



B2B through LinkedIn

USING THE POTENTIAL OF WORLD'S BIGGEST
PROFFESIONAL NETWORK IN FINDING QUALITY
LEADS AND PROSPECTS



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Power of LinkedIn in B2B

LinkedIn is the main choice for B2B marketers. 41% of B2B marketers prefer to use LinkedIn as their main social network.

LinkedIn numbers



Reach

The world's largest professional network with more than 562 million users in more than 200 countries.



Decision Makers

LinkedIn counts executives from all Fortune 500 companies as members.



Growth

Professionals are signing up to join LinkedIn at a rate of more than two new members per second.



Recruiting

Its corporate talent solutions are used by 94 of the Fortune 100 companies.



B2B leads

80% of B2B leads come from LinkedIn vs. 13% on Twitter & 7% on Facebook.



Smart growth

Students and recent college graduates are LinkedIn's fastest-growing demographic (over 39 million users).

Just a recruitment tool?

Although it's such a powerful platform many business owners are barely scraping the surface of what's possible on LinkedIn. Yes, LinkedIn is a tool for recruiters to find possible candidates for their organizations. Yes, it's a tool for graduates and job seekers to find roles. However it's much more than that. LinkedIn is actually a powerful platform for doing business too.

..or a main choice for B2B?

A recent study conducted by Social Media Examiner revealed that most B2C marketers prefer Facebook and Twitter as the main social networks to help them grow their businesses. However, as you would expect, LinkedIn is the main choice for B2B marketers. 41% of B2B marketers prefer to use LinkedIn as their main social network.



Thinking
LinkedIn over



Reasons why LinkedIn stands out above other social networks

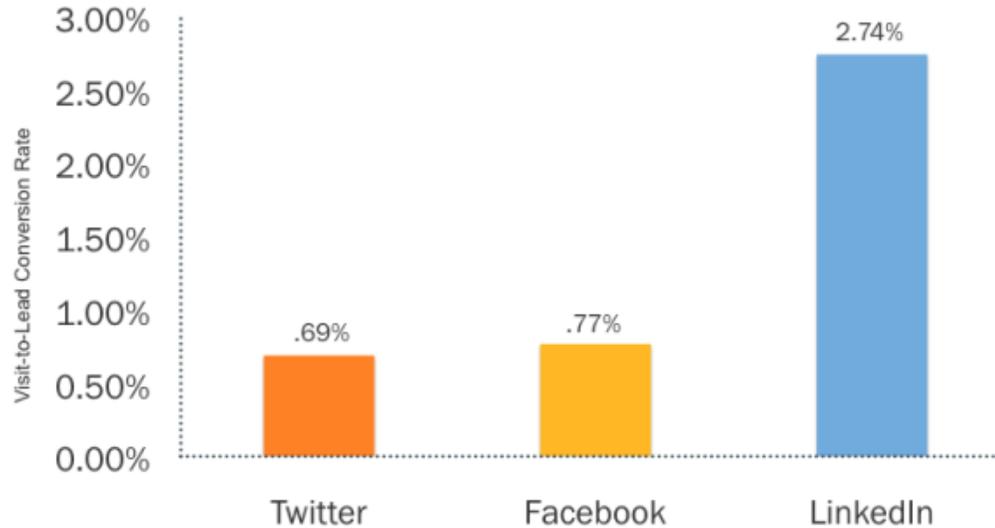


- Social media can be a huge contributor to a company's lead generation efforts in both B2B and B2C. In a recent study of over 5,000 businesses, HubSpot found that traffic from LinkedIn generated the highest visitor-to-lead conversion rate at 2.74%, almost 3 times higher than both Twitter (.69%) and Facebook (.77%).
- People join LinkedIn to showcase their career, work expertise, and find content and information to make their professional lives better. So businesses who target other businesses will naturally find a higher concentration of their target market on LinkedIn. Also, when someone visits LinkedIn, the person is most likely in a business-focused mindset, helping business content perform inherently better.
- Less content is generally posted to LinkedIn than to other social networks, which is because people almost exclusively post professional - related content as opposed to usual social "chatter." This means less clutter on LinkedIn, making members capable of consuming a higher percentage of the content active on LinkedIn. In other words, a business' marketing posts are more likely to be noticed on LinkedIn than on other networks.
- Accurate and precise professional targeting is the backbone of LinkedIn network, providing what is most needed in B2B marketing – not just numerous leads, but leads that matter.

