

EXTENDED LINKEDIN LEAD  
GENERATION PROGRAM FOR  
CMS INTEGRATION SERVICES  
PROVIDER



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## THE CLIENT:

Our client provides fast, high quality CMS integration, PSD to HTML services, smartphone ready websites and Facebook custom pages. Its team designed an optimized service to provide CSS/HTML pages adapted to any kind of browser. These pages are used with CMS technologies and e-commerce portals.

All its dedicated solutions are designed specifically for CMS powered websites, and offer an extremely reliable and redundant environment with ample bandwidth, disk space and monitoring. Our client's properly programmed CMS technologies allow non-technical users to update their own site with little training.

## THE CHALLENGES:

- The need to develop an extended **LinkedIn Networking and Outreach program**, designed to **generate outbound leads, awareness and credibility with our client's specific market**.
- **Increase website traffic** with relevant measurable results, in a very **competitive market niche**.

## MEETING THE CHALLENGES – STRATEGY APPROACH AND IMPLEMENTATION

## SOLUTIONS:

1. B2B Approach Strategy and Planning
  - Target market - advertising agencies, web design companies, online advertising boutiques, creative shops, interactive agencies
  - Geographic location: U.S.A.
  - Decision makers - Project Manager, Business development manager, President
  - Outreach messages, with specific services focus on CMS integration.
2. LinkedIn optimized profile set-up and management for a company representative. Company page set-up to increase online visibility



3. LinkedIn direct messaging and follow-up
4. LinkedIn lead management and support: appointments set-up; LinkedIn inbox management
5. LinkedIn opportunities reports.

### THE RESULTS:

- **Increased company site traffic.** About 50-100 per week users were redirected to the website from the company's LinkedIn profile.
- **Over 9500** messages sent
- **10% response rate, of which 60% positive**
- **Sales Appointments: avg. 10%**
- Although the target was of **8 leads per month**, in some months **NNC doubled the number of leads**

*"NNC Services helped us to acquire awareness among our target market. Their innovative LinkedIn outreach tactics helped us to strategically get our message right to our potential clients. NNC Services has brought us more business opportunities than we expected."*