TG Marketing

Trusted partners. Measured outcomes. Maximum results.

Overview of LinkedIn Lead Generation Service

A Service Used by 1000+ Companies Nationwide

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I would like to thank you for considering TG Marketing's LinkedIn Lead Generation Service. Our LinkedIn Sales Outreach Team has helped 1000's of business of all kinds to create a consistent HANDS-OFF lead flow.

With over 500 Million users we use our LinkedIn Automation to find you those decision makers and introduce them to you and your product or service. We will create the exposure you can only get on a one of a kind platform like LinkedIn.

LinkedIn Stats that Show Why You Need to be Marketing on LinkedIn (we do it for you!)

- #1 network for B2B companies in the world
- #1 channel B2B marketers use to distribute content.
- Makes up more than 50% of all social traffic to B2B websites & blogs
- Studies show sales reps with high social network activity achieve 45% more sales opportunities and are 51% more likely to hit their sales quotas.

The bottom line is the facts show that if you are not leveraging LinkedIn for marketing than you are missing out on sales!

This overview will show you how we do all the heavy lifting for your LinkedIn marketing. You will see that all you must do is engage with those decision makers who WE connect with on your behalf and have responded to our messages with interest in your product or service!

This will likely become one of your #1 lead sources and most cost-effective marketing strategies you have ever utilized. (It is for us and it is likely how we found you!) We look forward to helping you grow your business with our LinkedIn Lead Generation Service.

Best regards,

John Cosola
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THE LINKEDIN LEAD GENERATION PROCESS

PHASE 1 - LinkedIn Sales Navigator:

First and foremost, our system works off LinkedIn Sales Navigator. If you are unfamiliar with the LI Sales Navigator in short, it’s LinkedIn sales solution that gives you access to their entire database of users IF you know how to use it correctly. The great thing is all you need to do is get it and you don’t need to know how to use it because we take care of all that for you.

Here’s what it does:

- **Number one**, it allows us to find and target your key decision makers on a very detailed level. What does your ideal decision maker look like including all the necessary qualifying criteria such as?
    - Titles, Industries, Geography, Employee size, revenue or any data points that you want to see.

- **Number two**, is something that most people don't know, and that is the minute you start paying LinkedIn they automatically open your daily, weekly, and monthly volume limits when it comes to sending connection requests, sending messages, and viewing profiles.

I like bringing this up first because you must have the LinkedIn sales navigator for our system to work and it costs $80 dollars a month in addition to our service. They do offer a 30-day FREE trial.

PHASE 2 – Questionnaire

The next step is we have an in-depth onboarding questionnaire. This questionnaire is where we take a deeper dive into not only your company, but more importantly it gives us more insight into your ideal prospects and what is important to them as it relates to your company.

SUCH AS:

- What are the deepest pain points you’re solving for your clients?
- What differentiates you from your competitors

Really the point here is to get the whole picture of both sides of the coin to better understand and craft a successful campaign from the start. Once that’s complete, we take that data, analyze it, and that leads us into our next step which is a quick onboarding / campaign strategy call.

PHASE 3 - Onboarding / Campaign Strategy Call

This onboarding call is about 15-30 minutes. We are going to be doing two things on this call.

- **First**, we get access to that LinkedIn account that has Sales Navigator (please have it on your account before the call).

- **Secondly**, we do some pre-call preparation where we are analyzing your company and the answers to the questionnaire. We then go through our history of data from clients that are running campaigns very similar to yours. We see what has worked so we can incorporate the same strategies into your campaign, so we see success right out of the gate.

We aren't trying to reinvent the wheel. We already have the data from the thousands of clients our LinkedIn sales outreach team has worked with, so we have an excellent grasp on what is working and what's not when it comes to LinkedIn lead generation.

So, the purpose of the onboarding call is to take a deeper dive into the answers you provided us, to find those hidden gems that make your company stand out from the crowd that we can use in your campaign.

Once that call is complete, that's when we start going to work for you.

PHASE 4 – Laser Targeting Your Prospect List & Messaging

The work starts with building out a qualified list of all the key decision makers you would like us to reach using the sales navigator.

We then send you that list, so you can see all the prospects before we even launch, to ensure they are qualified in your eyes. If not, you can make suggestions or edits, so we hit the nail on the head before we launch, and we are not wasting your time.

The next step is crafting your multi-touch LinkedIn messaging campaign.

PHASE 5 – Copywriting Your Messaging Campaign

Our goal is to keep your sales messages very short, clear, and concise. This way it is extremely easy for your prospects to understand what you do in a couple of sentences. We then sprinkle the messages with powerful, social proof, credibility, benefits and a compelling call to action that gets them to engage with you.

You must remember 95% of the prospects we will be reaching out to are not actively looking for your products/services. So, the whole purpose of the outreach messages is to convey enough value, so they want and are willing to learn more about what you have to offer.

So, once this copy is drafted on our end, we then send it back your way for your review, edits and final approval. We send 2 types of messages. A 4-part connection request sequence and a 2-part InMail Campaign.

The only goal with these LinkedIn messages going out is to get positive responses back into you LinkedIn inbox. **When prospects do respond, they get taken out of our drip campaign and now the ball is in your court to carry the conversation forward and move the prospect into the next step within your sales funnel.**

We always make sure you're the final filter before ever sending any message out.

