

Campaign Plan & Analysis

Overview of Our Recommendation

By systematically building relationships with your connections on LinkedIn, we will be able to convert them into warm leads. We have a deep expertise in designing and managing lead generation campaigns that leverage LinkedIn, content marketing, outbound email, and more. We will work with you to design and implement a strategic LinkedIn campaign that achieves your marketing and sales goals. There is no canned solution, although we do work within a proven framework that we've seen successful in nearly every industry in which it has been applied.

We believe that your target market will be best reached through a campaign that includes the following components:

- We will establish your presence by building a large database of high value LinkedIn connections.
- Then we run a long-term messaging & LinkedIn group campaign, building relationships and keeping your name consistently in front of these cold leads to convert them into warm leads.
- Throughout our messaging and group communications, we deliver strategic marketing messages on your behalf. This isn't spam. We insist on messages that add value for prospects, dramatically increasing the number of people in your funnel.
- As a result of the prospecting, database building, group positioning, and nurture messaging process, we will arrive at a continual flow of new leads every month within a short ramp-up period.

Results to Expect & Key Benefits of Our Program

The community and prospects we cultivate within LinkedIn result in high quality leads and conversations with targeted prospects. Over the course of 12 months we will generate approximately **120-180** direct conversations for you, with your LinkedIn contacts.

Typically our clients find that 10-30% of these conversations result in serious business opportunities. If you are able to convert even a fraction of those into customers, the ROI for you will be substantial. As discussed, given your sales cycle, a long-term outlook will be required.

Top-of-Mind Campaign Uses your voice and identity to stay in front of them on a very regular basis, ensuring that you are "top of mind" with your most important contacts. This will be achieved through ongoing status updates, personal messaging campaigns and group communications.

Establishing a community that attracts your prospects and target market, providing a platform for further establishment of your authority and top-of-mind awareness within the industries targeted.

Strategically positions thought leadership content in front of your prospects, builds a parallel asset via the email-marketing component, and provides multiple touch-points to achieve overwhelming top-of-mind awareness. Additionally, these activities help promote your services to those who have a more immediate need.

Integrates very well with your other marketing efforts, special announcements, press releases and brand promotion. The asset we build within LinkedIn will become one of the greatest channels for delivering your message and directly connects your brand with valuable connections.

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Group Strategy and Content Plan

A LinkedIn group can be so much more than just a “group.” That’s why we coined the term Authority Leadership Platform, because that’s really what your group will be. A true platform for positioning you and your brand as an authority in the eyes of your prospects. And at the same time, a leader.

We do this by first creating a group that will attract your prospects from multiple sources. That’s how we get them tuned in for the long haul. If we simply talk about your business all the time, they will burn out and tune out.

Instead, we will curate relevant content based on topics and resources your clients care about. Our team will do all of the heavy lifting to find this content, and all you have to do is approve it when it is sent. Your prospects will appreciate, as you’ll be providing them with relevant, valuable content on topics that they actually care about. This is how you’ll stay top of mind with them almost every day, in a way that isn’t pushy or spammy.

By doing this, it enables us to achieve great results through the nurture messaging process. These people feel like they already know you, by the time we ask to set up a meeting.

After reviewing your target market and getting a solid understanding of your business model, we’re certain this approach will work very well.

Customized Messaging Strategy

We’ve developed a proven process for nurturing targeted prospects on LinkedIn through messaging approaches that culminate in a request for a phone call. These requests are accepted at a very high rate. We haven’t found another comparable approach that comes even close.

