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## **LinkedIn**

Over 9 million companies have company pages on LinkedIn. There could be many benefits of having a company page. A company page on LinkedIn may give you a ready-made platform for telling your company story. You can list your products and services, your specialties, as well as company events.

A company page may help you attract followers who are interested in buying your products and services. And, it may give you the opportunity to engage with your followers. You can also ask your customers to post recommendations or positive reviews of your products or services, which could help in influencing prospective customers. What's more, you can share jobs and other career opportunities that may help you attract talent.

### **Make Your Company Page Sing**

There are many things you can do to make your company page stand out. For example, rather than just listing your products and services, you can showcase your company through video, which could help increase engagement. You can choose an attractive banner that's in line with your company brand. You can also add images of your products to make your page visually engaging.

As one of the world's largest professional networks on the Internet, it may be time to consider LinkedIn as part of your overall marketing strategy.

There are Eight Important Steps in LinkedIn. We help you trying to find new leads and clients in your business.

If you are a business-to-business (B2B) business owner, entrepreneur, professional service provider or sales person, LinkedIn can help you overcome these challenges.

While this sounds impressive, you may still be wondering just why and how LinkedIn is so effective for generating leads, clients and sales in a B2B environment.

Here are eight steps that we do to help you start attracting more clients on LinkedIn today.

## **Professional Profile**

Before you begin any activities that will put you in front of key decision makers, you must ensure that you have a profile that is professional, search-optimized and most important of all, is client-focused. Add Keywords to Your Company Page, Set Up a Showcase Page, Participate in LinkedIn Groups,

## **Identify Prospects**

Lead generation on LinkedIn requires you to have a clear grasp of your target market, so begin by thinking of common titles your market would use to describe them. This will be a crucial part of finding prospects to connect with online.

## **Send a Thank You Message**

When you see someone has accepted your connection request on LinkedIn, reach out with a personalized “thank you” message. Don’t pitch your services or self-promote in any way other than adding the URL to your website in your signature.

## **Send Relationship Building Messages**

Set a reminder to reach out to your new connection in a week with what I like to call a “Relationship Building” message. The sole purpose of this message is to provide something of value to that person with no ulterior motive. Giving without the expectation of receiving is a critical part of building authentic relationships with people.

I like to reach out with something relevant to their business goals. When done right, it shows that you understand their struggles and start to position yourself as an authority on that topic.

Here are a few examples of content you can share:

- Checklists
- Reports
- Articles/Blog Posts
- Videos
- Case studies
- eBooks

Be sure to use LinkedIn’s Relationship Tab to keep your prospects organized when sending your relationship building messages.

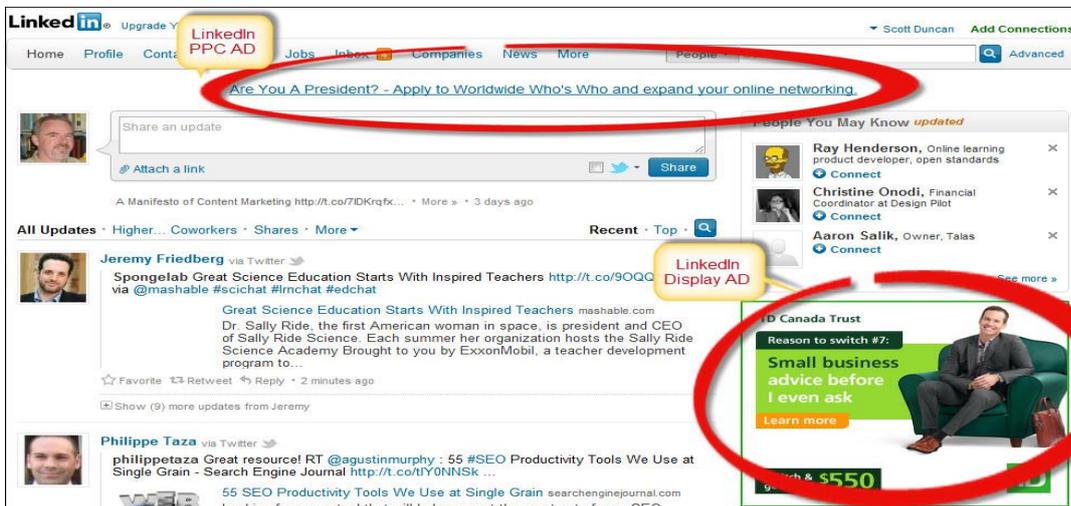
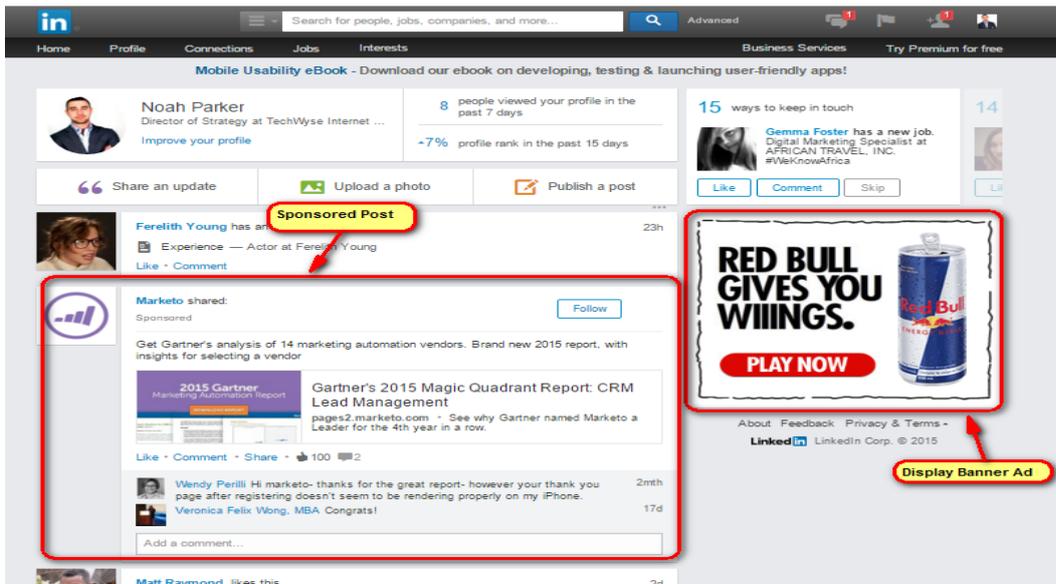
## **Engage With Them on Shared LinkedIn Groups**

Review the groups your prospects are connected in. If you aren’t already a member of groups that your prospects are part of, start joining the most relevant ones that your prospects belong to. You can join up to 50 groups.

Not everyone is active in LinkedIn Groups but when you find a prospect that is, it provides an excellent opportunity to get on their radar in a way that’s demonstrating your expertise and credibility.

## **Connect & Engage On Other Social Media Platforms**

It can get a bit awkward to constantly private message someone on LinkedIn if you haven’t yet made enough progress to move the relationship offline. Twitter is first choice because of the relaxed engagement style. You won’t seem like a creepy stalker if you are interacting with and sharing their interesting posts on Twitter.



## Billing and Agreement:

Payment Terms:-

Duration	Packages
For 1 Month	20,000/-
For 3 Month	50,000/-
For 6 Month	90,000/-
For 12 Month	1,60,000/-

**18% GST are excluded in above quotation.**

**We Need PDC Cheques in advance with 1st date of every month.**

WEBSITE DEVELOPMENT

SOCIAL MEDIA

E- COMMERCE

DIGITAL MARKETING

MOBILE APPLICATIONS