

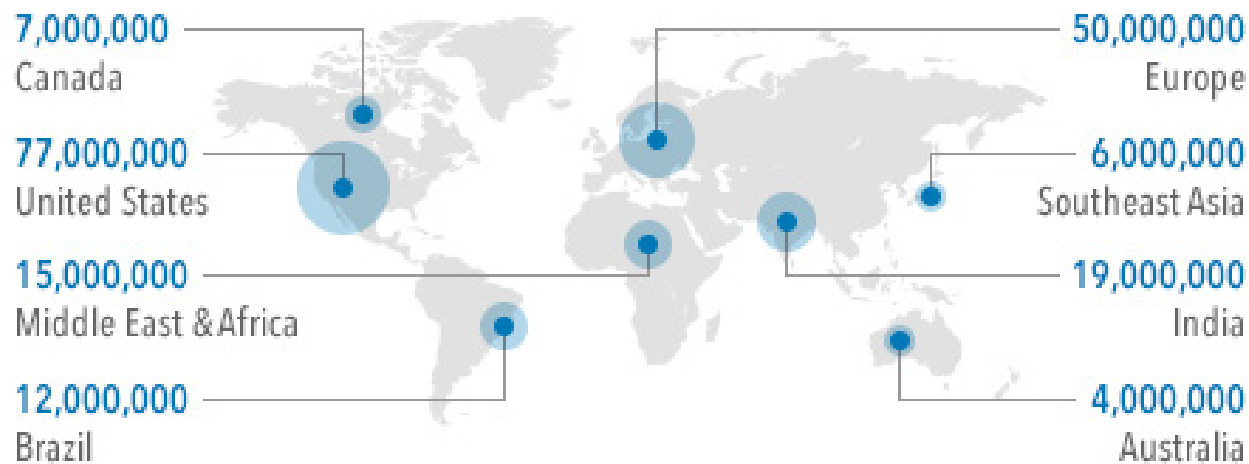


# Link **2** Success



*Experience LinkedIn Lead Generation like never before*

## 225,000,000+ LinkedIn Members

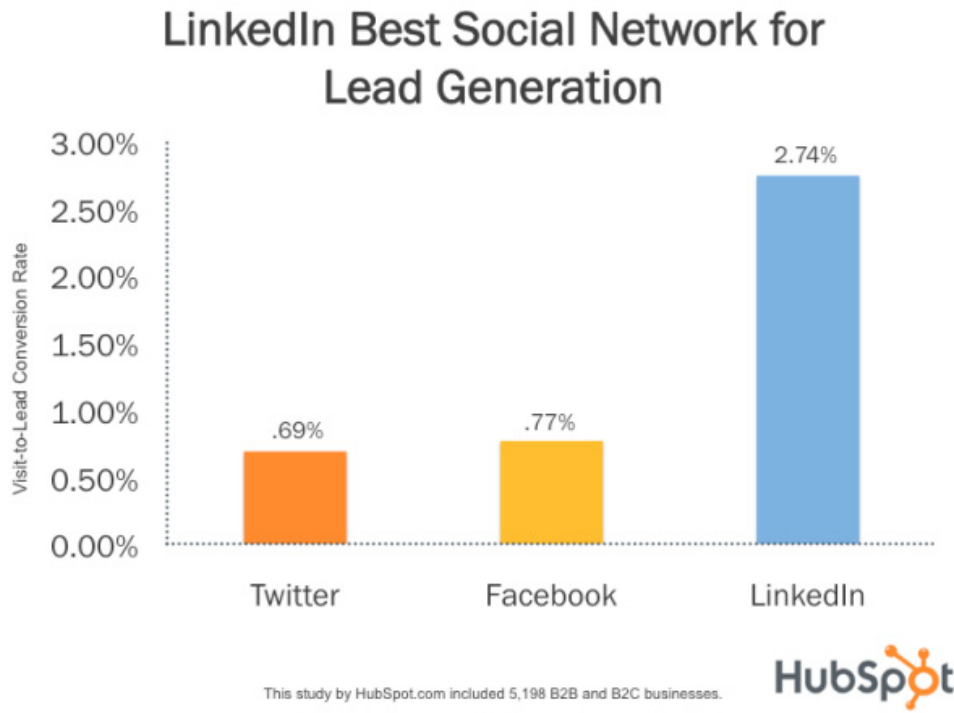


*Most of our Clients open up several synergistic business dialogues, and achieve 20-30 warm leads and 3-12 meeting requests from a single campaign.*