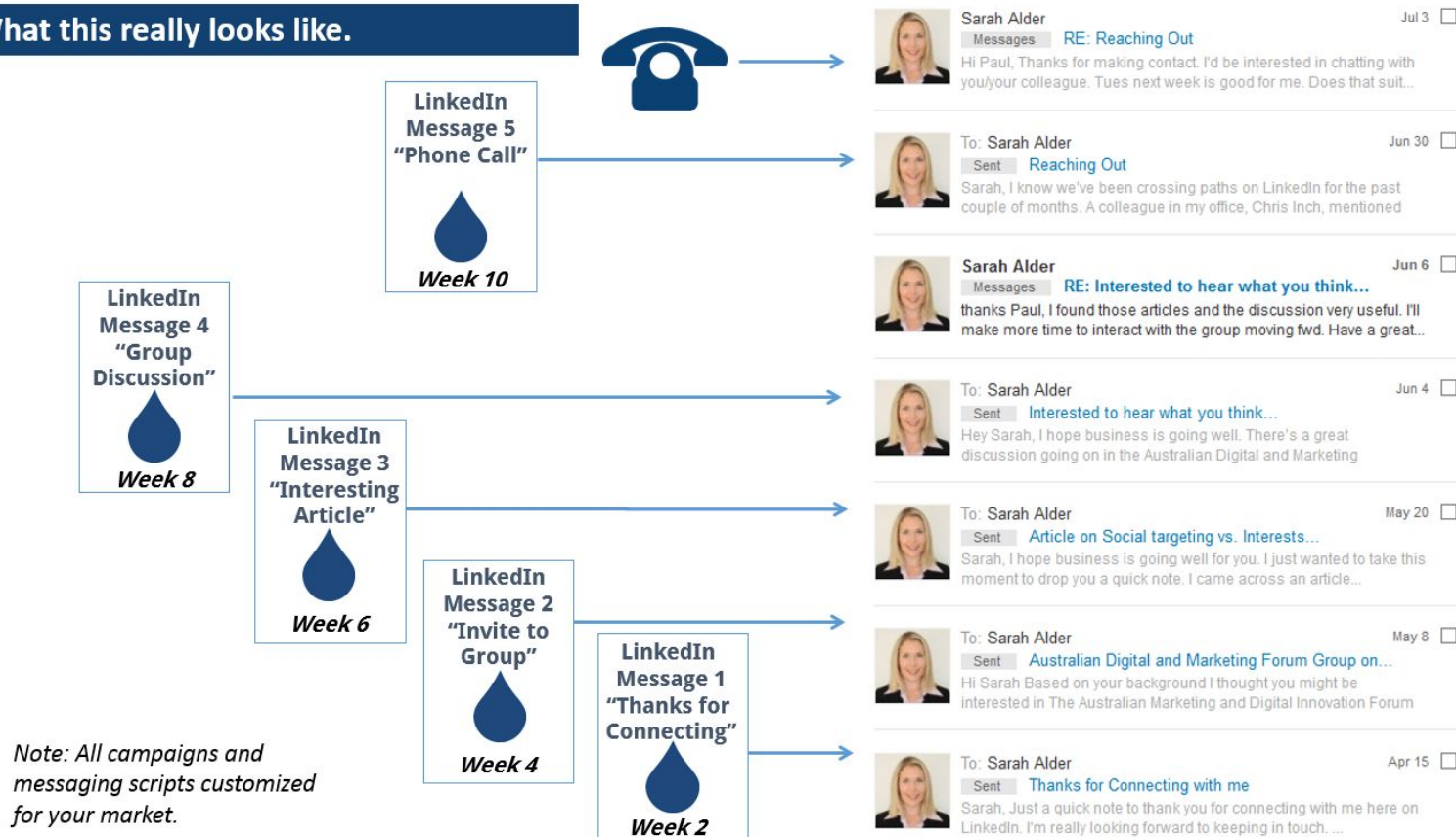
For your market, we feel this approach will work extremely well. Any prospect that is sometimes difficult to reach is especially great for this process, because we do things so differently than what they are accustomed to seeing. Many of our clients give us feedback that they’ve never seen their prospects respond like this with any other programs they’ve tried.

The messaging approach we’d like to start with includes a 5 message LinkedIn campaign. We will use this approach in tandem with the other components of the campaign, as outlined in this document.

We may also supplement the LinkedIn campaign with email outreach. For many of our clients, this adds an additional 10-20% response rate and a significant number of leads that otherwise would not be realized.

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What this really looks like.



We will work with you, beginning in the kickoff meeting, to design scripts and tailor the message campaign approach to meet your needs and your voice.

Throughout the campaign, our account management team will continually assess results and test new approaches to achieve the highest response rate. We're also happy to look at any past messaging that has proven successful for you, and incorporate it where appropriate in this campaign.

