

Mertz-International LLC is a consulting firm specializing in tax planning for U.S. expatriates in Asia and Russia.

Firm owner and managing partner, Mike Mertz, knew that growing through referrals was limiting his business.

But what other places could his prospects be found?



Michael A Mertz, CPA, eMBA 1st

Tax Planning and Preparation for the American Expatriate
Yongsan-gu, Seoul, Korea | Financial Services

Current Mertz-International LLC (www.mertz-international.biz), MBI Sports Management Agency (www.mbisports.com)
Previous SPI Group SARL, TFI International LLC, RPSG
Education HEC School of Management

Send a message

Endorse

500+ connections

After all, "U.S. expatriates in Asia" isn't a search filter offered anywhere we know of.

However, utilizing some creative processes within LinkedIn, we were able to find a virtually limitless supply of these prospects to target for Mertz-International's campaign.

And a process for reaching them that has generated a substantial increase in revenue.



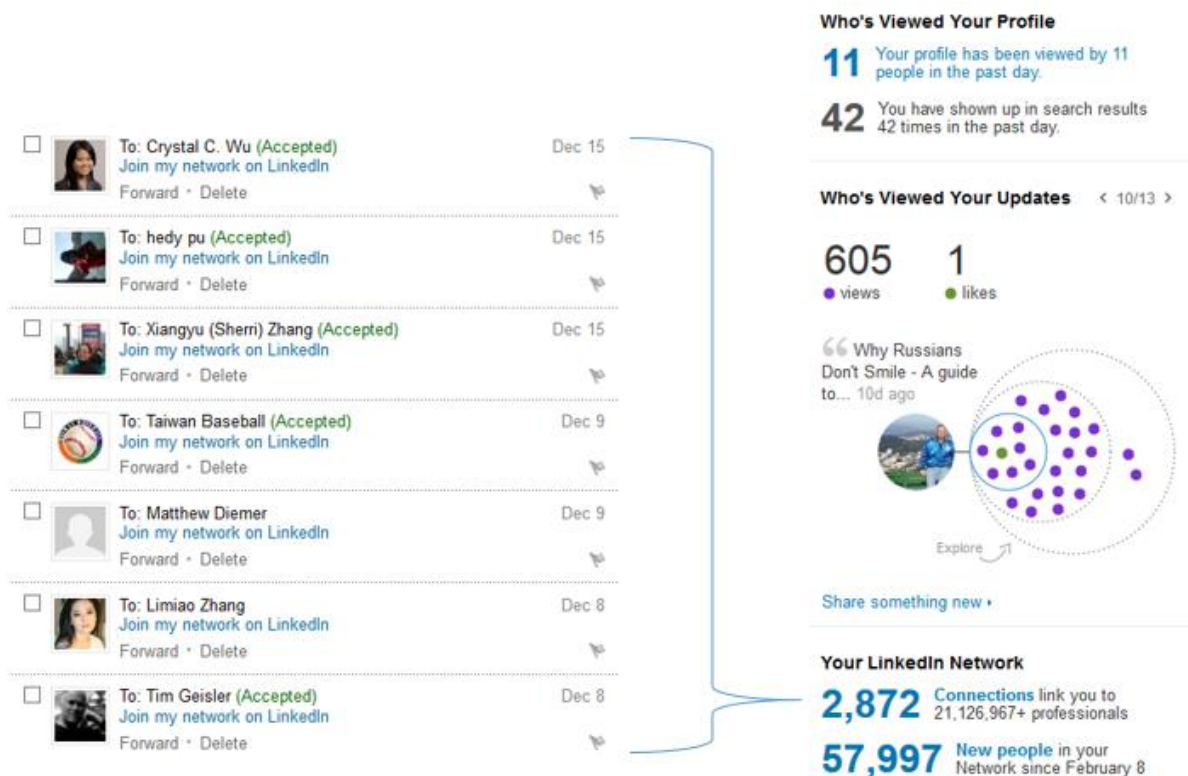
Designing the Campaign

To begin, we used a number of unconventional searches and criteria to find a large pool of prospects to target on LinkedIn.

From there, we worked with Mertz-International to design a campaign that would directly connect them with these prospects, work them through a short-term nurture campaign, and culminate fairly quickly with a direct call-to-action.

After deciding that the best profile to utilize would be the owner, Mike Mertz, we were ready to get started. The campaign required a short setup phase, where our team directly connected Mike with hundreds of prospects.

Also during the setup phase, we got Mike into the right LinkedIn groups (where his prospects could be reached), optimized his profile (to convert views into leads), and began building the content and messaging that would be utilized for the “top of mind” nurture component of the campaign.



Launching the Campaign

Once we completed the setup phase, we were ready to roll out the ongoing monthly campaign.

A key component of the campaign is maintaining top-of-mind awareness with all of Mike's connections, as well as thousands of additional prospects that exist in his LinkedIn groups.

We achieve this through daily status updates and bi-weekly group postings. People often question the value of this activity, but the results below speak for themselves.



- **Group postings and status updates averaging 622 CLICKS per month.**
- **Daily status updates averaging 5,718 VIEWS per month.**

Posting these updates alone won't generate a flood of leads. Sure, an inbound lead comes in every once in a while.

But it's the consistent outreach and behind-the-scenes messaging that generates leads like clockwork.

And by consistently reaching out to new prospects, we never run out of prospects to target.

Ongoing Lead Generation via Messaging Campaigns

You don't generate leads on a daily basis without proactively working prospects toward a call-to-action.

That said, when you hit thousands of prospects, sometimes things just pop and inbound leads do happen.

Inbound Lead Mike Received After Sending a Connection Request:

RE: Hi Michael



Brandon Butler - ESL Lecturer, Sangmyung University, Seoul, Korea

To: Michael A Mertz, CPA, eMBA

Date: January 28, 2014

You replied to this message:

Hi.. just saw this email. Very cool. :) BTW I wonder when you might have time for a skype chat. I would love to get rolling on my taxes and decide if indeed you'll be the one to handle them for me this year (and perhaps many in the future). I'll keep an eye out for you on skype.

Brandon

While that's great, it can't be relied on.

The bulk of leads generated are the result of messaging that specifically asks the prospect to schedule a phone call.

(For some clients, the request is actually a hand-off to a salesperson. In the case of Mertz-International, Mike is the one handling the calls.)

RE: Thanks for Connecting with me



Bryan Withall · Managing Director at Sino Outbound Ltd.

To: Michael A Mertz, CPA, eMBA

Date: February 10, 2014

You replied to this message:

Thanks Mike,

I appreciate your kind note below. I'll check out your company website again to understand more of your services. Starting this year, I'll be a part owner of a company registered overseas and I may need some help with my US tax filing next year but it's possible it makes sense to start working together this year too.

Best,
Bryan

Results

As a direct result of prospects targeted via the LinkedIn campaign, Mike's firm has generated 29 new clients in the last 8 months. The campaign is ongoing, so we'll undoubtedly see this number

Mike sees a steady stream of qualified leads rolling into his LinkedIn inbox every month. And with the messaging campaign warming these prospects prior to the call, he's positioned for a high success rate. Nearly 50% of his leads from LinkedIn have converted into customers!

From an ROI standpoint, Mike's investment in the campaign is generating roughly 2X his firm's investment in first year revenue alone. Considering the lifetime value of a client, the ROI becomes quite tremendous.

If this sounds like it makes sense for your business, we'd love to schedule a call and explore what kind of approach and campaign would generate the best results for you.

[Click here to get in touch!](#)