### Our Objectives:

- Make you overwhelmed with the response at the end of each campaign
- Build warm rapport and create buy in with senior level decision makers and your ideal customers
- Bring traffic to your profile
- Increase online presence, credibility and sound reputation
- Approach each campaign holistically- do everything we can to maximize your conversion rates

## Why Use LinkedIn?



LinkedIn is one of very few methods that **allows you to reach senior level people!**

LinkedIn is rich with high value, senior level contacts - they are quality business people, decision makers, who typically have budget signoff and are worthy of your time to open up a business dialogue. Don't waste time talking to people without authority. Very few others methods guarantee you such a direct route to these senior level prospects. Most of our clients are astounded that such senior people will readily accept their invites.

Besides senior level people you can target basically whoever you like be it an IT director at a software company, Marketing Directors in Advertising you name it and we target them for you

- Unlike many other marketing methods, **LinkedIn is laser targeted and you reach the right people, every time.**
- Other costly options like Cold Calling, SEO, PPC and email marketing produce wildly mixed results with very low ROI. Whereas LinkedIn provides high quality, **predictable leads** that are hand targeted by you, so require little qualification.

## High Readership rates

Because Business People use LinkedIn to generate their own sales leads, **they do not simply spam out your message** without properly reading it first.



**STATS** 90% of LinkedIn users think the site is useful. Specifically because...

- "It helps me to connect to individuals in my industry as possible clients"
- "It is more professional than Facebook"
- "It allows me to hire people that I wouldn't regularly meet"

MONEY

## Bypass Spam Filters

LinkedIn domain (www.linkedin.com) is on most people's e-mail "White List" therefore your precious business pitch lands directly in their mailbox which they check everyday and where it is read.

## Organic Growth - Reach inaccessible people

Your network is custom built by hand - unlike any other type of campaign, your network grows organically, as we open up your network, more and more contacts become available to you.

## Busy people use LinkedIn for business

**LinkedIn vs. Twitter or Facebook strategy** ~ Facebook and Twitter are good for small businesses, to increase a little awareness about your company by making a company facebook page but when was the last time you heard of a senior decision maker with the time to hang around posting on Twitter or Facebook all day - NEVER - people of this senior caliber avoid all forms of "busy work" and focus strongly on the commercial objectives of driving their company. When you contact them on Facebook or Twitter your message may stay there for months. However, through LinkedIn your message is delivered straight to their inbox which they use everyday.

## Credibility

LinkedIn is a highly respected business network that does not tolerate spam which makes your message much more credible.

## More Buy in ~ Business Networking = "double opt in" status

Your message is positively received when sent to people who have **actively chosen** to become your first level contact (accepted your LinkedIn invite) and become a part of your network having received a warm personal invite followed by a tailored welcome message. A welcome message is the follow up sales message edited by you.

## Build a Solid reputation

Our methods purposefully steer away from a spammy sales message. We have tried many different methods and our tried and tested tailored messages work best. We know which strategy works best when it comes to LinkedIn.