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Scope of Work: Customized Foundation & Ongoing Management

Foundation Package

The following scope of work will be delivered during the Foundation phase of your campaign.

We expect this stage of the campaign to last approximately 4 weeks:

- **Profile Optimization** - This is the re-working of your profile so that it is enticing to prospects who visit it. This could include improving things like your headline, profile pic and summary section.
- **Research of your Prospect Profile** - Before your database build, your **A.M.** (account manager) will spend time researching the best way to find and connect to your most high value prospects on LinkedIn
- **Identify & Join Targeted Groups** - critical for database building and ongoing prospecting
- **Script Creation** - Your **A.M.** will create the scripts and playbook that we will use for the messaging campaign that will turn your connections into leads. The script creation process is a collaborative one between you and your account manager. If there is a certain style that you want incorporated into your messages then you will need to advise your A.M. accordingly. The initial scripts in your campaign will be sent for your approval during this time, and the scripts that follow will be created approximately one week before each script is scheduled to be sent. No script will ever be sent without your approval, it is of the utmost importance that you approve our scripts in a timely manner.
- **Database Build** - During your database build your **A.M.** will send 1000 to 1500 connection requests to your targeted prospects in an effort to increase your 1st degree connections. Your database of 1st degree connections are very powerful because you can message them at any time without any restriction. Those people will be considered leads, and your Account Manager will work directly with you to create messaging campaigns that build trust and rapport with your leads, and generate 10-15 conversations per month during months 2.5 and on with those leads.
- **Creating your LinkedIn Group** - Your **A.M.** will handle building your group; content curation, group moderation, group growth, etc. The power of your group comes from the branding and positioning it provides you as a thought leader in your industry.
- **Content curation for group postings and status updates** - During this phase, your **A.M.** will curate the initial content needed for your campaign and you will be able review the content on your Campaign Management Spreadsheet that will be shared with you. Once approved, your A.M. will put out content on a variable schedule, posting once each day Monday through Friday, unless notified otherwise.

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Ongoing LinkedIn Marketing Services:

Ongoing activity and tracking services are conducted on a monthly basis, including:

- **Review Tracking Sheet Connections** - After your database build is complete, your A.M. will ask you to review your connections and mark those you do not want messaged as “DNM” (do not message) on your Tracking Sheet, found in your Campaign Management Spreadsheet. It is important that you review your new connections in detail as it is those people that will be placed into the messaging campaign.
- **Identify High-Value Connections** - After you have reviewed your connections, we spend time creating groups of people to message. This process involves reviewing each prospect’s LinkedIn profile to ensure that they are indeed a match, and assigning each one to a messaging group.
- **Ongoing Prospecting** – Prospecting and connection growth will continue throughout the campaign even after the initial database build is complete. Your account manager will monitor connection growth on a daily basis and determine when new connections need to be added to the campaign.
- **High-Value Lead Messaging Campaign** - We work these High-Value Leads through an approximately 2.5 to 3 month, multi-touch personalized messaging campaign that culminates with them receiving a request a phone call from you. Each month we add new connections into the process to arrive at a consistent volume of leads.
- **Continued Content Curation for Group Postings and Status Updates** - We will prepare these and submit them for your review each month. We will set up and monitor a variety of news feeds pertaining to your industry, so that we are regularly stocked with valuable content to share via group postings and direct messages to prospects.
- **Moderate Group, Promote Discussion, Keep Members Engaged (DAILY)** - The only thing required of you is approval of the *Schedule of Posts* each month. From time to time, we may encounter a question or topic of a technical nature that we need help with. For these instances, we will email you for the appropriate response. We handle all of the day-to-day management of your group.
- **Grow Group Membership on Ongoing Basis** - The primary tool used for this is personal messages to prospects, inviting them to join the group.
- **Generate and Send Group Announcements** – One per month after the group is launched
- **Integrate your content and email campaigns** into the LinkedIn campaign as appropriate.
- **Manage LinkedIn Inbox** and forward important messages.