Reasons why LinkedIn stands out more succesful lead generation



LinkedIn Best Social Network for Lead Generation



This study by HubSpot.com included 5,198 B2B and B2C businesses.



Focus on business



“As far as I’m concerned, other social networks can have the cats and the memes and the OMGs. LinkedIn is about content and connection.

As a professional marketer, that’s what I care about most, and LinkedIn delivers every day. If you’re not keeping up with the industry using LinkedIn, you’re missing the heartbeat of what’s going on in digital.”

Jay Baer, Social Media & Content Marketing Strategist, New York Times Best Selling Author, Keynote Speaker, Social Pros Podcast

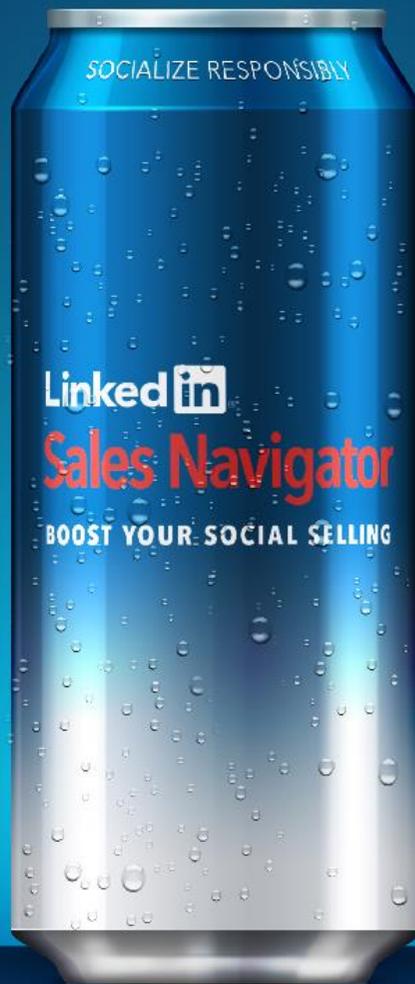


Sales Navigator

Unlocking the sales potential of LinkedIn.

Sales Navigator has already become the biggest and the most effective lead generation platform for B2B companies. Individual entrepreneurs, small businesses, and huge B2B companies are making sales on this platform every single day.

Sales Navigator is a stand-alone subscription-only service that allows you to use LinkedIn as a lead generation and social selling tool. Moreover, LinkedIn recently added a CRM sync functionality, which will make it easier for salespeople to tap into the network and connect with prospective buyers.



Sales Navigator features

Overview



- InMail messages: Reach out to prospects who aren't first-degree or second-degree connections.
- Users who have viewed your profile in the past three months: It's a good indicator of interest when a buyer has checked out your page.
- Sales insights: In your dashboard, you'll see when accounts and leads have changed jobs, received funding, released a press release, and more.
- Advanced search: Zero in on the most qualified accounts and find the best people to talk to. Lead Builder allows you to search for keywords, companies, locations, and titles, and to filter by functional role, company size, industry, and so forth.
- Identify any person or company in LinkedIn as a lead you wish to follow. Once you do, it lets you find, filter, and browse updates and published content from those leads - this makes it possible to see what your prospects are doing, what they're interested in, and provide opportunities for you to engage and connect.
- The Lead Builder lets you cold prospect, but also shows you relationships. If you find a prospect you are interested in, it shows how many connections you are away from that person, and anyone you know who is connected to them, as a path to making a connection. Unlimited profile views.