## Warm up leads - Reduce cold calling with our drip feed inbound lead generation strategy

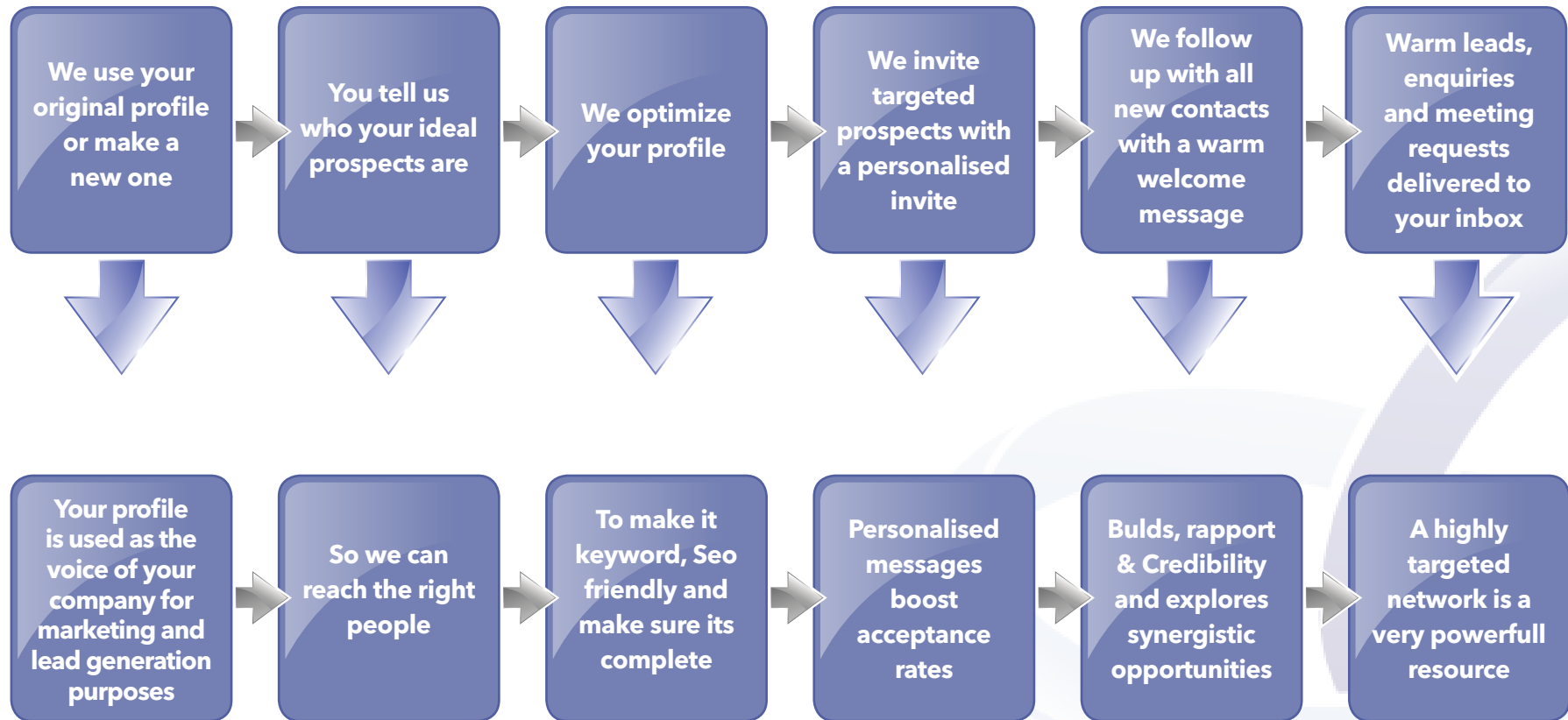
All sellers know that cold calling reduces morale, has low conversion rates and from calling 100 companies you might get 2-3 decision makers on the phone. Through our LinkedIn Lead Generation Campaigns you will be reaching the decision makers the very first time. No cold calling or selling required. Every LinkedIn invite is personalized so it doesn't look like spam or from a robot. All the followup sales messages are personalized as well. Your leads are warmest when your ideal prospects have viewed your LinkedIn profile, company website and chose to accept you in their network. This is when you can pitch your services, tell them "whats in it for them" and what you have to offer.



We avoid a spammy sales approach that “tunes out” your reader.



## How your Campaign Works:



## Our Process

- 1 Tell us who your ideal prospects are or who you would like to do business with. The best strategy is to target people who you get the MOST business from.
- 2 We use your original profile on LinkedIn or make a new one
- 3 We optimize your profile to make it keyword friendly and make sure its complete.
- 4 We add 50 targeted groups to reach your target audience.
- 5 We give feedback on how you can boost your results further to get the best out of your campaign
- 6 We send out your targeted invites, strategically growing your network
- 7 We follow up with all new connections with a personalized welcome message
- 8 We export all connections to a CSV file and send to you as a backup.
- 9 We deliver daily reports of our progress to you - you are never left guessing what is happening.
- 10 You gain a laser targeted network of senior level contacts/your potential or ideal customers
- 11 You receive inbound enquiries, meeting requests and open up business conversations.
- 12 Even weeks after the campaign is complete you will get new connections and leads frequently everyday due to our campaign. Your network keeps on growing and you can reach out to your current contacts again at anytime to pitch your services again.
- 13 Book your 1st campaign with us today or take advantage of our amazing LinkedIn Lead Generation Packages!

## Holistic Marketing Review

- All Messages are sent during your business hours, to maximize conversions
- We ensure your message complies with LinkedIn's stringent policies.
- We work closely with you to ensure your network targets your prospects with pinpoint accuracy to reach the right level of people.

