

LINKED IN PRESENCE & ENGAGEMENT OPTIMIZATION PROGRAM



In the post-pandemic world of social-distancing and digital selling, your ability to leverage online tools like LinkedIn is a key differentiator between struggling and succeeding. It's critical that sales, customer success, and other client-facing professionals maximize the opportunities created by online communication.

Reports from the latest McKinsey studies indicate that the current virtual focus in B2B selling isn't going away in 2021, with over 75% of buyers thinking that the new virtual engagement is more effective and 89% saying that it will persist beyond 2021.

Is your team ready for this world?

Leveraging LinkedIn to create business opportunities and leverage existing relationships requires that you maximize your always-on presence (**Optimizing Profiles**). And you have to consistently create and share content that will engage prospects, clients and partners (**Driving Engagement**).

Digital Presence – Optimizing Profiles:

The place to start is with an online presence that's clear, defined, and compelling. Having a buyer-first presence is required table stakes – because it's not about what you, it's about what your prospects, clients, and partners are looking for.



We work with your marketing team to help define “socially-ready” messaging that your employees can bring into their LinkedIn profiles and posts.



We develop LinkedIn Profile templates that can be used by existing and future team members to align their profiles with the overall organizational messages in a way that's authentic and real.



We update and polish LinkedIn Company Pages.



We deliver hands-on LinkedIn Profile Optimization. This scales from 1:1 profile optimization and coaching for executives and key staff through web-based group trainings for sales teams, recruiters, technical staff, and other customer facing members of the organization.

Driving Engagement – How to Curate, Post, and Share Content:



We work with your leadership, business development teams, and recruiters on best-practices for sharing company and curated industry content.



We provide guidance on how to build a network of prospects, clients, and centers of influence that is actionable and dynamic.



They also learn processes to make this a part of their daily activities that create and cultivate their pipeline, as opposed to just “one more thing” on their already overflowing to-do list.



We show them how to easily and effectively build an integrated personal brand that has a direct impact on how easily they can bring in more business.