Executive LinkedIn Insights & Strategies, Software & Tactics...

...to Getting Business Through LinkedIn
You’re About To Discover…

- How to structure your business for predictable ROI through LinkedIn
- How to identify your highest and best use of LinkedIn
- Cutting edge tools & software available for B2B marketing, tracking & automation
- Your own LinkedIn Strategic Plan
Nathan Kievman

✓ $100+ Million Generated for Clients through LinkedIn in last 2 years
✓ Author & International Speaker
✓ Owner of the Largest LinkedIn Strategies Group on LinkedIn
✓ Taught over 50,000 how to master LinkedIn via Webinars & Live

www.LinkedStrategies.com
LinkedIn Is...

- A 300 Million Person Database
- #1 Professional Network
- Profile to the World
- Establish Expertise
- Source of Direct Access to Talent, Prospects & Strategic Relationships
The REAL POWER of LinkedIn

- Position & Brand Yourself
- Brand Company via People
- Build Targeted Networks
- Access to Top Talent
- Partnerships & Alliances
- New Prospects & Clients
- Test Untapped Markets
- Create Predictable Pipelines

www.LinkedStrategies.com
Knowing The LinkedIn Marketplace

300,000,000+ LinkedIn Members

- 9M+ Canada
- 100M+ United States
- 20M+ Middle East & Africa
- 17M+ Brazil
- 65M+ Europe
- 9M+ Southeast Asia
- 24M+ India
- 5M+ Australia

Source: LinkedIn® Marketing Solutions
Business Decision Makers

- Small & Medium Business Professionals
  Over 6.4 Million

- Startup Professionals
  Over 5.8 Million

- Business Decision Makers
  Over 15 Million

- Corporate Executives
  Over 2.8 Million

- Financial Service Professionals
  Over 6 Million

- IT Professionals
  Over 8 Million

- Marketing Professionals
  Over 3.8 Million

- Career Changers
  Over 1.7 Million

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Why does this all matter?

LinkedIn is a Channel that... can help...

- Increase Revenues
- Lower Marketing Costs
- Improve Cashflow
- Connect with Decision Makers

LinkedIn is a Practical Business Tool that when Mastered, can Lead to Exponential Results!
LinkedIn Insights: Case Studies

- Internet Marketing Company
- Events Company
- Management Consulting Firm
- B2B Fortune 100 Company
LinkedIn Case Studies

Internet Marketing Co.

- 7262 Targeted Messages
- 316 Response: 4.35%
- 100 PreQual’ed Appointment Requests: 1.16%
- Pipeline Increase: $1.1m
- Costs: $16,535
- Timeline: < 30days
LinkedIn Case Studies

Experiential Events Company

- 100 Targeted Companies
- 376 Targeted Custom Messages
- Response: 5.58%
- 13 PreQual’d Appointment Requests: 3.45%
- Pipeline Increase: $9.75m
- Costs: $16,800
- Timeline: < 60days
LinkedIn Case Studies

Management Consulting Firm

Goal: Build Long Term Thought Leadership, Land New Clients, Create a Best Selling Book

Solution: Build a LinkedIn Community Exclusively with VP’s of the Fortune 200

Results:

- 200,000 total VP’s of Fortune 200
- 50,000 were accessible
- 12,000 Double Qualified VP’s of Fortune 200 Joined his Exclusive Community
- Best Selling Book & Endless New Business + Long Term Relationships

www.LinkedStrategies.com
LinkedIn Case Studies

Multi-Billion Office Supply Co.

Goal: 75 Global Sales Reps needed to identify, access, engage & grow their managed accounts

Result:

- Avg rep added 2000+ High Value Targets to their Target Lists
- Est. personal engagement rate: 30% to 50%
- Est. Pipeline Opportunity Increase per Rep: $600m
- Annual Requirement: $50 to $100m
The 3 Best Power User Strategies

➤ Improve Your Image
    ➤ Profile Mastery to Establish Trust & Credibility

➤ Get Found
    ➤ Networking on Purpose

➤ Generate Awareness
    ➤ Promotion Tactics
LESSON I

- How to structure your business for predictable ROI through LinkedIn
Improve Your Image: Profile Mastery

“Only one who devotes himself to a cause with his whole strength and soul can be a true master. For this reason mastery demands all of a person.”

- Albert Einstein
LinkedIn Power User Strategies & Tactics

Profile Optimization

- Profile Picture
- Professional Headline
- Summary
- Website Names and Links
- Public Profile Name
- Current Title
- Media Integration
- Connections
- Recommendations
“There is nothing worse than a sharp image of a fuzzy concept.”

