

INSERT CONTACT AND COMPANY NAME

LinkedIn Marketing Campaign – Next Steps and Review Items for Kickoff Meeting

February 13th, 2014 **INSERT DATE SENT TO CLIENT**

Deliverables for setup phase and ongoing work.

Set-up Phase

Tasks:

- ☐ Campaign Planning
- ☐ LinkedIn Presence/Profile
- ☐ Prospect Profile
- ☐ Group Focus and Content Plan
- ☐ Join Relevant Groups
- ☐ Initial Prospect Database Build
 - (Connection Requests Sent to Targeted Prospects)
- ☐ Messaging Campaign Scripts
- ☐ Proprietary campaign tracking database
- ☐ Group Creation and Launch

Ongoing

Tasks:

- ☐ Group, Growth, Engagement, and Moderation
- ☐ Messaging Campaign
- ☐ Manage Proprietary Tracking Tool
- ☐ Manage LinkedIn Inbox
- ☐ Prospect & Develop New Connections

Campaign Plan

Our goal for this campaign is to systematically build relationships with your prospects through utilizing an ongoing messaging campaign and a LinkedIn Group. The messaging campaign will expose the prospects to a number of touch points and culminate with a request for a phone call with the appropriate sales team member.

The LinkedIn group will be a community for your prospects to be exposed to even more touch points while at the same time receiving quality resources from being in the group. The group will further elevate your status as an industry expert and someone who should be viewed as a leader in your space, while at the same time keeping >>INSERT COMPANY NAME<< brand constantly in front of your prospects.

Review Existing LinkedIn Presence/Profile

Profile Credentials

LinkedIn:

Email –

Password –

Has the profile been upgraded to a premium profile?

Profile Update and Optimization*

Once we gain access to the profile we will use for the campaign we will make recommendations as to what needs to be optimized for the database build. Most specifically we will need to determine the appropriate headline for the profile we will be using.

Discovery Questions

What are your ideal customer/prospect's pain points?

What separates you from your competitors?

What has your marketing plan entailed recently? What has worked and what hasn't?

What is your current sales cycle like?

Prospect Profile Development

Below is a section to provide us a clear picture on what your ideal client looks like. The more we can get, the clearer the picture will be and will improve the quality of the network we target.

- Specific industries to target.
 -
 -
 -
- Geography to target. (zip codes, metropolitan areas, counties etc.)
 -
 -
- Size of target companies? Low end? High end?
 - ☐ 1-10
 - ☐ 11-50
 - ☐ 51-200
 - ☐ 201-500
 - ☐ 501-1000
 - ☐ 1001-5000
 - ☐ 5001-10000
 - ☐ 100000+
- Titles/positions (ex. Owner, CFO, Director of Operations, etc.)
 - ☐ Manager
 - ☐ Owner
 - ☐ Partner
 - ☐ CXO

- ☐VP
- ☐Director
- ☐Senior
- Also include any other specific titles that you would like to target.
 -
 -
 -
- Specific companies to target?
 -
 -

Other Prospect Profile Notes: i.e. more specific industry information/ exclusions

Group mission:

Our primary objectives for the campaign include:

- Establish a community that attracts your prospects and target markets
- Positioning your brand's thought leadership in the space
- Over time, reach out to targeted prospects to generate leads

Group Focus Ideas

- 1.
- 2.
- 3.
- 4.

The most important aspect of the group name is to create the most appealing name so that when prospects see it they want to be a part of it.

Group content plan: (to be discussed during kick off meeting)

Topics to be covered in this group should include:

Topics to be avoided:

Avoid competitor content

Types of Content to be Included:

- Engaging discussion questions. *(questions posed to the group, and then directly promoted via one-on-one invitations to "jump in on the conversation")*
- Relevant articles
- Case studies
- Resources
- Event info
- >>INSERT COMPANY NAME<< Webinars/Newsletter
- Announcements: [One per month]
 - Summary of best conversations, articles, etc.
 - Promotional announcements re:
 - Content
 - Events
 - Webinar

Group Joining: We will join targeted, relevant groups that your prospects will be members of. This process is dependent upon the prospect profile that you create. The more details we have on your ideal prospect the more effective the groups we join will be.

Groups you wish to remain in: There may be some groups you wish to remain in for your personal benefit. Please let us know of any groups you are a member of that do not focus on your prospects and that you want to remain a part of.

- 1.
- 2.
- 3.

4.

Connection Growth

We will build a database of highly targeted connections during the setup phase. This will be done by sending messages to prospects that fit your prospect profile.

Also, it is very common at some point during the campaign to deal with various LinkedIn restrictions that affect our ability to send connection requests to people we don't know, unless we possess their email address. A common restriction may look like this:

Please note: You are now required to enter an email address to send invitations from this page because several recipients of your invitations indicated they don't know you. This safeguard is in place to prevent users from receiving unwanted invitations from people they don't know. You can remove the restriction at any time by indicating that you understand this policy

This is extremely common and we deal with this all the time. It is truly not a problem and we always have a way to work around it. This comes from the amount of activity generated by sending connection requests to people you don't know. Although it is unavoidable we are prepared to deal with this with other various prospecting and messaging tactics to continuously increase your connections.

Scripts: Below is an example of the type of script we will send to your prospects. We can use this script or develop another one. Let us know your preference.

Michael,

I came across your profile and thought we could benefit by being connected.
Hope business is going well.

Thanks,

>>CLIENT NAME<<

General Plan for Messaging Campaign

Message 1 – Thanks for Connecting

Message 2 – Link to quality industry related article (could be >>INSERT COMPANY NAME<< branded)

Message 3 – Link to group Discussion

Message 4 – Request for phone call

Message 5 – Follow up to Message 4

**messages typically go out every three weeks.*

Next steps – Once we complete this call we should be ready to launch the campaign.

We'll get to work setting everything up and your account manager will reach out the next day with a summary of next steps and a schedule of activity for the next several weeks.

Questions??