

CUSTOM V-SALES HIGH TOUCH OUTREACH BOOSTS REPS' PROSPECT PIPELINE BY 10%

challenge.

The latest statistics from LinkedIn show there's a 72% chance that a sales opportunity can originate from within your existing network.. With that knowledge, this services company wanted a way to help their sales reps tap the power of this account based, high touch social media platform. In order to activate prospects in a timely, relevant way, reps needed to use a personalized touch that would yield a maximum response rate.

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I wasn't savvy in how to go about using my social media to reach out to my network of prospects in a genuine way. Leadarati's program saved time, showed me how to actually connect with my real network and produced the sales results I wanted.

—Account Executive, services firm

solution. v-sales network outreach

The company's sales director selected two sales reps to participate in Leadarati's V-Sales Outreach Marketing program. The offering would provide participants with a high touch, account based social sales initiative focusing on their individual LinkedIn networks.

Using expert social media branding techniques, the Leadarati team worked directly with each rep to create a LinkedIn profile that would appeal to their target buyers. Next, Leadarati's videography team expertly scripted and filmed an individual intro video for each rep.

Once the personalized videos were complete, Leadarati worked with reps to identify their top prospect connections. Sales optimized video messages were then sent to each of the rep's LinkedIn chosen connections with an easy way to schedule an appointment. The reps also posted their video intros to their social media platforms to increase exposure and get attention in an increasingly crowded marketplace of buyers.

outcome.

The V-Sales Network Outreach program had a positive impact on getting the sales reps immediate traction with their network of contacts. Many of their connections were thrilled to hear from the rep in such a personalized way that it opened up opportunities to further the conversation or lead to appointments. Within 48 hours, over 10% of outreach messages had favorable responses with an interest in taking an appointment. This activity added to the sales rep's pipeline and woke up their network to create new engagement opportunities. Plus, the turnkey program made it easy for the marketing team to implement as a campaign without requiring their own resources.

why leadarati?

We believe that working in sync with a company's sales process is the key to meaningful digital marketing. Instead of standard, one-size-fits-all agency programs, Leadarati offers custom activities that provide opportunities. Our consultative, high touch approach gives you an expert marketing partner that works with you every step of the way.