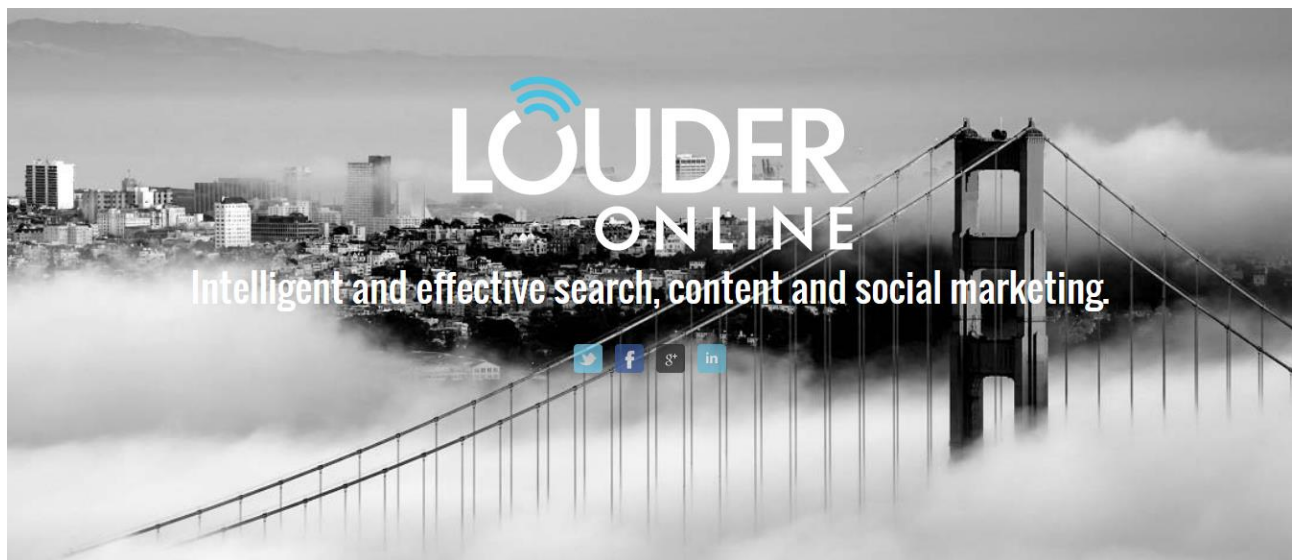


Aaron Agius runs one of Australia's leading marketing consultancies, Louder Online.

The firm specializes in search, social, and content marketing.

When Aaron approached us in the summer of 2012, he was looking for a strategy to not just generate more business, but to also position his company as THE leader in his space.



Two-plus years into the campaign, we've achieved that and more.

And the way we achieved it, certainly was not by doing more of the same "old fashioned" sales and marketing.



"The LinkedIn campaign and my group run by LinkedSelling has become one of my most effective marketing and sales investments to date."

- Aaron Agius, General Manager - Louder Online

Challenge Meets Opportunity

The challenge for Aaron's business is pretty simple. As with many consulting firms (and especially marketing firms), the competitive landscape is crowded.

There are potentially thousands of other marketing agencies competing for the same business. And some of them are pretty aggressive in their tactics.

As it relates to LinkedIn, that aggressiveness really poisons the well. SEO and marketing service providers are hammering their prospects with messages on LinkedIn. Naturally, these prospects quickly tune out these sales pitches.

Snake oil, anybody?

The opportunity for Louder Online existed in that we brought the tools and experience to the table to cut through this perception and position Aaron as a peer to the senior marketing decision makers he targets.

The Target Market

Aaron's company isn't looking to work with mom-and-pop operations. They have big ticket engagements and work with Australia's largest brands.

The people he targets within these companies are often Digital Marketing Managers, Marketing Directors, CMO's, etc.

You know, the kind of people that aren't easily sold just because you sent them a message on LinkedIn.

To reach these high level prospects, we knew we needed a unique approach to stand above the crowd. An approach that would position Aaron as a true leader in his space, keep his name consistently in front of his best prospects (in a non-spammy way), and make his presence so rock-solid that his prospects would hardly be able to resist being a part of his community.

And then, do business with him.



How The Campaign Was Structured

Let's start with the end in mind, and then I'll walk you through the specifics of how we achieved it.

It's tried and true.

When we position our clients as leaders in their space, and position you in front of literally thousands of prospects over and over and over again...

....the response rate when we go for a phone call or other "call to action" averages about 29%. ([Download our process diagram here.](#))

These are prospects who, taking the old fashioned approach, wouldn't give you the time of day.

But when we work them through a systematic relationship building process, 30% will be happy to schedule a call.

For Aaron and Louder Online, we achieved this in two ways.

First, we built and quickly grew a LinkedIn group catering to their ideal prospects. Not a group about seo and inbound marketing, but an industry focused group that their PROSPECTS would actually enjoy and care about enough to opt-in, and stay opted-in for a long time.

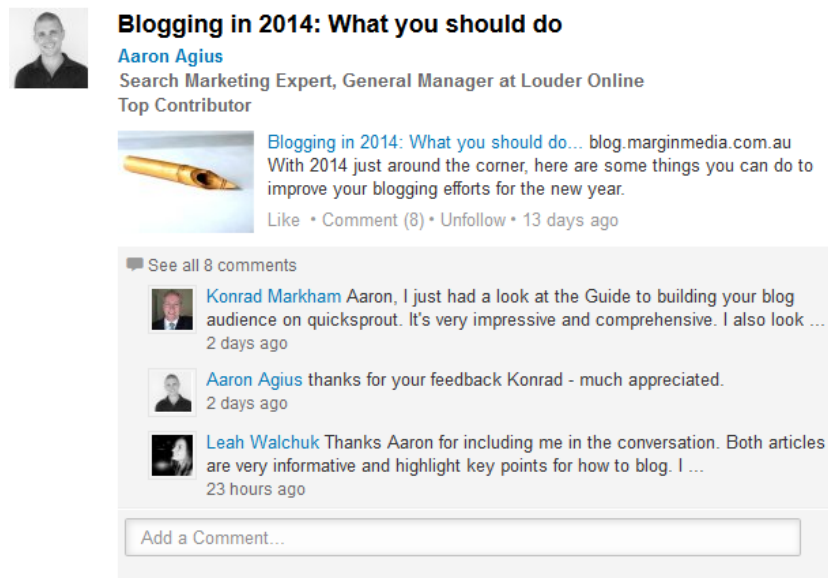
The group has grown from zero to over 4,700 members.

