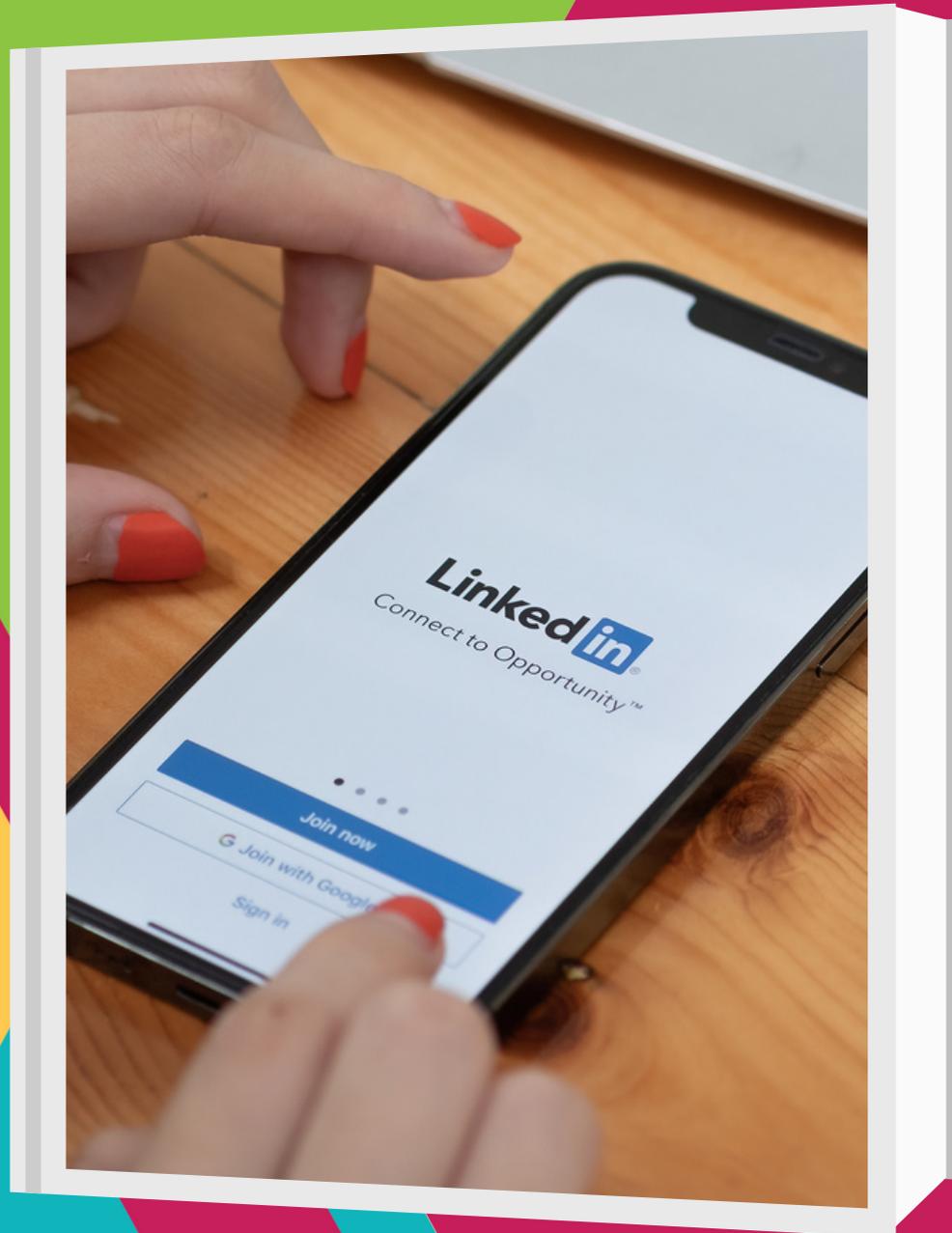


# LinkedIn Outreach Marketing Service Summary



[www.creativeconversions.co](http://www.creativeconversions.co)



## Service Summary

# LINKEDIN OUTREACH MARKETING

For all of our recurring services, we charge from the date the project is opened until the date invoicing takes place on the first of every month or until the date you archive or pause the campaign.

To avoid any gaps between the project beginning and the work commencing, we highly recommend that you gather all the necessary information before we begin working on your project.



# The LinkedIn Outreach Marketing Product

Our LinkedIn Outreach Marketing service endeavors to generate leads by connecting directly with your target prospects that are on LinkedIn, then nurturing this relationship through a carefully designed communication strategy with the intention of generating a meeting with a potential LinkedIn prospect.

The key to the success of this strategy is to ensure that the prospecting group is perfectly defined and the strategy elements are aligned, while softly getting your core messages in front of the prospects.

You might often find that prospects will not engage immediately. Often, prospects will only engage with you many months after the initial LinkedIn daily connections and nurturing.

To ensure you get the maximum return on their investment from our service, we encourage you to be as proactive and immediate as possible on LinkedIn. Once a nurtured lead has shown interest in your services or products, we will alert you at once in order for you to continue the conversation and ensure a successful commercial result.

We will also be providing posts for you, the content of which will be highly engaging to ensure active interaction from every visitor.