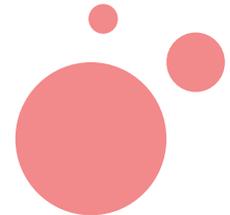
What can we offer you?



Making use of the potential

LinkedIn is a great potential tool with unlimited possibilities. You can use it to grow your business and expand your network. Sales Navigator offers premium features to search for new business partners, leads and prospects more effectively. It will require continuous time and effort, both of which is often already used to maximum by successful business people. We offer to help grow your LinkedIn network in continual process of building relationships with your potential clients, providing you with new leads and prospects – all the while reducing the involvement of your time and effort to only the crucial guidance and keeping you in charge of the vision of your LinkedIn presence.

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Sales Navigator

needs time and effort to be effective



- Sales Navigator gives you the ability to see who's viewed your profile: Though a profile view doesn't make a prospect or customer, if they are a good prospect, we can follow up on that profile view to start a conversation.
- Lead Builder and Lead Recommendations features often aren't qualified to the degree you would want. For example, if you're following an account that has a national presence, but have a local business and are making inroads only in the local office, when looking at that account you might get recommendations for leads that are outside your local area. On the other hand, some lead recommendations are pretty good, and worth of additional research and follow up. The number of recommendations you get depends on the time spent looking at accounts, doing research and so forth.
- Advanced search can give a lot of results according to your search criteria, but each profile still needs to be checked - for example searching for owners of accounting companies will also return many profiles of people employed in accounting companies on a different position, that have an owner position in another business field. Also checking the company web page and other info is crucial for not wasting the limited number of connection invites on non-prospects.



Our team can help making the connection through continual process of..



Examining your LinkedIn network

where is it now, and where you want to see it in the future.



Reporting on progress

of establishing LinkedIn connections and their interest in your products and services.

Investigating competition and potential leads

while focusing on your end goals.



Keeping in line with your vision

our work on your LinkedIn account is always visible to you – we will adjust to your guidance.

Working on the process

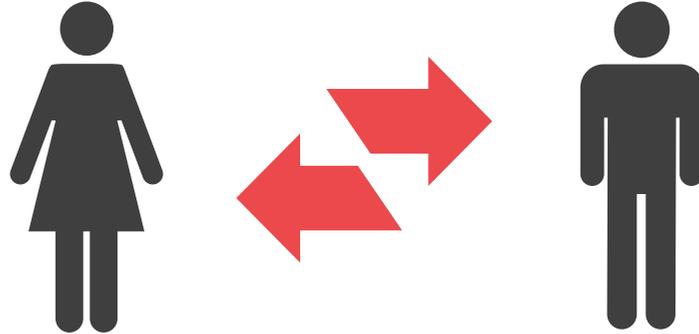
of building connections with potential leads and prospects.



Reevaluating

the process periodically for opportunities of improvements.

Sample scenario where the tools and features of Sales Navigator can help us find leads, and sales opportunities starting from nothing more than a name, and seriously shortening the sales cycle:



We save numerous accounts and leads. We save them because they are in a field that you sell into, and in an industry where your company has done business. We monitor your lead's shares and see a post asking for help in an area where your company provides services. We view the lead, and see the connection map which shows you have a current happy customer that you provided a similar service for, and ask them to send a recommendation in response to the lead's post. That's cold lead to warm prospect with one post, and follow up message.

Conclusion

Lets wrap things up.



B2B selling through LinkedIn

Information technology is changing the way we connect and do business by giving us endless opportunities. LinkedIn is the world most powerful professional network in area of B2B sales, which can be used effectively to establish connections and do business. Its focus on professionals and businesses is reflected in pricing of its premium products like Sales Navigator – and compared to other social networks – interactions come at a higher price.

ATTENTION

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Attention - the most valuable asset

On the other hand, that same business philosophy is what keeps LinkedIn free of spam and clutter, rewarding the users and marketers with the most valuable asset – real attention to their message. Whether you will grow your LinkedIn network yourself or with our help – we hope this presentation of its potential has been worth your attention.



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