

# LinkedIn MARKETING SOLUTIONS

## FOR SOFTWARE AND TECHNOLOGY COMPANIES



Want to optimize your brand, build targeted relationships and drive conversions on LinkedIn? Our LinkedIn marketing solutions are designed to position your company—and your team—for success.

### OPTIMIZED LINKEDIN PRESENCE

Your prospects and customers will absolutely check you out on LinkedIn, and we're here to make sure you leave a great first impression.

#### INCLUDES:

- Initial consultation
- Assessment of current company profile
- Assessment of 2 key executives/employees
- Company Page 'About Us' Copy (up to 2000 characters)
- Two unique Company Page banner images
- Recommendations and Opportunities

### LINKEDIN MARKETING TRAINING

Empower your entire team to boost sales, marketing and engagement on LinkedIn with practical lessons you can apply right away.

#### INCLUDES:

- Initial consultation
- Custom training plan and session(s) on relevant topics for your business and team, such as:
  - Profile Optimization
  - Best Practices
  - Networking
  - Social Selling
  - LinkedIn Tools



At over 500 million members strong, LinkedIn is one of the most powerful platforms for targeted B2B networking and marketing — IF you take advantage of it.

Don't miss out on the hottest opportunity in marketing! Let us help you strengthen your LinkedIn presence, train your professionals and create compelling, ready-to-execute campaigns for your target markets.



### READY-TO-EXECUTE LINKEDIN MARKETING CAMPAIGNS

Get everything you need for an engaging LinkedIn campaign!

Thought Leadership Content	Long-form LinkedIn Article	Landing Page Copy	LinkedIn Posts	LinkedIn Sponsored Posts	Professional Images	Campaign Calendar	Expert Tips	Dedicated Consultant
One eBook, Infographic or Use Case to showcase your expertise	One article and promo image for a company leader to publish	Copy and banner image to help you create a landing page that drives conversions	Six posts for your team to share and promote your thought leadership piece	Two Sponsored Posts and images to target, attract and engage the right prospects	Promote your content with professionally designed images that get noticed	Calendar to help your team execute a successful, stress-free campaign	Learn how to extend the value of your investment across other channels	Work with a dedicated, experienced technology marketing expert

**CONTACT US TO GET STARTED TODAY!**