

How Louder.Online Became a Marketing Leader in Australia by Leveraging LinkedIn

The LinkedIn strategy that delivered 384% ROI and Elevated Louder.Online to an Industry Authority



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

~Aaron Agius,
Co-Founder and Managing Director,
Louder.Online

The Situation

Aaron Agius runs one of Australia's leading marketing agencies, Louder.Online, which specializes in search, social, and content marketing.

When he came to us, he was not only looking for more leads and new business. He also wanted to position his company as THE leader in his space.

The problem was, with potentially thousands of other marketing firms offering a similar service, the competition was fierce.

How to Stand Out from The Competition

The opportunity for Louder.Online existed in differentiating and properly positioning their company.

We brought the tools and experience to the table to cut through the competition and position Aaron as a peer to the senior marketing decision makers he targets.

The campaign consisted of four parts:

1. Research targeted prospects on LinkedIn
2. Optimize LinkedIn presence to build authority
3. Connect with thousands of targeted prospects
4. Plan & execute a messaging campaign

The Key to Proper Positioning: Understand Your Target

Aaron's company wasn't looking to work with mom-and-pop operations. They have big ticket engagements and work with some of the largest brands in the world. The people he targets within these companies are often Digital Marketing Managers, Marketing Directors, and CMO's.

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.

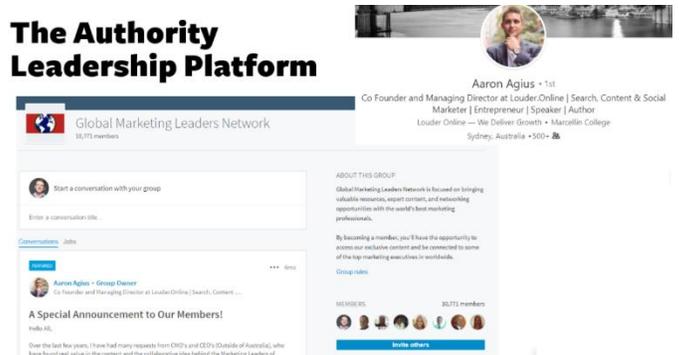
Using LinkedIn Groups to Build Industry Authority

The fastest way to position Aaron and his company as a peer to the senior marketing decision makers that he targets was to create platform to bring them together, so we created an active LinkedIn group for him.

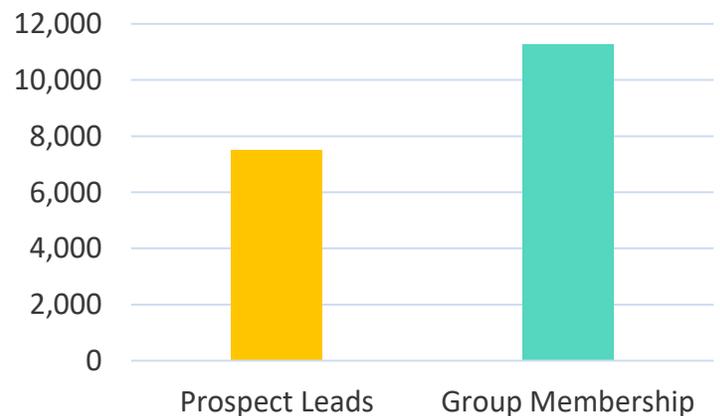
Not a group about SEO and inbound marketing, but a national industry-focused group that his prospects would actually enjoy and care about enough to join, and stay a member for a long time. At the time of this writing, the group has grown from zero to over 10,000 members.

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 authority and top-of-mind awareness it builds is massive.

The Authority Leadership Platform



Results: LinkedSelling Helped Louder.Online Achieve a 384% ROI!



How to Customize This Plan For Your Business

While Aaron's results are outstanding, we've been able to deliver similar results for many businesses in over 19 different industries using the same LinkedIn strategy.

To learn how your business can get results like Aaron and Louder.Online, stop by our booth or email us at team@linkedselling.com to book a consultation!