The LinkedIn group allows us to **keep Aaron's name in front of thousands of prospects over and over again.** They see him and Louder Online as leaders in the space. The top-of-mind awareness it builds is massive.





Further, the discussions cultivated within the group allow Aaron to directly engage with potential clients.



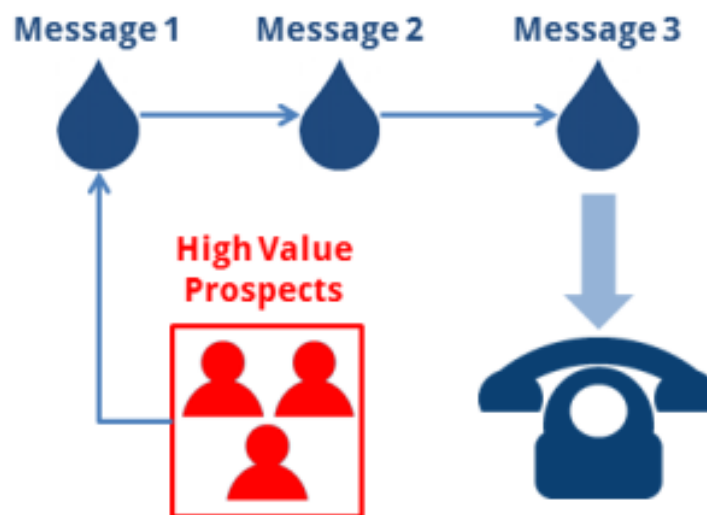
Second, we developed several thousand direct connections (highly targeted prospects) via Aaron's LinkedIn account.

For these 1st degree connections, we expose them to daily status updates and other communications, most importantly our lead gen messaging campaigns.

Working the most “high value prospects” through personal messaging campaigns results in a predictable volume of leads. The end result is a steady stream of sales opportunities. Some of these conversations result in quick business, some are more introductory...but either way, the value of getting a foot in the door with this many qualified prospects is very substantial.

Over time, we nurture both of these databases (group + direct connections) to position Aaron as one of the good guys. Not somebody always talking about themselves, because that just doesn’t work.

Instead we position relevant and balanced content in front of prospects in a way that isn’t intrusive or annoying. That’s why, after working prospects through the system, approximately 29% agree to a phone call.



But what kind of manpower did Aaron have to allocate to the management of this campaign?

About 2 hours per month of coordination with his LinkedSelling Account Manager, and the time needed to schedule and field calls with prospects who wanted to talk.

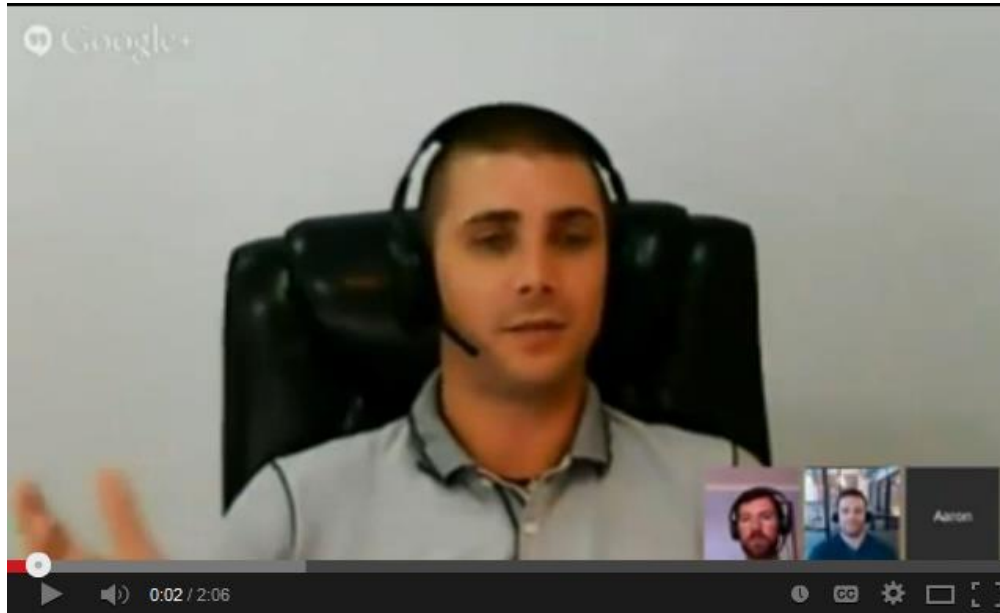
The entire campaign is managed by our team. We literally take it all the way to the point where prospects agree to a phone call and then hand it off.

Results?

- Number of Prospects in Funnel: 7,505 (and growing every day)

- Positioned the Louder Online brand as a leader in their market.
- Maintained a top of mind campaign in front of thousands of prospects.
- Generating a steady stream of leads and calls with highly targeted prospects.
- ROI on investment with LinkedSelling: 384%

Hear the story straight from Aaron himself:



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!**](#)