



LinkedIn Marketing Campaign Case Study

Dealer Acquisition Campaign

Objective:

Build a client base of doctors who will function as a supplement product line distributor. Leverage LinkedIn as one of the tactics in the overall inbound marketing strategy. Create frictionless process by which targets could be converted into leads and measured with Google analytics conversion tracking.

Strategy:

- 1) Optimize LinkedIn profile for organic search using best practice techniques and graphics.
- 2) Use a LinkedIn lead generation platform as the main digital platform for driving prospects into sales funnel. Proprietary methodologies and tactics along with intuitive software automation that mimics both human behavior and response time.
- 3) Create and leverage consumable content (eBooks) as lead lures. This content is imbedded on the client's website in a gated format with conversion tracking attached to a designated "Thank You for downloading ebook" landing page.
- 4) Move profile connections through a drip campaign that is run entirely through the clients LinkedIn profile.

Results:

- Client profile connects grew by over **600** connections in first 60 days.
- Click through rate from LinkedIn to website **15%** and total tracked eBook downloads were **60 or 10%** of new connections.
- Connections were exported out of LinkedIn as a .CSV and placed into Customer Relationship Manager (CRM) for future email drip campaign.