- Ansel Adams

LinkedIn Power User Strategies & Tactics

Profile Optimization: Professional Headline

Models:
• Value Proposition or Solution | Value Proposition or Solution | Trust | Credibility | Title & Company
• Title & Company | Credibility | Value Proposition or Solution | Value Proposition or Solution | Trust
• Value Statement or Specific Call to Action

Examples:
• Marketing Director at (Company Name) | DoD Business Solutions
• 13 Million Books Sold | Authority on Creating Lasting Happiness | Transformational Leader | CEO, Shimoff & Associates
• M&A IT Strategist | Fortune 100 Program Manager | Strategic Planning | PMO | President & COO at DemingHill
Get Found: Networking on Purpose

“If you can't describe what you are doing as a process, you don't know what you're doing.”

- W. Edwards Deming
LinkedIn Power User Strategies & Tactics

Get Found: Networking on Purpose
Generate Awareness: Promotion Tactics

“Something amazing happens when you don’t promote... nothing.”

- P.T. Barnum
Generate Awareness: Promotion Tactics
LESSON II

- How to identify your highest and best use of LinkedIn

STRATEGY & APPROACH
LESSON II

- How to identify your highest and best use of LinkedIn

  What are your Goals & Objectives?

  - Leads
  - Brand Awareness
  - Relationships & Networking
  - Content Sharing
  - Etc...
LESSON III

- Cutting edge tools & software available for B2B marketing, tracking & automation

1. Database Acquisition: eGrabber
2. Engagement: LinkedIn & Email
3. Follow up: Toutapp
LESSON IV

- Your own LinkedIn Strategic Plan
  1. Optimize Your LinkedIn Profile
  2. Build Your Database
  3. Create Your Own Personalized Engagement Strategy
Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.

Find Email / Phone of LinkedIn / others.

- How Append email & Phone works?
- Account-Researcher Pricing

- Missing Email
- Missing Phone

- NO 2nd chance at InMail / Connect
- Will he ignore?
- Will he ‘I-Don’t-Know’ my request?
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• Account-Researcher Pricing

Kevin North
President & CEO at Terapeak
San Francisco Bay Area Computer Software
Previous IHS, Dyadem International (acquired by IHS Inc. - NYSE)
Education Carleton University

Connect  Send Kevin InMail

Full Name
Kevin North

Company
Terapeak

Business Email
kevin@terapeak.com

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## Sources

[Internet](#) Sources

**Found Email**  
**Projected Email**

**Accuracy**

**Patent**

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### Find Email / Phone of LinkedIn / others...

- **How Append email & Phone works?**
- **Account-Researcher Pricing**

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**Live Forum (click to access)**

[Live Forum](#)

**Sales Enablement**

[Sales Enablement](#)

**Case Studies: How-To and Allies | MarketingServices**

[Case Studies](#)

**Contact Name:** Mr. William E. Forster  
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**Fax:** 617-273-9800  
**Website:**

[Website](#)

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**U.S. Industry Business Directory - Biz Dir Lib**

[Business Directory](#)

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**Thank you**

[Thank you](#)

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**Maine Pointe, LLC - Printing Publishers**

[Maine Pointe](#)
Find Email / Phone of LinkedIn / others.

• How Append email & Phone works?
• Account-Researcher Pricing

Disclaimer - This tool is not approved by LinkedIn, Google, Bing or Others. Tool only extracts data users can already copy-paste.
If Found on the Internet

95%+

Hit Rate

Intelligent Statistical Projection

3x

more accurate than guessing
We’ve patented this Email Append Process!

Methods and systems for determining email addresses
US 8495151 B2

ABSTRACT

Disclosed herein is a method and system for a user to find an email address using the Internet. The user inputs the information that he wants to be verified or completed. A seeking unit determines the missing fields in the input information. The seeking unit may determine the missing information in the email address from various sources on the Internet, using a set of rules. The rules may be specified by the user or present in the database. The obtained search results are ranked by a ranking unit, based on the relevance of the scores. The seeking unit may also display the found email information along with the ranks to the user. The user has the option to sort the email information. The user may then select the most accurate email information, according to him, which is then used to populate the field in the information.

Sources
Found Email
Projected Email
Accuracy
Patent

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LinkedIn Premium

25 InMails / mo = $74.99 / mo
300 InMails / yr = $899 / yr

- for 1-chance
- No email
- No phone
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LinkedIn Premium

Account Researcher

3,500+ eMails / year

= $895 / yr

300 InMails / yr

= $899 / yr

- Multiple chances
- Business email
- Business phone
Yearly Subscription
$875/License

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Training after purchase

Rich Kumar
Customer Success Manager - eGrabber Inc
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Phone # : 408-516-4566

@ nathankievman    @egrabber
“If you can’t describe what you do as a process, then you don’t know what you are doing.”

– W. Edwards Deming

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Thank You !!!

@ nathankievman

#egrabberwebinar