## Passwords, E-mail & Data Security

- We work in your original profile
- We create a profile if you don't have one
- You receive every e-mail
- We customize your settings to suppress all spam mails from the Groups
- All data from your campaign is yours, and returned to you
- All your information is confidential and secure, we are happy to sign NDAs

## Our Quality Standards

- All services are performed by hand for a personal result. We have never used a software and are highly against it as its against LinkedIn's policies and it can get your account blocked for good.
- Our admin staff are highly trained
- We have been in business since 2009

*Total Control  
- At any given  
point in your  
campaign you  
can tailor your  
objectives, give  
us feedback on  
contacts*

## Case Studies and Supporting Evidence

### Key Step Online

LinkedIn Lead Generation project approached senior level project managers. They achieved a 56% conversion rate, 42 mixed leads in and 8 face to face meetings, (2 were with Orange and BT, who are hard to get meetings with.)

### Assured Recruitment

Commenced a drip feed campaign for 6 recruiters, approaching targeted contacts with the LinkedIn lead gen method. They generated valuable long term relationships with senior contacts, they also received several multiple job orders within high tech companies.

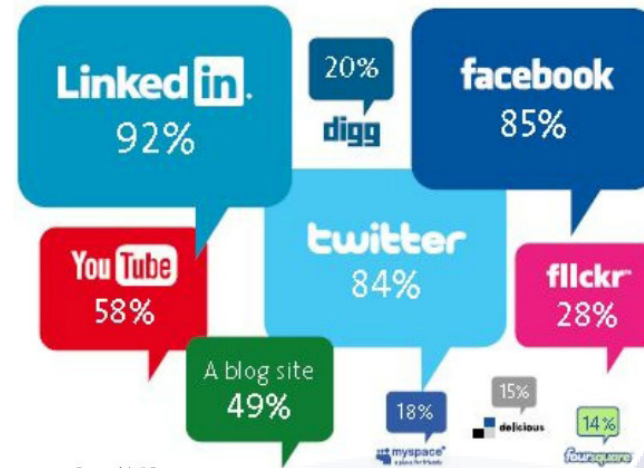
TYPE OF COMPANY	TYPE OF PROSPECT	ACCEPTANCE RATE	MIXED LEADS IN	MEETINGS
Financial Services	Senior Level CFO, FD etc	30%	11	3
Software Company	Project Managers	56%	42	8
Marketing company	Business Owners, Entrepreneurs etc	60%	50	10
Venture Capital	High Net Worth, Investors etc	80%	150	20

## Facts and Demopraghics

### Maximizing the Power of LinkedIn for Lead Generation

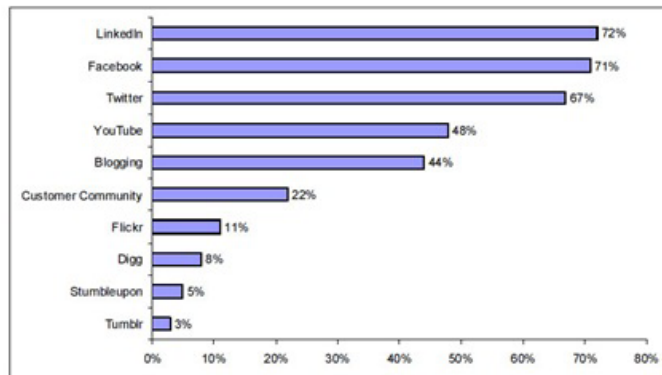


Just like consumers, business journalists are subscribing to some of the most popularly-used social media tools. **When asked what accounts they have, journalists respond...**



Source: Arketi Group

### Methods Used for B2B Social Media Marketing



Question: Which of the following social media methods does your company currently use for your B2B marketing (i.e. not personal use)? (Check all that apply).