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Definitions & FAQ

The following are some common terms & frequently asked questions about our campaign, it is important that all parties understand their meaning:

Prospects: *These are people who are members of LinkedIn that fit your prospect profile, and are not connected with you.*

Cold Lead: *A cold lead is defined on LinkedIn as a prospect who you are connected with and therefore have access to create and build strong relationships with, either through LinkedIn's messaging platform, or through their email address provided by LinkedIn.*

Warm Lead/Appointment Generated: *These are people who fit your prospect profile, have connected with you, and who agree to a phone call with you. These are high-value leads, and must be treated as such, which means that quick reply and professionalism are of the utmost importance when handling these.*

Database Build: *The Database Build process involves your account manager identifying prospects on LinkedIn through the Advanced People Search, and sending out connection requests to 1000+ Targeted Prospects.*

DNM Process: *This is the process that the client is required to undertake to ensure that they have reviewed each prospect who we plan to message in our messaging campaigns. This will ensure that both the client as well as the A.M. have reviewed these connections before sending them messages in the campaign.*

Nurture Campaign/Messaging Campaign: *This is the series of messages that we send to your cold leads to convert them into warm leads/appointments generated. These messages are crafted by your account manager, put together in a series that culminates in a call to action.*

When do Warm Leads/Appointments come in?

*When everything is running on schedule, and there are no delays in client communication, **there is a 10 week ramp-up period for your campaign (including a foundation-building phase of 4 weeks plus 6 weeks of regular relationship building touch points)** at which point phone call requests will go out and appointments with leads begin to come in. This period of time is essential to a successful campaign. The reason is that it takes time to build your database of new connections and nurture them through the messaging campaign to the point where it is appropriate to begin asking for the phone call and achieve the best results. We strive to get this work done quickly so that you can start having appointments with your leads as early as possible. In order to achieve this schedule, it is of the highest importance that communication and approvals are conducted in a timely manner by both LinkedSelling as well as our clients.*

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LinkedSelling Quality Commitment

Your LinkedSelling LinkedIn marketing campaign is our number one priority. Our Account Managers make every decision and recommendation with our client's best interest in mind. No company in the world has as much experience at running these campaigns as we do. We know every single facet of how LinkedIn operates and the best way to use it to your advantage.

We will handle running 90% of your campaign. The other 10% will come from you, the client, approving our work, sharing relevant information with your Account Manager, and making the phone calls when leads agree to a call. That 10% is incredibly important, and will make the difference between a successful and unsuccessful campaign.

At every point in this campaign, your Account Manager will serve as a guide, recommending best practices for approaching your connections; as an accountability partner, ensuring that you are capitalizing on the campaign; and as a coach, connecting you with the appropriate resources, like sales training, etc. that will help you make the most of your time spent with our campaign.

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Your Commitment

Your Commitment: For the services outlined above, we ask for a 1 month, then 6 month commitment. Building an engaging group, positioning your brand properly, establishing top-of-mind awareness, and building relationships to the point where our processes are successful, takes time. There is no effective way to shortcut building a relationship. We expect a 10-week ramp-up period before warm leads and appointments are being generated at the level outlined above. After the initial commitment, the agreement switches to month to month and we will continue to earn your business each and every month.

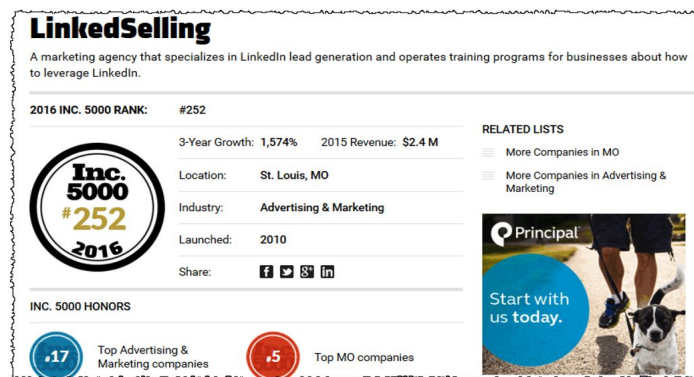
If you decide that you want to run the campaign yourself, after the initial contract is complete, we can work with you to help coach you on implementing the process. Either way you go, whether having us continue run the campaign or if you decide to manage it internally, you're going to have a fine-tuned machine on your hands that will generate results for years.

