkedIn Profile ensures you appear on your new connections' newsfeeds and stay on their radar. The posts we create for you will help your prospects understand your offering, demonstrate your industry expertise, and build trust.

6. WHAT KIND OF POSTS WILL YOU CREATE?

Your final content plan will depend on your unique business

7. HOW DO YOU KNOW WHAT TO POST FOR MY BUSINESS?

After signing up, we ask you to complete an Onboarding questionnaire, this will tell us about your business, ideal clients, social media preferences, and more.

Your dedicated Social Media Manager will then conduct in-depth research into your business, competitors, and target market before creating your LinkedIn Posts.

8. CAN YOU ALSO CREATE POSTS FOR MY COMPANY'S OTHER SOCIAL MEDIA PLATFORMS?

Absolutely. Please contact us on the cost to add additional platforms to your plan.

9. CAN I SEE MY POSTS BEFORE THEY ARE PUBLISHED?

Sure, we have included the Control Panel your plan. This allows you to view your scheduled posts in an editable content calendar.

10. DO I HAVE TO SIGN A CONTRACT?

We don't do contracts. When you sign up, you set up a recurring monthly payment. We ask for 30 days notice to cancel your plan. To give notice, simply let us know via email.

If you would like more information on our LinkedIn B2B Marketing Plan, feel free to contact us via

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