

# MarketingCX

A set of several parallel white lines that start from the bottom left and extend diagonally towards the top right, creating a sense of motion and direction.

LEAD2PROFIT LINKEDIN  
SERVICE

*We market what your customer buy!*

At MarketingCX we offer a complete LinkedIn Do-It-4-U Service called Lead2Profit. The service has three options ranging from a LinkedIn Virtual Assistance to a LinkedIn Community Manager and ultimately a LinkedIn Lead Generator that includes all Lead2Profit options, LinkedIn marketing features and Social Selling, Content Marketing as well as Email Marketing.

Alternatively, we sourced the popular Rainmaker LinkedIn Online Training to assist you to learn how to be most effective in your LinkedIn Marketing activities

## 4 Tools to Generate Ready-to-Buy Leads

1. Find – Identify and connect with your target market.
2. Value – Add huge value by daily status updates that focus on education and information, providing solutions for problems they grapple with. Also, you want to engage and keep your branding visible by liking, sharing and commenting
3. Engagement – Be that trusted advisor and send personal messages. Lead generation happens in the background. For a while send nothing but valuable content. Your new connections will love the information they receive for just being your connection.
4. Call – Employ a strategy to earn the right to do that very first introductory phone call. Ask, you have earned the right to do so. Statistics reveal that 30% will at this stage be more than willing to engage and speak with you.

## Let's start at the beginning....

You are a Startup, a Small Business Owner, an Entrepreneur, a founder member of a SMME, a Marketer or Managing a Marketing or Sales department in a well-established company.

Right?!

And you either requested access to this report via a website page or a landing page or were invited to download it.

Right?!

And you showed interest in receiving this because you are seeking a solution for any of the following business challenges:

**Cash flow i.e. not having enough cash to pay the bills, pay yourself, hire staff and have extra profit**

**OR**

**Time i.e. trying to do everything yourself resulting in marketing and sales taking a back seat almost like an after thought**

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OR

**Skill i.e. online marketing and social selling makes little or no sense and only add to the Cash Flow challenges**

OR

**Resource i.e. not enough tools and systems and even human resources to get the job done well with insight creating a heap of confusion of what is working**

If you recognized any of the above as a challenge that you have in your business the reality that you need to face is a simple truth:

## YOUR BUSINESS IS NOT HEALTHY

Think about it!

### What does a Healthy Business look like:

A healthy business has a strategy that you can consistently apply for **maximum results**, for the **maximum ROI** on your time and money... *including:*

- Will have the **power to exist** for years
- Will add **huge value** and create a lasting impact
- Will make a consistent, large **profit**, and
- Will afford you the **freedom and lifestyle** you want.

But let's **FIRST** agree on this concept of **FREEDOM!**

To me there is no such thing as financial freedom or lifestyle freedom.

Think about it!

Financial situation can be influenced and change rapidly by many factors and then you will lose the freedom you thought you had – financial, lifestyle or anything other form of freedom worth striving for!

## FREEDOM IN FACT IS NOTHING MORE OR LESS THAN CONFIDENCE

When you have **financial CONFIDENCE** it means that you are comfortable in your strategies to generate as much financial surplus you need at any point in time no matter what happens.

Now that definition can work for any form of **FREEDOM** that you can define – *Try it!*

### Question:

*How do you then obtain Financial Confidence in your business?*

### Answer:

## Customer Confidence

And customer confidence means that you are comfortable in your strategies to find as many customers as your needs business needs to generate the financial surplus you need at any point in time no matter what happens.

### HOW?!

## Have the systems in place to consistently bring in new leads, appointments and clients

And that can only be achieved through effective, consistent, persistent, daily **marketing and sales** activities.

There are many options available to market your business online. Too many!

Unfortunately, with so many option available people are bombarded with advertising and people promoting quick, easy to manage solutions attached to some guru that never tried it causing many to bounce from solution to solution.

We are all too familiar with these and it is known as **Shiny object syndrome**; something we've all been introduced too

## With so many systems out there and so many choices, which one is the RIGHT one?

The answer leads to two more questions:

- Which Platform?
- What is the right strategy for this platform?

### LET'S DEAL WITH THE PLATFORM FIRST

Many believe Facebook to be the best platform to find leads and customers as Facebook Advertising is known to be very good and their user base is the largest.

