



EXTENDED LINKEDIN LEAD GENERATION PROGRAM

CMS INTEGRATION SERVICES PROVIDER

Read the following case study to find out how we developed an extended LinkedIn networking and outreach program, designed to generate outbound leads, awareness and credibility with our client's specific market.



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 ecommerce 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.

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.



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



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.”

Founder and CEO @CodeMyImage

NNC Services

NNC Services specializes in marketing for B2B IT and professional services firms. We integrate marketing strategies to ensure demonstrable outcomes in sales and communication. NNC Services will assure your company's growth and development by facilitating new prospects for financing as well as long-term development and expansion.



NNC Services is the leader in B2B marketing for IT and professional services companies. Our skilled team enables your business to better connect with your clients, through marketing strategies, tactics, tools and automation. We support senior company marketing & sales leadership to reach and exceed business goals with proven strategies, coaching, marketing automation, lead nurturing, and effective inbound and outbound marketing campaigns.