



CLIENT B

Overview of the Client's
Objectives

Results from working with
Linkability.

Ending summary of clients
experience.



B2B MARKETING - LEAD GENERATION

CLIENT B CASE STUDY

OVERVIEW OF OBJECTIVES

Create a campaign to generate specific leads for a Fiduciary Bank Company. Implement messaging based on target audiences: Human Resource personal at the executive level looking for a great retirement plan for their employees.

Targeting was based on the job role and location. Sales Navigator on LinkedIn was used to create a specific scope for different lead generations.

IMPLEMENTATION OF GOALS

A narrowing search for perspectives was used, basing on location, job title, and industry. Once found certain messages were placed to initiate contact.

With an expanding network, articles and other content was created for clients' industry. Making them into the go-to guy of a specific industry, created trust and opportunities. Once an established network was obtained, LinkedIn Events was used not only to distribute pertinent information in their field but to further open up a dialogue with future clientele.



BUSINESS PAGE RESULTS

AFTER THREE MONTHS WITH LINKABILITY

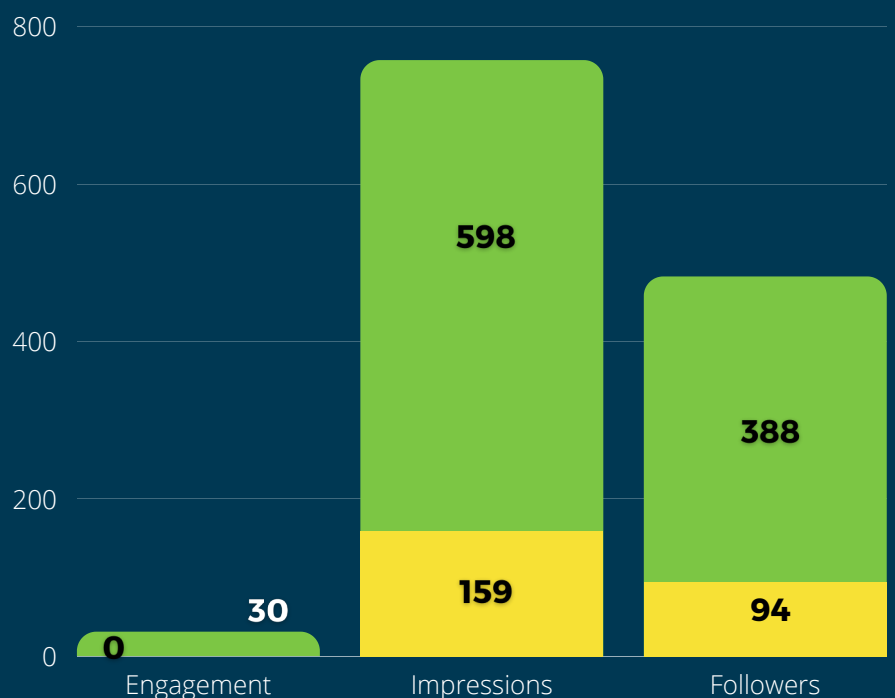
2020



OVERALL TIME WITH LINKABILITY

Before Teaming Up With Linkability

After Teaming Up With Linkability

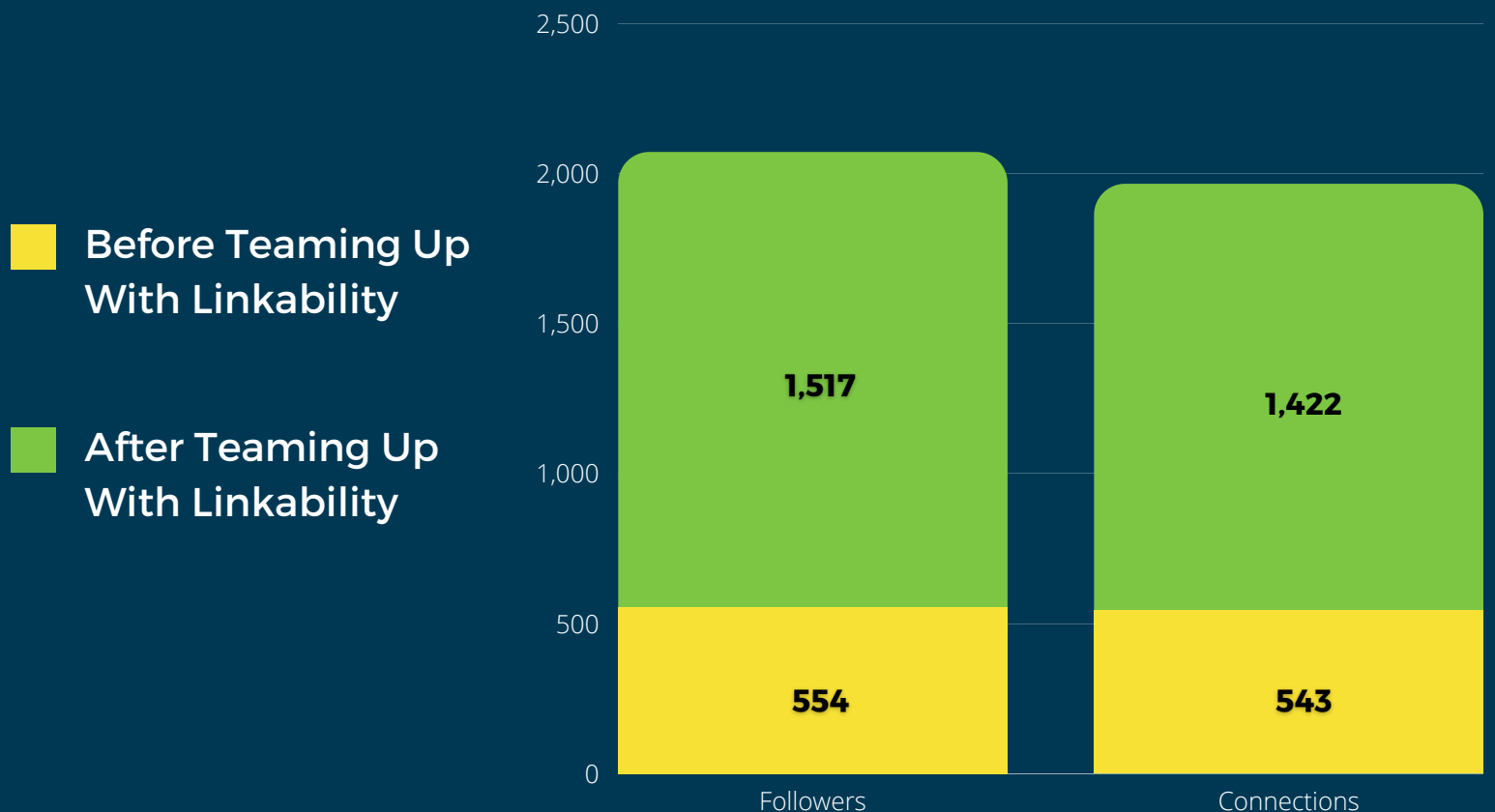


PERSONAL PAGE RESULTS

AFTER THREE MONTHS WITH LINKABILITY



OVERALL TIME WITH LINKABILITY



SUMMARY

Not only did we achieve the clients goal but we exceeded them. Creating long-lasting relationships, we were able to elevate the client into a better position not only on LinkedIn but within the company as well.

Creating events and webinars to promote what our clients had to offer, lead them to new clientele. Through the LinkedIn Event, they had 120 say they were interested in attending, 40 turned into viable prospects and 5 became top prospects.

The client gained potential customers and continues to be a leading expert in their field. They have a long sales cycle in high overall client value over a long period of time and Linkability continues to grow their position as well as the companies.