But the **surprise** is no matter what business you are in there is only one platform that will provide your business with a consistent in flux of customers



## LinkedIn Leads the Pack

TOP IN LEAD GENERATION... BY A LONG SHOT!  
% of marketers who generate leads from the platform

Platform	% of marketers
LinkedIn	59%
Other social platforms	26%

#1 SOCIAL MEDIA CHANNEL<sup>1</sup>

**92%** of B2B Marketers **LEVERAGE LINKEDIN** over **ALL OTHER** social platforms.

**80%** of B2B marketing leads sourced through social media come from LinkedIn.<sup>2</sup>

**46%** of social media traffic to your company site comes from LinkedIn.<sup>3</sup>

## The World's Professionals in One Place

Brands have the opportunity to target and engage with this massive quality audience in a professional context.

Category	Count
Members	500M
Senior-level influencers	61M
Decision makers	40M

Fortune 500 companies' **MOST-USED** social media platform<sup>4</sup>

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## B2B and B2C MARKETING ON LINKEDIN

With over 500 million users, LinkedIn is the most widely used professional network in the world in 2018. **B2B companies** should include LinkedIn into their marketing strategy!

LinkedIn is extremely suited for B2B companies as it facilitates the building of relationships and for businesses to expand their professional network. It comes as no surprise that **44% of users** established better face-to-face relationships through first interacting on LinkedIn.

The fact that LinkedIn is a professional networking site means that companies can deliver relevant, informative, unique and educational content – and this is exactly what users on the site will want and expect to see!

But it is no surprise that, in a joint **survey conducted by The Marketing Journal and Javed Martin and Associates**, **73% of B2B companies** found that LinkedIn was successful in helping them achieve their goals.

This is different for **B2C companies** active on LinkedIn as **32%** of those surveyed found it to be an effective marketing tool for business. **B2C marketing**, which is typically more creative and therefore appeals to the more quirky and user-friendly social media channels such as Instagram and Facebook.

## What is the right strategy for LinkedIn

To understand the power of LinkedIn as a marketing tool we need to agree on the term marketing – **what it means!**

**Marketing:-** Dictionary.com defines marketing as, “the action or business of promoting and selling products or services, including market research and advertising.”

Now for someone, like me, actively doing marketing activities daily, that definition is too broad and does not really say much. I would rather define marketing as engaging with people that match the company’s perfect user avatar, also known as a customer profile, with the purpose of building relationships resulting in generating marketing qualified leads (MQL) consistently. These MQL’s will have shown a buying interest in the company’s product and/or service as solution and will then be handed over to the sales function to close the deal.

What I would like to avoid in this report, however, is to spend too much time in explaining marketing as such and will therefor not cover the 4P’s or 4C’s of marketing.

4Ps	Marketing Mix	4Cs
Product		Customer Value
Price		Cost
Place		Convenience
Promotion		Communication

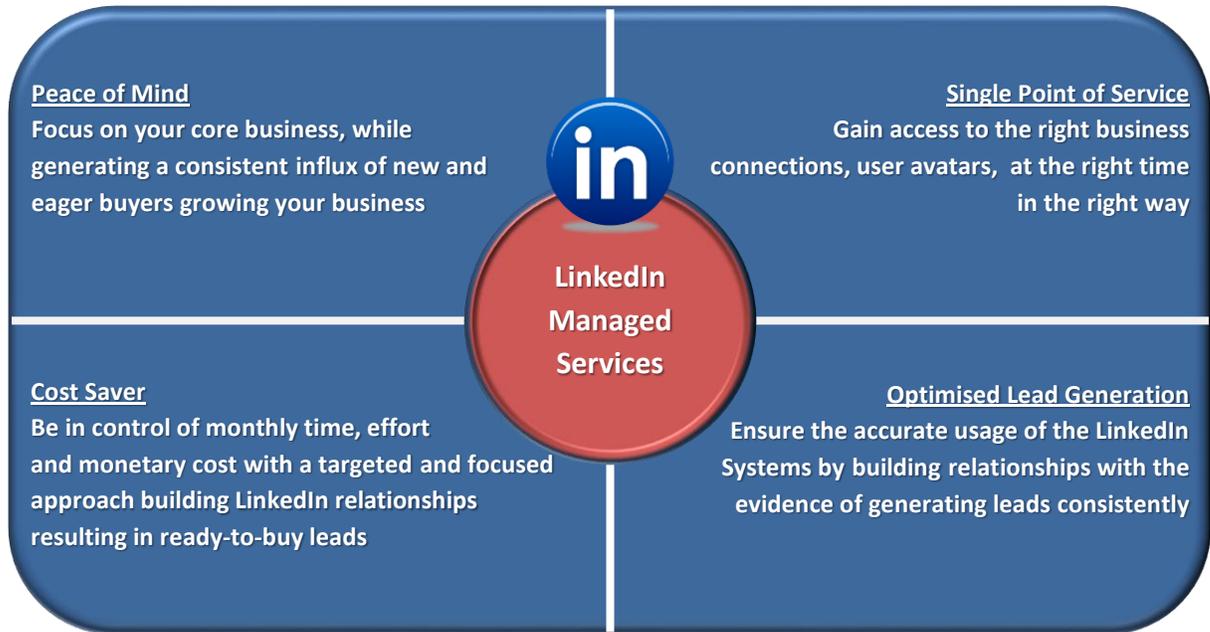
The focus of this report is to reveal the **secret** of using LinkedIn as a marketing tool. LinkedIn can be used in Inbound as well as Outbound Marketing activities. When done correctly LinkedIn will prove to be, a highly effective marketing tool.