PHASE 6 – HUGE BONUS OF INMAIL MESSAGES

This part of our service is worth the price of admission even if this is all we did. We send Open profile messages which are InMail messages that can be sent to any LinkedIn member with an open profile, **even if they are outside of your network.**

This is a HUGE bonus as having the ability to get right into the inboxes of your dream prospects is a BIG advantage. This can get you leads in the first 24 hours of running the campaign! We identify the open profiles of your best prospects for you and write the messages that will engage them to become leads! The best part is these InMails are completely FREE you do NOT have to purchase them or use any InMail credits you may have already purchased.

PHASE 7 – REAL TIME REPORTING

Every time someone accepts your connection request it will be automatically be uploaded to a Google spreadsheet. In addition every time someone responds to one of the message we craft and send on your behalf that too will be uploaded to that same Google spreadsheet (separate tab) . Both records will contain all the contact information they have on LinkedIn such as name, company name, title, industry, location, email address, phone number, LinkedIn URL and website.

This is a GREAT list building tool. You could not even purchase a list like this even if you wanted to. Not even the best data broker in the country has all this information. Even if such a list were for sale it would likely cost $2 a record. Dun and Bradstreet sell email addresses alone for $1 and they are never as accurate and up to date as our data. So the list we build alone is worth the price of the service but of course you are getting so much more with the instant engagements we create in addition to this powerful list.

The reality is there is only one place you can gather this info and that's LinkedIn, and we make it super easy to utilize this list in an easy to upload spreadsheet. Here is a sample snapshot of the leads that get automatically uploaded onto the Google spreadsheet.

A	B	C	D	E	F	G	H	I	
First Name	Last Name	Current Position	Company Name	Location	Industry	Email	Phone Number	LinkedIn URL	Reply?
Ben	Chappell	Registered Investment Ad	Foresight Wealth Manage	Greater Salt Lake City Are	Financial Services	2chappo@gmail.com		https://linkedin.com/in/ber	TRUE
Alyssa	Rakovich	Portfolio Manager, PPC A	NAMCOA® - (Naples Ass	Sarasota, Florida Area	Financial Services	alyssarakovich@gmail.co	941-724-1208	https://linkedin.com/in/alys	TRUE
Anita	Gray, CFP®	Financial Advisor	Northwest Asset Manager	Greater Seattle Area	Financial Services	anita.gray@nwasset.com	(206) 714-4232	https://linkedin.com/in/anit	TRUE
Anthony	Fornatale, CRPC®	Director	UNFCU Investment Servi	Greater New York City Are	Financial Services	anthony.fornatale@gmail.com		https://linkedin.com/in/antl	TRUE
J Preston	Smith	Wealth Management Advi	SignalPoint Asset Manage	Fayetteville, Arkansas Are	Financial Services	appalachianmtnier@yahoo.com		https://linkedin.com/in/j-pr	TRUE
Arcadia	Berjonneau Keane, AIF®,	Personal Wealth Advisor	California Retirement Adv	Greater Los Angeles Area	Financial Services	arcadia@wildeyesproduct	3109372853	https://linkedin.com/in/arc	TRUE
Brad	Rice	Associate Financial Advis	Hyde Park Wealth Manag	Cincinnati, Ohio Area	Financial Services	bcrice52@gmail.com		https://linkedin.com/in/bra	TRUE
Brian	Greco	Advisor Operations Coord	Accurate Advisory Group	Tampa/St. Petersburg, Flo	Financial Services	bgrecoafp@gmail.com		https://linkedin.com/in/bria	TRUE
Bernardo	Javalquinto	Economist	Javalquinto Global Capita	Miami/Fort Lauderdale Ar	Financial Services	bjavalquinto@gmail.com	1(786)-651-6918	https://linkedin.com/in/java	TRUE
Victoria	Blehm	Independent Insurance Ag	Sound Planning Group	Greater Seattle Area	Financial Services	blehm@comcast.net	425-870-3552	https://linkedin.com/in/vict	TRUE
Brent	Copeland, AIF®, AAMS®	Lead Advisor, AIF®, AAM	Harmon Financial Advisor	Greater Atlanta Area	Financial Services	brent.copeland@raymond	770-394-5225	https://linkedin.com/in/bre	TRUE

The best part about these leads is that you know these prospects will 100% fit the profile of your perfect prospect so we are always laser targeted on your ideal next client. Plus, once they are a connection you can message them directly and they will receive your message 100% of the time! In addition, you have their email and phone number about 80% of the time to do a call or email campaign, again that is laser targeted!

PHASE 8 – OUR GUARANTEE AND PRICING

And last is OUR guarantee to YOU which is super simple and straightforward. We will send up to 2,000 direct, and personal messages to your ideal clients, with compelling copy that gets responded to. **There's no contract and you pay on a month to month basis and can cancel at any time.**

You have 2 options. Pay $697/Month and cancel at any time after 30 days or commit to 2 Months and pay $597/Month and can cancel any time after 60 days. What type of marketing can you do that can produce these types of results for such a small investment? The answer is none! You never know if a marketing strategy is going to work until you try it. The beauty of this offer is we have testimonials proving it works and with the small investment there is really no downside! So why not give us at least 1 month to prove what we can do. Our only goal is to make you more money than your spending with us. Because if we can do that, I'm sure you'd be a client for a while. Like I said, super straightforward and simple.

To Sign Up please contact me or visit our [WEBSITE](). We look forward to helping you grow your business!