

How File IT.tax Generated 412% ROI in Just 2 Months on LinkedIn

A simple strategy for tech firms to get results from social media...

"The quality of leads and conversions has been strong, and in terms of ROI, this is one of the more attractive lead gen strategies for my business."

~ Gene Conley, CEO, FileIT.tax

The Situation...

Gene Conley, CEO of FileIT.tax, struggled to consistently generate qualified sales opportunities month after month.

He saw the potential on LinkedIn and needed a strategy to find and convert his prospects. So he turned to LinkedSelling to devise a plan that would get him in the room with the business owners he wanted to speak with.

Like many other small business owners, Gene had tried other social media strategies but 'likes' and 'comments' rarely resulted in bottom-line revenue.

Gene knew that if he could get more at-bats with the right kinds of business owners he'd close more deals.

How to Reach a Large Audience at THE Critical Time?

Gene knew it would be a challenge to reach everyone in his large target markets, and being in the tax industry, the first quarter of the year is a crucial time. Gene partnered with LinkedSelling to do this quickly and efficiently through LinkedIn.

The engagement consisted of four parts:

1. LinkedIn profile optimization
2. Joining ideal groups
3. Crafting message scripts
4. Executing a messaging campaign

Using his Profile and Groups to Build Authority

Profile optimization is the first step that every client goes through with their account manager. After some research on competitor profiles, they run through a checklist to ensure every part of the profile is optimized to increase conversion percentage.

To access a larger audience of prospects, we set out to join Gene in number of groups full of his ideal audience from which we could prospect to find candidates for our messaging campaigns.

Launching a Multi-Touchpoint Messaging Campaign

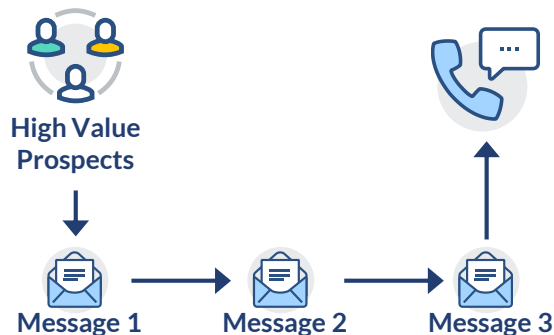
A successful LinkedIn messaging campaign is one that doesn't jump to the sales conversation too quickly. It focuses on relationship by adding value with resources and content specific to the prospect and their interests.

By building a relationship through a multi-touchpoint messaging campaign, Gene was able to turn more prospects into leads and more of those leads into clients.

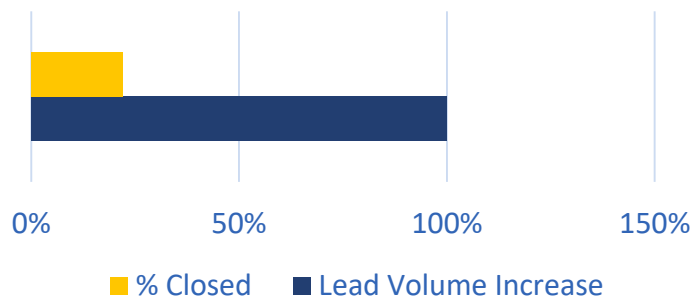
Gene Estimates an ROI of Over 400% in Just 2 Months!

Gene's campaign has been so successful in building trust with his network on LinkedIn that about 22% of Gene's leads have turned into clients. He estimates that these clients will continue to work with him for 3-4 more years.

Based on the average revenue from each deal, and their status as returning customers, Gene is expecting at least a 400% return on his investment (ROI) with LinkedSelling.



22% of New Leads Closed in Just 2 Months



How to Customize this Plan for Your Business...

The results you've read about in this report come from only two months and will result in recurring revenue for years to come.

To learn how your business can get results like Gene and File IT.tax, [schedule a consultation with our Director of Client Strategy by CLICKING HERE!](#)

"LinkedIn has been a tremendous source of new leads for my growing business, and the team at LinkedSelling have mastered creative ways to tap into and exploit this platform. I'm looking forward to broadening my campaigns and continuing my work with LinkedSelling."