As an **inbound marketing** tool, you can use LinkedIn to attract the ideal lead to visit your profile, company page, group, articles and post updates, educating them on why your product or service is the solution they have been looking for.

However, as an **outbound marketing** tool you can actively search for people that match your company’s perfect user avatar and invite them to connect and engage with you in a non-spammy way. This could be the start of a mutually beneficial relationship whereby the connection is either going to become a MQL ready for sales, or a person that will eagerly become a brand advocate for you, assisting with introductions and referrals.

*I know of no other marketing tool as powerful as this!*

## 4 Cornerstones



## 3 AREAS OF FOCUS

Within LinkedIn you need to focus daily on:



- **Growing** your LinkedIn Account and focus on finding new Connections and Groups to engage with, always according to the needs of ideal user avatar, daily.
  - ↳ This will support inbound and outbound marketing activities
- **Nurture** your LinkedIn connections and followers ensuring that relationships are formed and established. This will mainly support inbound marketing activities such as birthday and career enhancements congratulations, posting of articles and updates for education purposes, engaging in group discussions and connection post updates etc. *Remember all engagement, like commenting, must be done for their benefit never yours and never for purposes of selling.*

- **Engage** daily informing your connections on the benefits, your products and services have to offer, with the objective of creating communities for you. You need to be viewed as the authority they have been seeking. This will mainly support outbound marketing activities sending regular messages to your

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connections, creating and managing pages and groups focusing on providing value rather than spamming your connection with sales messages.

## MORE EFFECTIVE MARKETING

This is a far more effective marketing option Other options like PPC (Pay per click) advertising on Google or Facebook Advertising focusing on seeking interested parties in a large pool of people at huge costs.

After a click on an advert or details provided in an opt-in form, the relationship must still be established, and only then can it be determined if this would be the ideal client for your business. A cumbersome slow and not always very accurate method of generating leads or growing your business.

More so, LinkedIn as a marketing tool, is a cost-effective method to position your business' products and service on LinkedIn. The focus is on establishing relationships with the ideal user avatar, as oppose to initiating cold call sales. Ultimately turning your LinkedIn into a highly effective, laser targeted lead generation machine.

*Ok enough said let's get to the crux of it all....*

## WHAT DOES NOT WORK

Building an entire marketing strategy based on telemarketing, telesales or commonly known as *cold calling*.

For the small business this is just not doable or achievable and I am surprised to learn that the practice still exists. Their method of work is to reach out to a vast amount of people daily with the 'hope' to get some form of result. Some claim to at least generate at least one lead for their clients per month.

That hurts! My company generate anything between 5-30 for our customers.

Bottomline, cold calling and cold mailing don't work! They might generate something every once in a while but they sure as hell don't come close to a system that consistently generates leads.

Plus another problem with the old approach is that you are destroying any chance to build relationships with a LARGE portion of your market who is turned off by these old school marketing tactics.

So what do you do?

What is the answer?

Create a system where you systematically build relationships to turn cold prospects into warm leads!

Beauty is you can depend on an about a 30% response rate!