About LinkedSelling

Our team has been using LinkedIn for over a decade, and training businesses on LinkedIn since 2011. We're proud to say that we have built our business utilizing the same philosophy and principles that LinkedSelling puts in place for our clients.

We're not your run of the mill LinkedIn consultants or trainers. In addition to our coaching and training programs, our 15-person agency actually runs LinkedIn campaigns for clients every single day. Because of this, you can rest assured that the strategies we teach are based on real-time campaigns that we know are working. You might say we walk the walk.

Our philosophy, system, and dedication to the results of our clients has led to some amazing things. Recently, we were recognized as #252 on the Inc. 5000 list of the fastest private growing companies in the U.S.



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For more information on our rockstar team and some of the people that you will be getting to know, check out LinkedSelling.com/About.

Over the years we have worked for many big name companies like Microsoft and Dell, and people like Neil Patel, but most of our clients (and who we really love working with) are amazing small and medium sized businesses around the world.

And if you want to see what other people are saying about us, here are some of the places we've been featured....

Featured on...



Entrepreneur

WALL STREET JOURNAL

Forbes

Inc.

Newsweek



Linked in

THE
HUFFINGTON
POST

The Miami Herald

MIXERGY

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TERMS & CONDITIONS for LinkedIn Campaign Management

Notice to the parties shall be given at the above addresses.

In consideration of the promises and covenants contained herein, and intending to be legally bound hereby, the parties agree as follows:

1. **CONSULTANT'S SERVICES AND PRODUCTS.** Upon execution of this Agreement, the Consultant agrees to render those services and provide those products as more specifically delineated in **Campaign Plan & Analysis** of this Agreement (the "Campaign"), and the terms and conditions of **Campaign Plan & Analysis** are expressly incorporated herein and enforceable as such. The scope of services rendered by Consultant pursuant to this contract shall be solely limited to those contained therein.
2. **COMPENSATION and SCOPE** As full compensation for the Services provided under this Agreement, Client shall compensate the Consultant on the following basis:
Initial Payment for Setup and Planning \$3,000
Monthly Management and Maintenance Fee \$2,000
Scope of work: As Proposed in Campaign Plan & Analysis
3. **PAYMENT TERMS.** The Consultant shall submit to Client monthly applications for payment for services. Initial payment shall be due prior to commencement of services. Subsequent monthly payments shall be due on the first or fifteenth of each month, depending on date services commence, for services to be performed during that month. Additional services over and above the inclusions specified shall be billed at an agreed fixed sum.
4. **LIMITATION OF LIABILITY.** Client shall use Consultant's services and products at Client's own risk, and Client assumes any and all risks from use of Consultant's services and products, except where Consultant or its agents in carrying out its services in **Addendum A** makes intentional misrepresentations or recklessly performs its duties. The liability of Client, its employees, agents, associates, successors, assigns, and legal representatives under this Agreement is limited in direct proportion to the compensation paid to Consultant under this Agreement, and shall not, under any condition, exceed the amount already paid to Consultant at the time of any such claim, demand, or cause of action whatsoever.

