



Mercatus

**Case Study
Leadership Support
LS-S**

CASE STUDY



IT – HR products / services

Mercatus B2B Lead Generation & LinkedIn Marketing Campaign services has increased significantly Leadership Support digital & brand awareness and improved Sales Pipeline within several months.



Challenges

- ▶ **Identification a specific target audience**
limited amount of the right people interested in the products / services
- ▶ **Building meaningful conversion with the right prospects**
Converting those conversation in qualified leads which are interested in meeting / conference calls
- ▶ **Building a network of 1st Line connections - Decision Makers in LinkedIn**
Strong emphasis on the LinkedIn Marketing campaign is to build the right network of the perfect Decision maker.
- ▶ **Building Digital Awareness on LinkedIn**
Sharing the right content in front of the target audience including call to action points and redirect traffic to web-site
- ▶ **Qualifying all prospects and Lead Nurturing**
Cold approach and qualifying thousand of prospects is time consuming and long process

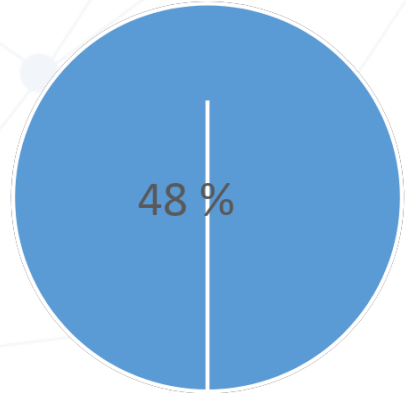


How it works..

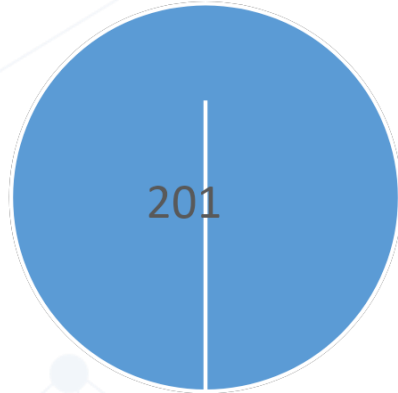
- ✓ **LinkedIn profile optimization**
Re-working of the LinkedIn profile, so it's appealing to the new prospects. We follow the 12 LinkedIn steps procedure, which ensure maximum Profile optimization.
- ✓ **Research of the right Prospects and target audience**
Using Sales Navigator full capabilities, our Account Manager (AM) select various searches in order to reach the most suitable & nich target audience.
- ✓ **Identifying and joining target groups**
In order to grow the digital awareness, we will identify all the suitable groups where your Decision Makers is spending most of their time.
- ✓ **Design personalized messages and process on autopilot**
Together we create the scripts which are used in the messaging campaigns. All the scripts are coordinated and approve by the customer before sending.
- ✓ **Database**
Building a valid database with 1st line connections which are extracted in Excel file and can be used for other Marketing campaigns in the future.
- ✓ **Content curation & group posting and status updates**
The AM shares the marketing content in front of your target audience and via personalized messages in order to build credibility among your potential clients.



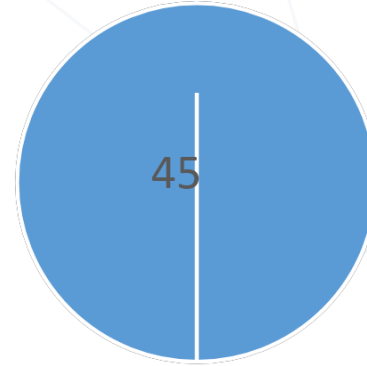
3 months Campaign Outcome



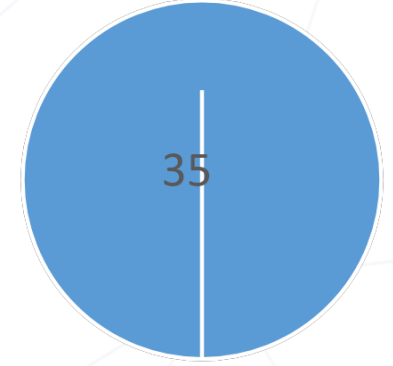
48 % Acceptance rate. **2016** new 1st Line Connections on LinkedIn



201 New cold leads



45 Meetings arranged with new prospects interested in the services / products



65 Leads to be nurtured and requested follow up for the next couple of months



“The LinkedIn Marketing Campaign was very successful, in a short period of time. For several months I have received positive feedback from target audience and therefore we managed to organize many successful meetings.

I can strongly recommend Mercatus with their help and support on every stage of the Lead Generation Process.

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General Manager
LS-S





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