Lastly most marketers or small business owners suffer from 'loss for words'. They just cannot fin something valuable to say to create valuable post updates.

## WHAT DOES WORK

People do business with people that they KNOW, LIKE and TRUST. We have all hear that!

Building relationships with new leads is the only sure way to turn them into new clients. Think about some of the new business and clients you've recently acquired. Some has come from referrals while others have probably come from prospects that you've been in contact with for months, or even years.

Your customers, relationships and contacts are at work for you every day, slowly moving people closer to becoming your customer. Now imagine if you could accelerate this process with thousands of new prospects?

We have developed a methodology for doing just that. Fact is, most people are wasting time with their online marketing efforts.

Social media? Please.

Instead of getting caught up in this daily empty, aiming at nothing. making nothing less than noise online, we provide a system based on generating leads.

We leverage the online platforms to actually create measurable business opportunities.

We're able to identify new prospects every month! Plus we filter them through a process that breaks down barriers, smashes through gatekeepers, and gets you on the phone with 30% of targeted business owners, CEO's, Presidents, CFO's..., whoever your ideal prospect is.

Ready?

Now let's me show you HOW to do it.

## HOW WE DO IT

*"The best sales people are engaging customers even before the purchase journey starts. The place they're positioning themselves as trusted advisors by helping people in the learning phase of the purchase journey, to learn about new opportunities and think through ideas. They are disseminating as much information that is "other people's stuff" as they do stuff that is about their business. By occasionally sprinkling in an insight that teaches a customer into their sales funnel, they earn the image of trusted advisor. It's a totally new way of engaging with customers, and social media has made it possible. We find that the best salespeople are taking advantage of this in unique and powerful ways."*

Mathew Dixon, Corporate Executive Board's Sales Executive Council

It is important to follow a specific sequence to systematically reach out to your target market in a non-salesy manner. When you reach out to prospects, you need to leverage common contacts or interests. Only then will your target market, these business leaders be open to connecting with you.

And yes, it is absolutely a science and skill to do this the right way!

Also, it is important for you to stay in front of them to earn the position of a trusted advisor.

## A 4 STEP PROCESS

5. Find – Identify and connect with your target market.
6. Value – Add huge value by daily status updates that focus on education and information, providing solutions for problems they grapple with. Also, you want to engage and keep your branding visible by liking, sharing and commenting
7. Engagement – Be that trusted advisor and send personal messages. Lead generation happens in the background. For awhile send nothing but valuable content. Your new connections will love the information they receive for just being your connection.
8. Call – Employ a strategy to earn the right to do that very first introductory phone call. Ask you have earned the right to do so. Statistics reveal that 30% will at this stage be more than willing to engage and speak with you.

## 3 STAGES OF LEAD GENERATION

1. **Create Awareness** – Optimise your Profile to ensure that you:
  - a. Attract the perfect user avatar
  - b. Get found in searches by using accurate keywords. The SEO capabilities of LinkedIn ensure that this includes searches within LinkedIn but also within Google!
  - c. Stand out by using video, SlideShare presentations and ensure that you focus on the benefit that you are offering rather than your product or service features
2. **Building Relationships** – This is best done by drafting a series of messages starting with the connection invitation and including a series of messages offering valuable educational information that will solve problem areas for your connections. This can be treated like any normal sales funnel, always gently ‘pushing’ your connections towards becoming a MQL. These messages can include:
  - a. A Connection Invitation
  - b. A ‘Thank You’ message for connecting and inviting your new connection to explain their current situation
  - c. A signature ‘PS’ advertising your LinkedIn Page and include an exchange invitation to follow each other’s LinkedIn Pages. You will use your LinkedIn Page for more direct sales post updates, so this could be hugely beneficial to build your page.
  - d. Regular follow up messages offering report downloads, ebooks, how to guides and ultimately focusing on building your email list
  - e. A general message to ask for introductions and / or referrals for connections that clearly do not need your products or services.

