

November 20, 2020

Ben Kniffen
LinkedSelling Co-Founder & President

1819 Lynch St.
St. Louis, MO 63118
Phone: (314) 499-8892

Dear LinkedSelling Team Members,

In light of a crazy 2020, and the fact that Thanksgiving is next week, as many of you know, I met with the agency to talk about how we can better serve our clients. We discussed what we're hearing from current clients, as well as prospective clients and other businesses we've spoken with. Our goal is to provide something that will address issues that have come up in 2020 and that will *actually* help businesses as we enter 2021.

Our agency has been working diligently to come up with a new service offering for our clients who are struggling with:

- *sales teams who spend too much time on prospecting and not actually closing*
- *sub-par quality leads*
- *inconsistent sales pipelines*

All of which contribute to one underlying problem: unpredictable revenue.

Some of you are familiar with the result of these discussions and I am *super pumped* about what we've come up with to address each of these issues:

A brand new service offering called the *Black Friday LaunchPad Exclusive*. We have never offered these services in the format to the public before, so this will be very exciting. The offer starts this Monday, November 23rd and extends through Monday, November 30th.

We really believe this will help businesses bounce back for strong 2021! As we talked about in the company meeting on Wednesday, we're expecting a lot of questions on the new services, and we want everybody to be ready for Monday...

Each department has been briefed on what to expect and on how to deliver. This is a ***three-month package*** that brings fresh, quality appointments for our clients. The LinkedSelling Elite Digital Team will ***build out the repeatable system the first month*** and then ***fully manage the system the following two months, plus offer training***. Here are the specifics...

The Black Friday LaunchPad Exclusive Includes:

1. **Done-for-you build out of a professional Facebook or LinkedIn ad campaign** including: all ads, landing page, and graphic imagery designed to attract and capture qualified leads
2. **A proven strategy with a full overview and training** on how to beat out the competition and get the best cost per result in Facebook's or LinkedIn's competitive marketplace
3. **The development or optimization of one Business Profile**, including cover photo, profile picture, and short and long descriptions to enhance search ranking, fan engagement, organic reach and prospect attraction
4. **The creation of the lead magnet** (Yes, we'll create the whole thing!)
5. **Market research** identifying ideal prospects and how to reach and speak to your target market ON Facebook or LinkedIn
6. **The creation of the opt-in landing page** for collecting leads
7. **The creation of the Profit Maximizing Thank-You page** pitching a consultation call or an upsell
8. **The copywriting, editing and set-up of up to a 9 email follow-up sequence**
9. **The integration and set-up with the client's CRM** or marketing automation systems
10. **Instructional videos and templates** on how to optimize and run your campaign
11. **Best practices checklist** on how to maximize the value from leads generated
12. **Three 30-minute analysis sessions with Elite Digital Group ads analyst and copywriter** to look at your results and offer recommendations for improvements after you started running your ads

Plus Two Bonuses:

- TWO full months of weekly emails FREE
- AND our Organic Lead Explosion Program which includes 30 days of social media posts

We're opening next week. Have a great weekend, let's get after it!

Take the lead,

Ben Kniffen