



Linked in™

ARE YOU GETTING RESULTS?

THE
NETWORKING
COMPANY

Linked



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WHY LINKEDIN?

With close to 275 million members, LinkedIn has become the world's largest online business networking site. No longer just a tool for job searchers, LinkedIn has become the premier social media site in online revenue generation and reputation management.

Other than Facebook and Twitter, LinkedIn is strictly business – and has become a “secret weapon for B2B activities” such as:

- Replacing Cold Calling
- Generating New Leads
- Finding the Decision Maker
- Accelerating the Sales Cycle
- Connecting with C-level Executives



THE STATE OF THE LINKEDIN NATION:

- LinkedIn has more than doubled in size in the past year with two users added every single second;
- Executives from all Fortune 500 Companies are registered on LinkedIn;
- 45% of LinkedIn's members are considered the major decision makers for their companies

FACILITATOR: DR NIK EBERL



Dr Nik (Nikolaus Eberl, PhD) is an international expert on the subject of social selling and how to use LinkedIn to grow your business. He is currently working with a number of international clients, from SME's to multinationals, and he has helped his clients attract new clients online and grow their revenue and reputation through the Social Selling Success System.

TESTIMONIALS ON LINKEDINCOME TRAINING:



“In the business banking acquisition space we are always looking for innovative new ways to raise our game. LinkedIn provided an excellent platform for us to reach new clients and build better relationships with existing clients. My team is excited and we are seeing results. Thank you Helen & Dr Nik- brilliant tool”

Zak Sivalingum, Head: Acquisitions, FNB Commercial



“We have sent Dr Nik to IBM Dubai, Nairobi, Istanbul and he's trained all our sales teams in South Africa. Leads have been generated and the response from both our staff and clients has been overwhelmingly positive. LinkedIn is no longer a recruitment tool but a potent B-2-B new sales funnel. We're excited to be leading the charge in this area”

Susanna Barnard, Head: Sales Enablement, IBM

INTERMEDIATE LINKEDIN COURSE OUTLINE

Module 1: Develop your LinkedIn Marketing Plan

- Set Your Primary LinkedIn Marketing Goals
- Keep an Eye on Your LinkedIn Competition
- Map Your Marketing Progress to Stay On Track

Module 2: Optimise Your LinkedIn Profile

- Why Your LinkedIn Profile needs to read like a New York Times Bestseller
- Convert Your LinkedIn Headline to a Brand Promise
- Turn Your LinkedIn Summary into a Call to Action
- Turn Your Experience into a Value Proposition
- Construct Your Digital Sales Funnel
- How to ask for Recommendations
- Attain LinkedIn All Star Status

Module 3: Grow your LinkedIn Network

- Search Companies for high Value Prospects
- Search Groups for high Value Prospects
- Search Alumni for high Value Prospects
- Synchronise Your Email Contacts

ADVANCED LINKEDIN COURSE OUTLINE

Top-of-Mind Campaign

The top of mind campaign includes daily status updates that are distributed to the LinkedIn home page of all prospects in your funnel. By doing this, you stay top of mind with your LinkedIn network and solidify your position as a trusted advisor.

Result: You will be the one prospects think of when they're ready to engage.

LinkedIn Group Management

How to distribute relevant content into the LinkedIn groups you are a member of. This exposes your business to significant numbers of additional prospects every single month.

Result: Attract new prospects into your funnel and position your brand as a thought leader in the market.

Lead Generation Drip Marketing Campaign

How to work prospects through a systematic drip marketing messaging campaign. These prospects will be identified as targeted, relevant prospects who you want to do business with. This quickly builds a personal relationship with prospects, opening the door to business conversations.

Result: Generate new leads with new prospects every month.

Manage LinkedIn Tracking Tool

How to use our proprietary LinkedIn Lead Generator tracking tool that shows every prospect's place in the campaign. With multiple prospects in the campaign, this keeps everything well organized.

Result: When on the phone with new prospects, you'll know exactly where they are at within your LinkedIn Sales Funnel.

Prospect & Develop New Connections

How to find and target new prospects each month, solicit new 1st degree connections (and leads). This consistently builds your database of targeted prospects.

Result: Constantly have new prospects that you are adding to your sales funnel.

Customer Value Optimization Funnel

This is the foundation upon which all tactics in digital marketing are built. The first two steps (**Lead Magnet + Tripwire**) increase the number of customers. The Core Offer plus the Profit Maximizer increase the average transaction value per customer. And the Return Path increases the number of transactions per customer.

LEAD MAGNET:

1. Customer Centric Poll (e.g. Which of the following Indicators are most important in Your Business?)
2. Self-Assessment (e.g. How Strong is Your Personal Brand Online?)

TRIPWIRE:

1. Thought Leadership Book (e.g. How to attract New Clients Online)
2. Product Launch Formula: 5-Part Video Value Series

EXPERT MODULE

Monetizing LinkedIn: How to write Content that Sells

In the NEW Economy, content has become the currency of successful marketing and customers are now expecting valuable content to be provided before they even pull out their wallets. For many decades the privilege of traditional publishers and the established media, content marketing is now available to any business, and is most effective in reaching new customers on the newly launched publishing platform of LinkedIn.

OUTLINE

Module 1: Master the Content Marketing Mindset

- How to add Value and position the Purchase
- How to trigger Interest & Anticipation
- How to spiral Your Offering

Module 2: Understand the Buying Brain

- How we make Buying Decisions
- Why we need Purchasing Shortcuts
- How we compare Products & gauge Value

Module 3: Discover Unmet Customer Needs

- How to decipher the Customer Journey
- How to unearth Your Customer's Fears & Frustrations
- How to reveal Your Customer's Desires & Aspirations

Module 4: Create Your Customer Avatar

- Discover the 'particular commonalities' of your Customers
- Identify the Language and the Power Words of Your Customer
- Initiate & Develop a Mental Dialogue with Your Customer Avatar
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Module 5: Become an Education Marketer

- Why Content Marketing is Education based Marketing
- How to incorporate Direct Response Marketing
- How to apply best practice 'Editorial Style'

Module 6: Develop your Content Marketing Plan

- Set Your Primary Content Marketing Goals
- Construct Your Content Marketing Calendar
- Populate Your Content Marketing Scorecard

Module 7: Create a New Content Category

- How to create a Mental Category that You can own
- How to Name your New Category and create Your Own Trademark How to create Sub-Categories that You own and leverage to acquire new Customers

Module 8: Build Your Digital Sales Funnel

- What Content will you offer to generate Leads and acquire Subscribers?
- What is the first Product that your Customer should buy to start a Relationship?
- What Product will you upsell, after someone becomes Your Customer?

Module 9: Crafting Your Credibility & Conversion Narrative

- Where were you when you first started?
- How did you discover the Secret to Success?
- How have others used your Secret to Success and got consistent Results?

Module 10: Generate Referrals Consistently

- How can you give Your Customers unique, fun & interesting Stories to tell?
- What are the emotional Windows of Opportunity that your Customer experiences?
- How can you incorporate Referrals into the Relationships you build with Your Customers?



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