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5. **CONFIDENTIALITY.** Client and Consultant shall not disclose any confidential information to any third party. Confidential information shall include all information disclosed in connection with Client's use of Consultant's services and products. Confidential information, however, shall not include information that: (a) is now or subsequently becomes generally available to the public; (b) the Consultant or Client can had rightfully in its possession prior to disclosure by Consultant; (c) the Consultant or Client rightfully obtains from a third party. Consultant and Client agrees not to disclose, reveal or make use of any Confidential Information learned of through its transactions, without written consent. Both parties shall keep the Confidential Information of one another in strictest confidence and shall use its best efforts to safeguard Confidential Information and to protect it against disclosure, misuse, espionage, loss and theft. Also, "Confidential Information" shall additionally include, but not be limited to, the following information for both Client and Consultant:
- a. Customer lists or other customer information;
 - b. Sales strategy, tactics, or methods;
 - c. Information pertaining to products or services under development;
 - d. Internal Consultant reports of any kind;
 - e. All marketing strategies for Consultant;
 - f. Any and all financial information about Consultant;
6. **RELATIONSHIP.** The Consultant and the Client agree to proceed with the performance of the services required for the Project on a basis of mutual trust, good faith, and fair dealing, and shall take actions reasonably necessary to enable each other to perform this Agreement in a timely, efficient and economical manner. Accordingly, nothing contained in this Agreement shall be construed as constituting the relationship of the parties to be one of agent/principal, partners, joint ventures, or employer/employee, nor shall any party to this Agreement have the right or authority to act or incur any liability or obligation of any kind in the name of or on behalf of any other party to this Agreement.
7. **NON-DISPARAGEMENT.** In the event that a dispute arises between the Parties, the Parties agree and accept that the only venue for resolving such a dispute shall be in the venue set forth herein below. In the event of a dispute between the Parties, the parties agree that they neither will engage in any conduct or communications, public or private, designed to disparage the other.
8. **INDEMNIFICATION.** Client shall defend, indemnify, and hold harmless Consultant, Consultant's officers, employers, employees, directors, related entities, trustees, affiliates, and successors from and against any and all liabilities and expense whatsoever - including without limitation, claims, damages, judgments, awards, settlements, investigations, costs, attorney's fees, and disbursements arising out of Client's use of Consultant's services and products except where Consultant or its employees, consultants or agents are grossly negligent or reckless.

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9. **CONTROLLING AGREEMENT.** In the event of any conflict between the provisions contained in this Contract and any marketing materials used by Consultant, Consultant's representatives, or employees, the provisions in this Agreement shall be controlling.
10. **ENTIRE AGREEMENT.** The parties acknowledge and agree that this writing contains the entire Agreement between the parties hereto, that there are no other representations or understandings, either verbal or written, between the parties, and that this Agreement supersedes any and all prior agreements between the parties. The Agreement shall not be modified except by written agreement signed by both Consultant and Client.
11. **BUSINESS SUCCESS FAILURE.** Client agrees that Consultant is not responsible for the success or failure of Client's business decisions relating to its use of Consultant's services and products
12. **AGREEMENT BINDING ON SUCCESSORS, ASSIGNMENT.** This Agreement shall be binding upon, and inure to the benefit of the parties hereto and their respective heirs, personal representatives, successors and/or assigns. Client may assign its rights under this Agreement only with the written consent, and at the sole discretion, of Consultant, which shall not be unreasonably withheld.
13. **ARBITRATION.** Any controversy or claim arising out of or related to this Agreement or breach thereof, which the parties hereto are unable to resolve after at least thirty (30) days of good faith negotiations or a formal mediation shall be resolved, except as may otherwise be provided herein, by binding arbitration and the arbitration award may be entered as a final judgment in any court having jurisdiction thereon.
14. **GOVERNING LAW VENUE.** The laws of the State of Missouri, USA shall govern the validity, interpretation, performance, and enforcement of this Agreement. Subject to the provisions of Paragraph 15, above, any action arising under this Agreement shall be brought in the in the Circuit Court, for St. Louis County, Missouri, with each party waiving their right to a trial by jury. Any litigation to enforce the provisions of this Agreement shall be commenced only in federal courts for the Eastern District of Missouri or the state courts of Missouri. In the event of such litigation, the prevailing party shall be entitled to recover its reasonable attorney fees and expenses incurred in enforcing the provisions of this Agreement.

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15. **TERMINATION BY EITHER PARTY**

Either party may terminate this Agreement upon written notice. Consultant shall be entitled to compensation for work performed up to and including the date of the termination of this Agreement. Minimum duration of contract is 1 month, then 6 months, or \$15,000. Including a one month campaign set up phase for \$3,000 and 6 months of ongoing campaign management for \$2,000 per month.

Client has the option to extend the agreement on a month-to-month basis for \$2,000 per month. Client has alternate option to terminate the agreement within the first 30 days, by providing written notice. In the event that the Client terminates the agreement within the first 30 days, the only compensation due shall be the payment for the initial "Foundation Package" scope of work.

A facsimile, electronic, or e-mailed copy of this Agreement, with a written or electronic signature, shall constitute a legal and binding instrument. By setting forth my hand below I warrant that I have complete authority to enter into THIS AGREEMENT.