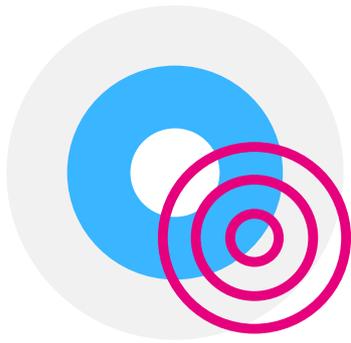


Social Prospecting for Partners

Fact Sheet



Multiplying the effectiveness of LinkedIn for you and your Partners, IRS Social Prospecting makes use of unique search techniques, smart use of LI Profiles and a granular approach to contact targeting that delivers genuine engagement and sales dialogue.

Your Partners now have access to Social Prospecting that finally gets results for them – and for you. IRS cuts through the morass of LinkedIn data to be able to target tightly and engage, while still respecting LinkedIn's integrity.

Using new search techniques, together with old-school legwork, IRSMarketing brings you a new approach to prospecting which fully realises the power of LinkedIn. A highly effective marketing tool for your Partners, IRS Social Prospecting enables them to target LinkedIn contacts highly selectively – both WHO to contact and HOW to avoid over-contact. By combining LinkedIn with marketing tools such as digital and telemarketing in a tightly-defined process to build just the right target contacts, IRS SP utilises smart LinkedIn profile characteristics to get your Partner engaged in the right place at the right time.

Getting started: to set up an IRS SP campaign takes less than 2 weeks. During this time, we work to understand your messaging and your Partner's capabilities and timing, we'll enhance their professional LinkedIn Profile(s) to prep for engagement and we'll take on board your target contact profiles. Then, we'll search for and identify each INDIVIDUAL prospect and agree your campaign structure to ensure maximum engagement. We also schedule in a campaign review and reporting programme with you and your Partner. Your IRS account manager works closely with you and Partner during the set-up process.



A typical campaign will run as follows:

Analyse market and proposition – Q&A to build a clear picture of your proposition, business development objectives and Partner strategy.

Enhance LI profile – Your Partner's LI Profile enhanced to ensure a concise networking statement and business proposition summarised in a professional context.

Agree LI engagement, message templates – Strategy and message content and design agreed.

Build a customised prospect database – LI prospects searched, identified and reviewed with you / Partner in detail, to ensure targeting accuracy.

Agree reporting framework – Review points and reporting method agreed for you and Partner.

In-mail and email selectively – Mail to carefully targeted individuals, on your / Partner's behalf.

Categorise and feed back initial responses – Engage immediately with hot opportunities.

Selective telephone follow-up – Overcomes inertia, reinforces message, qualifies pipeline opportunities and increases response.

Review and reporting – Measure pipeline value and ROI with you and your Partner.

The benefits for you and your Partner using IRS Social Prospecting in this way are: a greater ROI on your MDF spend on demand generation, a highly targeted contact database uniquely built from LinkedIn and a distinctive approach to your target market, directly.

Unusually in social media marketing, you will also measure the £value into your and your Partner's sales pipeline directly from LinkedIn campaigns.



Contact IRS to talk over your next campaign, and how, together, we can multiply the power of LinkedIn for you and your Partners.

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The IRS Difference

IRSMarketing is different to other marketing agencies:

- Our belief is that acquiring new customers is a strategic business.
- The true measure of IRS's success is the £value we bring to your sales pipeline.
- IRS's joined-up marketing delivers optimum results, using the best mix of social, digital, event, database and telemarketing.
- Every IRS activity is designed to enhance your sales pipeline, from new customer contact to profiling or events.
- IRS's 60-strong team is ready to deliver your global campaigns in native languages.
- IRS's 25+ years IT experience leads to faster implementation, fewer demands on your time and improved business results.
- IRS applies the most rigorous Quality Control process in the industry.

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