

# MODULE 5

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# CLIENT ONBOARDING Linkedin Content

WHAT YOU NEED TO KNOW



Hello there,

Welcome to Loading Growth in partnership with Grow IT!

These rules will serve as basic guidelines for your professional journey here with us.  
Just communicate with **Ian or PJ** via circle for any clarifications or concerns.

Let's get you on board!





## TOPICS

- BENEFITS IN INVESTING LINKEDIN SALES NAVIGATOR
- REASONS ON WHY YOU NEED TO HAVE YOUR PERSONAL CAMPAIGN ASSISTANT



# LINKEDIN CONTENT | (1) Benefits In Investing LinkedIn Sales Navigator

TLDR—YES. Yes, you should.

With businesses now incorporating social selling into their standard sales routine, LinkedIn has effectively changed the face of marketing, prospecting, and lead generation forever—and arguably for the better. Long considered to be the standard social platform for discovering leads and connecting with prospects, LinkedIn has been a particularly popular place for companies to grow and nurture their sales network.

Just by virtue of being a deeply influential business-to-business (B2B) social selling platform, LinkedIn has updated the ABCs of how companies conduct their business—from Always Be Closing to Always Be Connecting.

Now, through the introduction of LinkedIn Sales Navigator a few years back, LinkedIn has given you more power to discover and bring quality leads into your IT services firm.



# LINKEDIN CONTENT | Benefits In Investing LinkedIn Sales Navigator

## First a refresher—what is LinkedIn Sales Navigator?

LinkedIn essentially comes in two flavors—FREE and PREMIUM (meaning PAID). There are paid versions of LinkedIn for recruiters, job seekers—and now sales professionals. In other words, LinkedIn Sales Navigator is LinkedIn’s dedicated premium sales solution .

LinkedIn Sales Navigator is designed to provide your sales team deeper and more integrated access to LinkedIn’s extensive network—ultimately allowing you to bring more prospects into your pipelines. LinkedIn Sales Navigator has made it easier for you to connect, keep in touch, and build lasting relationships with the perfect future clients of your IT services firm—even before the initial sales conversation takes place.



# LINKEDIN CONTENT | Benefits In Investing LinkedIn Sales Navigator

## Let's get into it then—what does LinkedIn Sales Navigator bring into the table that a free account doesn't?

Designed to serve the needs of your sales team, LinkedIn Sales navigator ultimately provides your IT firm invaluable insight to your prospective leads. Featuring an innovative interface that allows your sales team to implement advanced search and filtering options, LinkedIn Sale Navigator gives your IT services firm the ability to focus on the right people and stay updated on accounts that truly matter.

LinkedIn Sales Navigator allows you to optimize your network by making sure that your existing connections are properly connected to people who make up your target market. As such, you are now able to connect and strategically engage with specific decision makers—a feat that is otherwise improbable if not for this premium version of LinkedIn.



# LINKEDIN CONTENT | Benefits In Investing LinkedIn Sales Navigator

## So—is LinkedIn Sales Navigator worth your time and money?

You can think of LinkedIn Sales Navigator as LinkedIn souped up on top-shelf B2B marketing steroids. It allows you to run thorough searches and connect with anyone on LinkedIn whether or not you share their connections. While this alone is valuable, LinkedIn Sales Navigator does so much more, including—

- Enabling you to search for your target audience with advanced filters not available anywhere else on the platform.
- Providing you a dedicated inbox for lead generation work
- Allowing you to save leads in a quasi-CRM, or integrating leads to your real CRM
- Recommending accounts and connections tailored to your past activity
- Getting you better analytics on your LinkedIn use
- Saving searches for repeat use
- Recommending sales leads, tracking updates, and connecting with specific people.
- Alerting you to job changes, specific keyword mentions, and more.



## LINKEDIN CONTENT | Benefits In Investing LinkedIn Sales Navigator

While it's not a panacea for all lead generation ills, LinkedIn Sales Navigator is definitely an invaluable tool to significantly boost your digital marketing efforts. In a world where engagement is becoming an increasingly priceless commodity, investing in LinkedIn Sales Navigator is definitely a step in the right direction.





## LINKEDIN CONTENT | (2) Reasons on Why You Need to Have Your Personal Campaign Assistant

It used to be the case that companies employed personal assistants to take care of spillover work that were categorically considered non-essential. In the past, delegating work to any online personnel was mainly a matter of convenience, more than anything else.

Not anymore—the continued evolution of the internet, the unexpected popularity of social media networks, and the explosion of digital productivity platforms have made members of the virtual workforce rather essential to the day-to-day business of countless companies around the globe. For IT services firms, this is particularly true in one key area—prospecting and lead generation.

Fast-forward to 2021—The recent pandemic which reshaped the very foundations of business necessitated a significant shift in the way IT services firms generate viable leads. As a result, more and more IT services companies are now seeking the services of personal campaign assistants in an effort to streamline their lead generation efforts. This should come as no surprise as IT services firms are always looking for avant-garde and supportive solutions when it comes to connecting with their future perfect clients.

# LINKEDIN CONTENT | Reasons on why you need to have your personal Campaign Assistant

## How is a personal campaign assistant any different from a virtual assistant?

A personal campaign assistant is the modern-day marketing-oriented equivalent of the more traditional virtual assistant. While a traditional virtual assistant typically does administrative work remotely, a personal campaign assistant is a marketing and prospecting specialist who expertly handles the lead-generation function of a business.

While they aren't in-office employees, personal campaign assistants can access the necessary data and tools to work the job virtually.



# LINKEDIN CONTENT | Reasons on why you need to have your personal Campaign Assistant

## Why hire a personal Campaign Assistant?

Personal campaign assistants work in a rather similar fashion to virtual assistants, but instead of being responsible for general admin tasks, personal campaign assistants implement very specific strategies designed to connect companies to convert-adjacent prospects within their target market.

Unlike virtual assistants who are basically generalist executive assistants, personal campaign assistants built their careers in marketing. This means that personal campaign assistants are experts at cultivating your online presence, typically by—

- Growing your social media accounts
- Expanding your digital connections
- Carrying out research on your target market, etc.



# LINKEDIN CONTENT | Reasons on why you need to have your personal Campaign Assistant

## **Personal campaign assistants help you connect with clients from different time zones.**

A good number of IT services firms target clients from all around the globe. When running a central office located in one area, connecting with global clientele from international time zones can be quite challenging. Fortunately, personal campaign assistants are based remotely—they can readily cater to different time zones. This way, you and your staff achieve proper work-life balance while still being able to generate leads from all around the world 24/7!



# LINKEDIN CONTENT | Reasons on why you need to have your personal Campaign Assistant

## **Personal campaign assistants save you money.**

Running an IT services firm requires substantial capital. You might be running a firm that does not yet have enough budget to commit to the costs of a full-time marketing department. By hiring personal campaign assistants, you can effectively reduce these capital requirements. Not only is the cost of hiring personal campaign assistants substantially less than hiring an entire team of marketing professionals—but the costs of ongoing management and development are also dramatically less.

At the end of the day, personal campaign assistants can competently support the marketing function of your firm as it continues to grow. Having a personal campaign assistant on your team ensures that the lead-generation requirements of your IT services firm are met—even surpassed. You can, therefore, focus on other high-level tasks knowing that viable business connections are consistently being built between you and your future perfect clients.



**THAT'S IT FOR LINKEDIN CONTENT!**