## Service Summary

# LINKEDIN OUTREACH MARKETING

For all of our recurring services, we charge from the date the project is opened until the date invoicing takes place on the first of every month or until the date you archive or pause the campaign.

To avoid any gaps between the project beginning and the work commencing, we highly recommend that you gather all the necessary information before we begin working on your project.



## Purpose

- The LinkedIn Outreach Marketing service is for businesses looking to grow by making industry connections and nurturing these connections into lasting business relationships.
- This service also produces great results for businesses already generating business through networking activities.
- It is an excellent strategy for business owners seeking strategic alliances or referral partners (e.g. a Pest Control business seeking relationships with Real Estate agents who can refer clients to them).

## It Is Working When

- You are successfully and continuously connecting with your ideal prospects
- Your prospects are starting to respond to the lead nurturing and contacting you for more information.
- You are generating valuable business from the service that is generating conversations that convert into successful commercial outcomes.

## Service Summary

# LINKEDIN OUTREACH MARKETING

For all of our recurring services, we charge from the date the project is opened until the date invoicing takes place on the first of every month or until the date you archive or pause the campaign.

To avoid any gaps between the project beginning and the work commencing, we highly recommend that you gather all the necessary information before we begin working on your project.



## Purpose

### Discovery

- Initial briefing, document completed, meeting conducted, and details confirmed

### Stage 1 - Preparation

- Brief sent to all relevant teams for preparation of collateral
- Profile recommendations prepared
- Follow-up scripting prepared
- LinkedIn account setup (login credentials and Sales Navigator account setup)
- Content plan prepared

### Stage 2 - Preparation

- Prepared collateral sent with a request for an online meeting to review
- Review completed (adjustments if required)
- Agreed upon message scripts updated in the database

### Stage 3- Distribution

- Connections start to get made by the team and successful ones are loaded onto a spreadsheet for easy tracking
- Nurturing messages are sent at the appropriate times
- Monthly reporting and feedback
- Regular reminders for ongoing nurturing

## Service Summary

# LINKEDIN OUTREACH MARKETING



## Our Responsibilities

- Facilitating briefing sessions and ensuring the necessary information for the service is collected from you.
- Preparing all the draft collateral for the service.
- Facilitating the review of collateral to ensure an accurate representation of your brand, precise targeting, and the highest level of quality.
- Creating follow-up message sequences on behalf of your business, and ensuring that the sequence is followed appropriately and timeously.
- Updating your profile accurately according to the approved changes.
- Making direct, lasting connections on behalf of your business.
- Completing monthly reporting and feedback.
- Creating a content plan according to your business's values, goals, and objectives.
- Facilitating conversation with you to improve the campaign progress for each monthly cycle (this depends upon the collected leads and updating of any of the nurturing messages according to your requirements).

## Service Summary

# LINKEDIN OUTREACH MARKETING



## Your Responsibilities

- Develop a relationship with us during this service by capturing progress and communication.
- Providing us with the required information and account login details to ensure a smooth, streamlined service.
- Take an active role in all online meetings with us. This will ensure our understanding of your business and your prospecting group, giving us the ability to provide a tangible ROI.
- Be proactive in the meetings for reviews of collateral to ensure it is precisely targeted and consistent with your expectations.
- Provide comprehensive feedback, especially in the early months where fine-tuning may be required.

## Service Summary

# LINKEDIN OUTREACH MARKETING

For all of our recurring services, we charge from the date the project is opened until the date invoicing takes place on the first of every month or until the date you archive or pause the campaign.

To avoid any gaps between the project beginning and the work commencing, we highly recommend that you gather all the necessary information before we begin working on your project.



## What's Next

- After achieving success with this service, it is crucial to continue the conversation with the nurtured lead. This could mean simply staying in touch with them on LinkedIn or actually progressing the relationship to a face-to-face meeting.
- All connections that are not immediately converted to leads should be viewed as being in the process of converting or not in the market, YET.
- Ongoing communication will ensure that you remain front of mind for these prospects. Thus, when they are in the market, there is an immediate opportunity for generating business.
- We also highly recommend that you invest time and effort into the content that you are putting onto your LinkedIn profile. This could be in the form of daily or weekly image or video posts or even long-form thought leadership pieces. Should you require assistance with this, our copywriting team and social media team are standing by to help.
- Adding an opt-in landing page linked to a CRM system with automated emails and text can be beneficial in lead conversions. We can assist with this at a quoted rate.

## Service Summary

# LINKEDIN OUTREACH MARKETING

For all of our recurring services, we charge from the date the project is opened until the date invoicing takes place on the first of every month or until the date you archive or pause the campaign.

To avoid any gaps between the project beginning and the work commencing, we highly recommend that you gather all the necessary information before we begin working on your project.



## What's Next

LinkedIn is further categorized into three levels :

- Beginner
- Intermediate
- Advanced

Inclusion	Beginner	Intermediate	Advanced
Profile Summary & Review	YES	YES	YES
No.of Graphical Posts	03	06	08
No. of Connections	100	180	250
Captions & Hashtag Analysis	YES	YES	YES
Communication Scripts	YES (Set of 4 messages)	YES (Set of 4 messages)	YES (Set of 4 messages)
Blog Post	1	1	1
Bi-weekly Report	YES	YES	YES
Monthly Report	YES	YES	YES