N=577

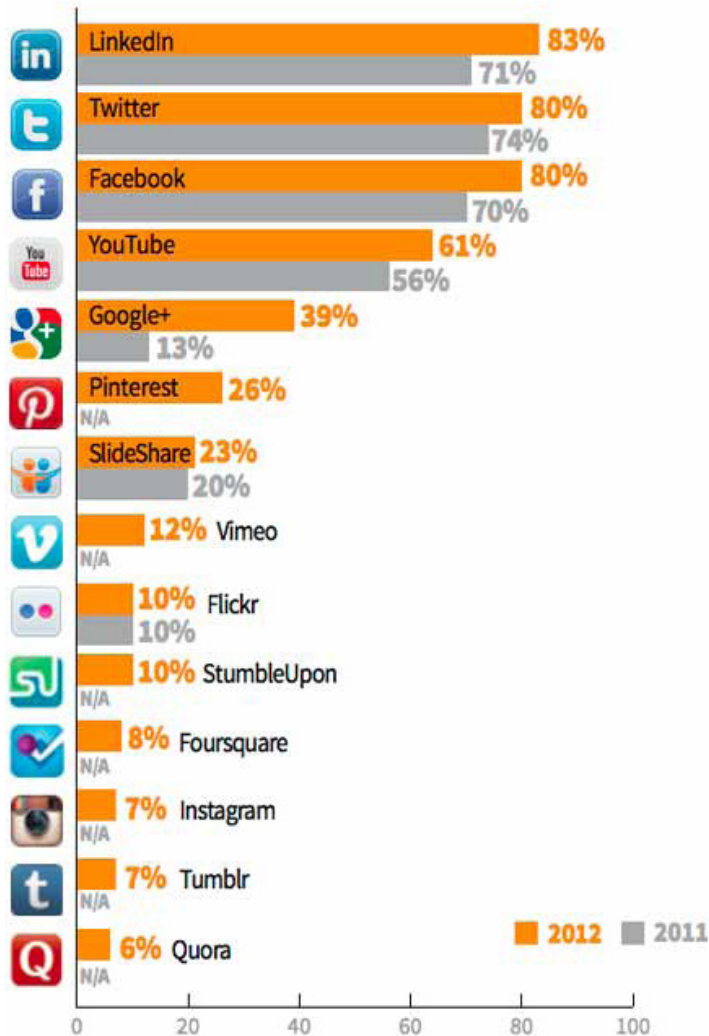
Source: BtoB magazine: Emerging Trends in B2B Social Marketing, April 2011

AS LONG AS YOUR  
**LinkedIn** PROFILE

SHOWS UP AT THE TOP  
OF A GOOGLE SEARCH  
FOR YOUR NAME,  
IT'S **MORE IMPORTANT**  
THAN  
**YOUR WEBSITE.**

-MELONIE DODARO  
TopDogSocialMedia.com

## Percentage of B2B Marketers Who Use Various Social Media Sites to Distribute Content

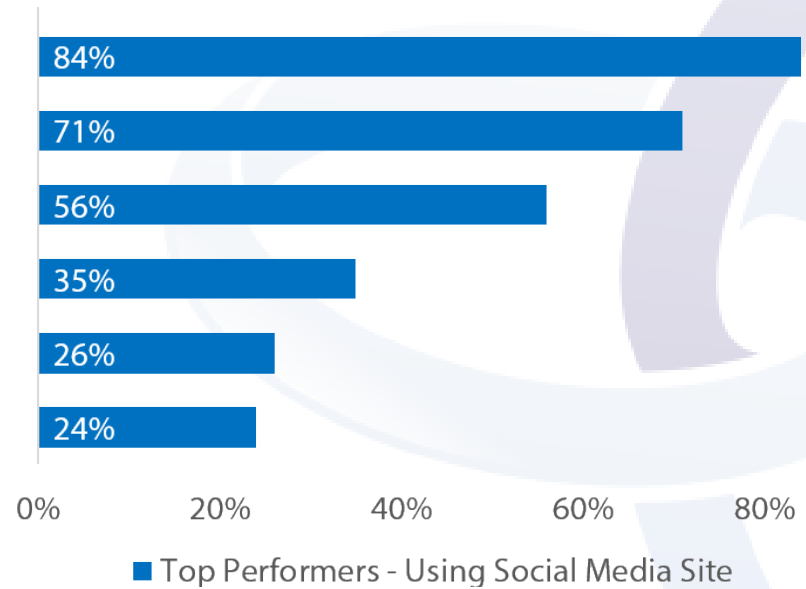


2013 B2B Content Marketing Benchmarks—North America: CMI/MarketingProfs

## LinkedIn's Audience is One of the Most Influential, Affluent and Educated on the Web



Sources: 1 US Internal LinkedIn data, September 2011; 2 LRN member survey, September 2011; 3 The Nielsen Company @ Plan Rel 3 2011



