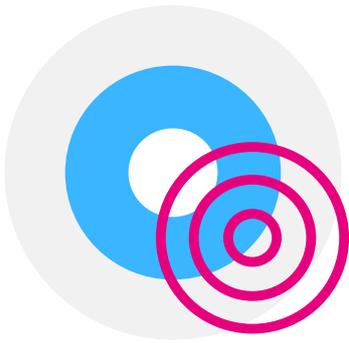


Social Prospecting

 Fact Sheet



Comparing the effectiveness of b2b social media platforms, LinkedIn undoubtedly stands head-and-shoulders above the rest. It's widely used for individual networking and prospect research, as well as for interest group forums and networking.

But when it comes to wider-scale target marketing and demand generation, it needs expertise and sensitivity to make it work for you. The challenge has been to find a way through the morass of data to be able to target tightly, while respecting LinkedIn's integrity as a networking community.

Using new search techniques together with old school legwork, IRSMarketing has developed a new approach which multiplies the power of LinkedIn. It enables IRS clients to target LinkedIn contacts highly selectively – both who to contact and how to avoid alienation through over-contact. We use LinkedIn in combination with other marketing tools such as digital and telemarketing, in a tightly-defined process that builds just the right target contacts for you and makes smart use of LinkedIn profile characteristics to get you in the right place at the right time to engage with just the right contacts.

- Analyse market and proposition
- Enhance LI profile
- Agree LI engagement, message templates
- Build a customised prospect database
- Agree reporting framework
- In-mail and email selectively
- Categorise and feed back initial responses
- Selective telephone follow-up
- Review and reporting.



The benefits for you as an IRS client using LinkedIn in this way are:

- a greater return on marketing investment to generate pipeline
- a highly targeted contact database uniquely built from LinkedIn
- a distinctive approach to your target market.

Unusually in social media marketing, you are able to measure the value effect into your sales pipeline of LinkedIn campaigns.

Getting started to set up an IRS social prospecting campaign takes 1 to 3 weeks. During this time we work to understand your goals and messaging, enhance your professional LinkedIn profile to prepare for engagement with your target market. We individually search and identify each of your prospects and agree your campaign structure to ensure maximum engagement. We also plan a campaign review and reporting schedule with you. Your account manager works closely with you during the set-up process.

A typical campaign will run as follows:

- Q&A to build a clear picture of your proposition and business development objectives.
- LI Professional Profile enhanced to ensure a concise networking statement and business proposition summarized in a professional context.
- Strategy and message content and design agreed. LI prospects searched, identified and reviewed with you in detail to ensure targeting accuracy.
- Review points and reporting method agreed.
- LI and regular emails to carefully targeted individuals.
- Engage immediately with hot opportunities.
- Overcomes inertia, reinforces message and qualifies pipeline opportunities.
- To measure pipeline value, ROI and plan next steps.



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



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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.

60

strong team

25+

years IT experience