- f. Also include a series of prepared message that will address connections that do not want to engage to find out what their objective and goals are on LinkedIn and how to best serve them
  - g. When you require services and /or products in your business always search for connections that offer what you are looking for. A connection of yours offering accounting services will appreciate you for using LinkedIn in this way and offer referrals, introductions and any other assistance gladly. Be a friend first!
3. **Conversion** – Work in a systematic way to ensure that you can measure your progress and manage your conversions or lack thereof. Always assess your current efforts and identify how you can improve your results. Always record:
- a. *Time* – How much time you spend daily to obtain the results you are seeking
  - b. *Effort* – Ease of conversion will assist in accuracy of defining the ideal user avatars
  - c. *Cost* – Always determine your Return on Investment (ROI) in using LinkedIn as a lead generation system. That will assist in refocusing your efforts

## OPTION TO OUTSOURCE

This might be the best way forward for you if:

- You are tired of old school marketing tactics just don't work that well anymore.
- You have seen the potential of an almost limitless supply of leads on LinkedIn.
- You want to focus on growing your business and need more leads, and an investment in marketing with a clear ROI makes sense.
- You want to be positioned as a thought leader and need to maintain visibility for your brand in the minds of thousands of prospects, daily!

Our LinkedIn Managed Service include a fully done-for-you package to manage your LinkedIn account for you. Our goal is to continually build your database of prospects within LinkedIn, to be visible to pre-defined targeted business owners and your local community, and to work the most important prospects through marketing campaign that will consistently generate leads.

## What does our LinkedIn Managed Service (LMS) Include?

### SETUP PHASE

- Development of LMS plan.
- Creation of target market identity and customer avatar.
- Development of content plan approval process.
- Audit and review of existing LinkedIn presence and profile.
- Optimization of LinkedIn profile.
- Create scripts for messaging and obtain approval.
- Identify & join relevant groups.
- Cleanup old messaging and pending invites
- Connection Requests Sent to Targeted Prospects.
- Company page setup.

### MONTHLY MANAGEMENT

- Content Creation and posting schedules on Profile, Company Page and Groups – *To stay visible and in front possible business opportunities*
- Group Management – Distribute content to all groups we connected with in the Setup Phase and engage daily - *To maximize your exposure to targeted prospects*
- Daily Messaging – Send targeted message to new and existing connection daily to a maximum of 25 for each group – *To build relationships and open doors to possible conversation*
- New Connections – We find new connections for you daily ensuring that continuously build new opportunities to present your business as the solution sought.

Bottom line – we do all the work for you!

*“It is like a virtual sales assistant. Ever since we subscribed to this service our sales function is far more structured and our results consistent. Absolutely Love It and it has become a cannot do without for our sales team!” Pinstripe*

Marketing Element	Virtual Assistant	Community Builder	Lead Generator
Profile Visit	50	75	Unlimited
2 <sup>nd</sup> and 3 <sup>rd</sup> Connection Invites	50	75	Unlimited
1 <sup>st</sup> Connection Messages	50	75	Unlimited
Endorsements	50	75	Unlimited
Group Inviter	50	75	Unlimited
Company Page Setup & Manage	X	Yes	Yes
Company Group Setup & Manage	X	Yes	Yes
Message Management & Responding	X	Yes	Yes
50 Groups Setup & Engage	X	No	Yes
Post Update Content	X	20pm	30 pm
Article Content	X	X	4 pm
Email Content	X	X	4 pm
External Landing Page Design, Setup, Host & Maintain	X	X	Yes
Client Mailchimp Setup	X	X	Yes
7 Introductory Email Series	X	X	Yes
<b>TOTAL SETUP</b>	<b>R1500</b>	<b>R2500</b>	<b>R4000</b>
<b>TOTAL MONTHLY</b>	<b>R7500</b>	<b>R11000</b>	<b>R16500</b>

## Conclusion

We are seasoned business professionals. With more than 70 years business experience collectively, of which the majority were spent in senior management roles Tilly and Gerrit are passionate about growing businesses.

Operating within areas such as IT, Customer Experience and Finance we understand that business growth is dependent on retaining and growing finance and customers for businesses.

Ultimately it is important to work towards profits for the business, the directors, and the owner. However, the time is here and now to focus on a larger broader vision of impact on economy and society.

Our mission is to connect people around values creating trust and growing business communities that will work together for a larger, broader impact on economy and society.

Our vision is to change the way we do business – focusing on the Customer Experience as an integral part of all Marketing Initiatives and campaigns.

MarketingCX was founded by [Tilly Davies](#) known in the South African business community for her successes in IT, Call Centres, Customer Services and Online Marketing initiatives.



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Hermanus  
Western Cape  
South Africa

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