SERVICE	DESCRIPTION	COST	COMPLETION TIME
Initial Profile Set Up, 50 groups added, Make profile SEO friendly etc	Account set up for lead generation purposes	Included	1 week
1000 Targeted Invites Sent	To build contacts	Included	1 week
Follow up messages sent	Introduce company sales message and pitch for meetings, 350-500	Included	3 days
Weekly or one time posting in 50 Groups	Builds profile activity, company buzz, guru status, generates high website hits, opens up business dialogues with valuable connections.	Included	1 month
Learn How to Use LinkedIn	Anything you need to know I will be there to guide you over the phone/ email to help you get the most out of LinkedIn!	Included	1 month
<b>ALL OF THE ABOVE (1ST TIME CAMPAIGN)</b>	<b>PERFECT FIRST TIME CAMPAIGN.</b>	<b>\$350</b>	<b>2-3 WEEKS</b>

SERVICE	DESCRIPTION	COST	COMPLETION TIME
Write messages to old/ existing connections	If you already have current connections for us to send a sales message to in addition to your campaign or want this as a separate service	10 cents/message	200/day
Spam cleared out daily and leads sent on a Spreadsheet for 1 month	Boost your productivity and efficiency, reduces your admin time. Keeps you focused on selling	\$5/hour	1 month
Send Group Messages	Go through groups to contact people who are not connected to you and you want to send them the sales message directly without sending them an invite	10 cents/message	200/day

## Take Advantage of Our Amazing Packages!



### Did you know?

1 single senior level B2B appointment costs between \$500-\$1000. Other companies offering the same service as us charge \$3000 for just LinkedIn Marketing, profile optimization for \$300 and mentoring on the phone for \$500/hour.

Your LinkedIn Lead Generation Campaign with Link2Success includes all of these services and more for just \$350. It has known to yield an ROI greater than 50%.

**ROI = 20 X BETTER**

## Testimonials

*"Hirra is a highly skilled Linked-in expert! She can target regions, cities or states, she can help you understand and grow Linked, she nurtures business relationships, sends newsletters, can refine your admin panel and much more. I am completely satisfied with Hirra's work and will hire her again soon. I highly recommend that you also give her a try. You have nothing to lose and everything to gain! Thanks Hirra for being so outstanding!"*



**Tammy Ash Perkins**

Founder & President of First Class Weddings, Inc. Professional Event Producer, Author, Business Strategist

*"Hirra and her team are awesome. for a minimal charge, Hirra actually generated over 350 new WARM connections for my business, and I now have a trickle of enquiries every day....and she did this in just 2 weeks. If you want your pipeline of prospects filled, just ask Hirra to do it for you. Then you can follow up with them all.....or you can ask Hirra to follow up, using her tried and tested methodology on LinkedIn, you won't regret it."*



**Jason Economides**

Owner at Eco Business Academy

*"I am amazed how well linkedin is working for us, and its all due to Hirra great work. Thank you for introducing us to linkedin Hirra!"*

---



**Joshua Shadrock**

President and CEO at CouponDoors

*"I have struggled in the past to find VAs who understand the scope of a simple project. I decided to trial several 'hand picked' VAs and Hirra has proven to break the mould and has been a gem. I am a little reluctant to put my comments down as I want to keep her a secret :-)) I will definitely be using her services to complete the project and subject to results, most likely expand the task and use her on a regular basis. Sarah "*

---



**NomadicMarketer**

*"My job was done much quicker than expected, followed guidelines, and asked questions when there was any confusion. This is a great group of people, and I'd definitely recommend and work with them in the future."*

---



**Dojoly**

*"Hirra is the best - extremely responsive, communicative, and thorough."*

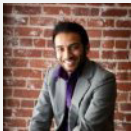
---



**amitnycdev**

*"Hirra is dedicated, enthusiastic, trustworthy and detail-oriented. I am consistently impressed with the high level of quality she has provided for us in our operations and am pleased to recommend her. Her attention to detail and frequent communication make her an outstanding service provider and business partner."*

---

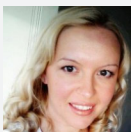


**Anand Kulkarni**

CEO at MobileWorks

*"Always exceptional work by Hirra, she keeps me organized, works so quickly and works hard, she can be relied upon to take care of everything. She represents her company very well. Thank you Hirra"*

---



**shell07813**



---

**Hirra Yousuf CEO at Link2Success**

**Direct:** 718-717-2168

**email:** [hirra@link2success.biz](mailto:hirra@link2success.biz)

**Website:** [www.link2success.biz](http://www.link2success.biz)