LinkedSelling

Swip Systems is a technology company based in Illinois, founded in 1995. Their services include software and mobile development, infrastructure, cloud solutions, automation and intelligence.

Looking for a new, out-of-the-box way to reach prospects, Founder and CEO Tom Swip turned to LinkedSelling.

What Swip Systems wanted was a campaign to not only generate more business, but to also position their company as THE leader in their space.

Two 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.

Creating an Entirely New Funnel for Client Acquisition

The challenge for Tom's business is pretty simple. As with many IT firms, the competitive landscape is crowded.

There are potentially thousands of other IT companies 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. Many 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 Swip Systems existed in that we brought the tools and experience to the table to cut through this perception and position Tom Swip as a peer to the senior C-level decision makers he targets. (And in a minute, we'll share how that converts prospects into sales qualified leads.)

The Target Market

Tom's company isn't looking to work with small operations. They have big ticket engagements and work with large companies. One of their primary target markets is manufacturing.

The people they target within these companies are often the CEO, CFO, CIO, etc.

You know, the kind of people that aren't easily sold just because you sent them a message on LinkedIn. And let's face it. Manufacturing can sometimes be a pretty stodgy industry.

To reach these high level prospects, we knew we needed a unique approach to stand above the crowd. An approach that would position Tom and Swip Systems 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.

LinkedSelling

Tom Swip
President/CEO of Swip Systems

Greater St. Louis Area | Information Technology and Services

Current   Swip Systems Incorporated, Midwest Manufacturing Leaders
Previous   United Parcel Service, Southern Illinois University Edwardsville
Education   Southern Illinois University, Edwardsville

Send a message   Endorse

1st ▪ PREMIUM

500+
connections

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, 29% will be happy to schedule a call.

For Swip Systems, we achieved this in two ways.

First, we built and quickly grew a LinkedIn group catering to their ideal prospects. Not a group about IT and software development, 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 3,800 members.

LinkedSelling

The LinkedIn group allows us to **keep Tom's name in front of thousands of prospects over and over again**. They see him and Swip Systems as leaders in the space. The top-of-mind awareness it builds is massive.
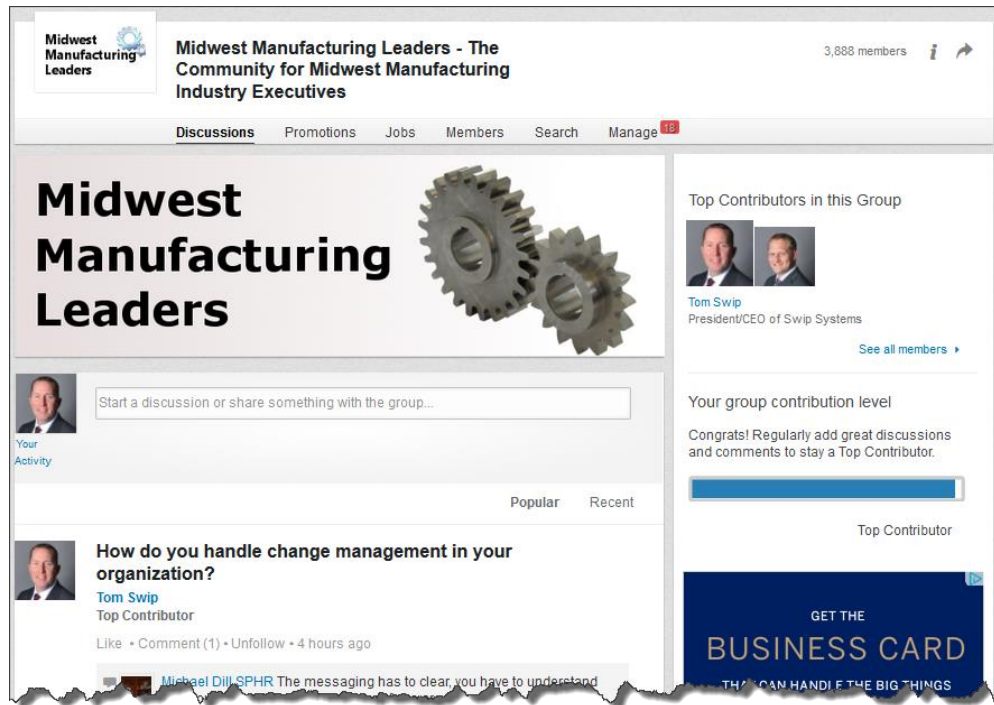
Further, the discussions cultivated within the group allow Tom to directly engage with potential clients.
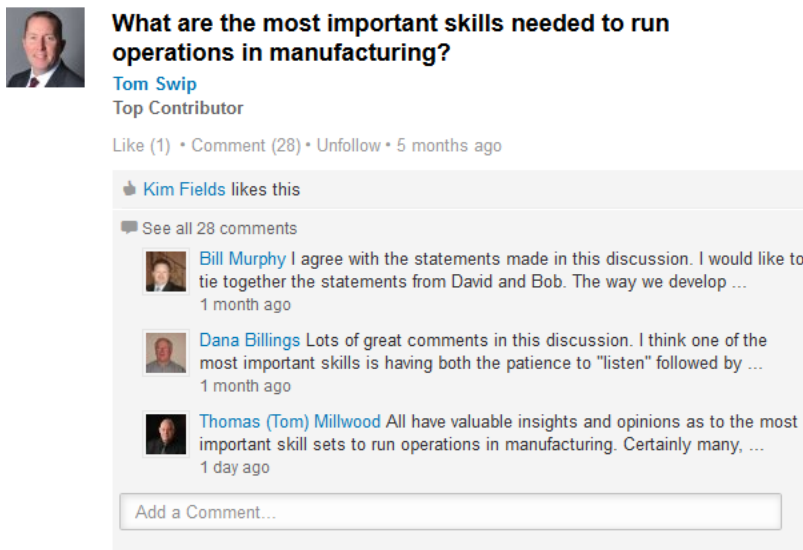
Second, we developed several thousand direct connections (highly targeted prospects) via Tom's LinkedIn account.

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 Tom 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. <u>That's why, after working prospects through the system, approximately 29% agree to a phone call</u>.
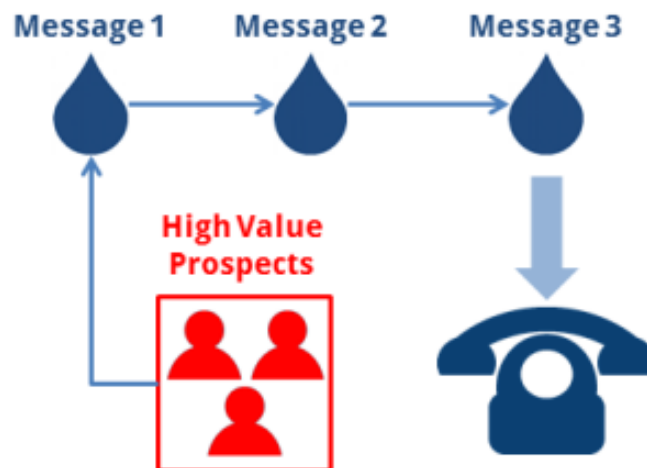
But what kind of manpower did Swip Systems have to allocate to the management of the campaign?

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: 6,557 (and growing every day)**
- Positioned the Swip Systems brand as a leading service provider in the manufacturing industry.
- 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: 447%**

Not to mention, the LinkedIn group and lead gen campaign has been so effective that Swip Systems is now taking it into the real world. We're currently working with them to plan a quarterly Midwest Manufacturing Leaders in-person event and conference.

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!