



The Linked Leads Engine, a V3NN Inc Solution

We do one thing exceptionally well: marketing our clients on LinkedIn to produce positive engagement with their target market. We build your business exponentially while laying the foundation for your long lasting relationships with our networking.

How?

We find YOUR ideal leads, educate and engage them about your unique value, and drive them to your website, optimized LinkedIn profile, phone, email, or scheduling link using written-for-you customized messaging. We “knock the doors” and you get the connections and conversations from the leads who are looking for you.

Step 1: Profile Makeover

Your LinkedIn Profile is your “Social Proof” for all the world to see. Let’s make it great.

We will refresh and redo your personal profile as needed. Some profiles do not need much work, but others need a complete makeover. No matter your profile’s current condition, we will build you an engaging profile that will attract and inform your target market about exactly what you do and why they need you.

Some of the items included are:

Custom Banner, Summary Rewrite, Professional Headshot (provided by you), and other adjustments as needed will be included to make your profile attractive and engaging.

Step 2: Find Your Target Market

Using LinkedIn Sales Navigator, we customize searches for the people you want to meet with. For example, many financial services clients look for Business Owners in their zip code. The search criteria for your target market provides pinpoint accuracy, so you connect with your ideal prospect. Once we identify the target for your business, we add them to our connection tool.

Step 3: Messaging your Target Market on LinkedIn

We write professional, personalized messages, customized to you and your niche. Again, no two campaigns are the same. Our proven system of sending out messages that engage your target market just works.

These messages will go out daily from your personal LinkedIn account:

- Connection Requests with a custom “Connect with Me Message.” At a rate of 75 – 125 per day go out we are seeing 15-30%+ connecting back.
- “Thanks for Connecting Message” – when that 15-30% connects with you, we send out a “Thanks for Connecting with me Message” building rapport, relationships, and leads. We will do this daily at a rate of 15 – 30 per day. All the messages have a soft Call to Action. We see many conversions just from this initial pair of messages. But we don’t stop there, we continue to drip messages inside and outside of LinkedIn.

Step 4: Send Auto-Responder Messages Inside of LinkedIn

Once a new connection is made, we have the ability to drip messages inside of LinkedIn at a customized interval. The best campaigns send autoresponder messages every two weeks. Messages sent inside of LinkedIn get delivered 100% of the time. 100% delivery rate means better engagement for you.

Step 5: Send Auto-Responder Message to your Existing Connections Inside of LinkedIn (Optional)

Extend your reach and engagement to your existing LinkedIn network! We have the ability to drip messages inside of LinkedIn to ALL of your existing connections. Stay connected and engaged with all your connections throughout the year. We can send as many as 6 messages a year to your Existing Connections. This is a powerful way to stay engaged with your network.

Step 6: Send Auto-Responder Messages Outside of LinkedIn (Optional)

Increase your visibility and connection with your new network, externally.

We have the ability to engage your new connections outside of LinkedIn, using your CRM. Please note, this requires your CRM is able to connect with the integration tool Zapier (check your CRM compatibility at zapier.com). By adding new connections to your CRM, you'll have the ability to drip email messages out 2-3 days after the “thanks for connecting message” and will keep you in front of your target audience.

Additional Information:

- The system requires Sales Navigator to be activated for the LinkedIn account you're using to generate leads.
- The system can only have 1 set of messages at a time. So depending on your strategy, you may want to be more generic in your messages. For example, instead of saying "Our firm works with local dental professionals like you," you might say, "Our firm works with local business professionals like you."
- The Welcome Message you write will be sent to every new connection, including connections you make outside of the system.
- If someone messages you back on LinkedIn, the system will remove that person from future messaging automatically.

Sample Messaging

Invitation to Connect (limited to 300 characters)

Hi {{first_name}},

I love supporting local business leaders and would like the chance to network and learn more about your business.

I'm here in the area, supporting the people who make this the best place to live. Let's connect.

- Signature

Welcome Message

Thanks for connecting. Quick question: Are you frustrated with your financial picture right now?

Whether it's talking through your options or where you would like to be to retire, this is what I live for - I help people pursue their goals and make sure their finances do not hold them back.

It starts with a conversation and I'd love to meet up with you sometime.

Thanks,

- Signature

Message 1 (sent 7 days after initial connection)

Hi {{first_name}},

Feeling stressed lately? Maybe it's the way culture is going or even things in your business - I get it. So many business leaders I know are stressed about their finances. They either don't know what to do or are worried that doing things themselves is a big waste of their time. Sound familiar? I'm here to help. Just reply to this message and we can set something up. Typically setting aside 30 minutes to chat can ease a LOT of that stress.

Talk soon,

- Signature

Message 2 (sent 14 days after initial connection)

Hi {{first_name}},

If you're planning for retirement and are struggling to know what it will take, you're not alone. When it comes to retirement, most people avoid it - even though they know that planning now will make the biggest difference. That's part of the value I can bring and it really begins with setting up a time to talk. Reply to this message or use my calendar link - we'll never know how to move forward unless we take the conversation offline.

Talk soon,

- Signature