

COSQAI

# REVERSE LEAD CAPTURE WORDPRESS + SMART ADVERTISING

©COSQAI 28/05/2019

# MATEO STARCEVIC FILIPOVIC

- Brief history
- What do I do?
- COSQAI



# OVERVIEW

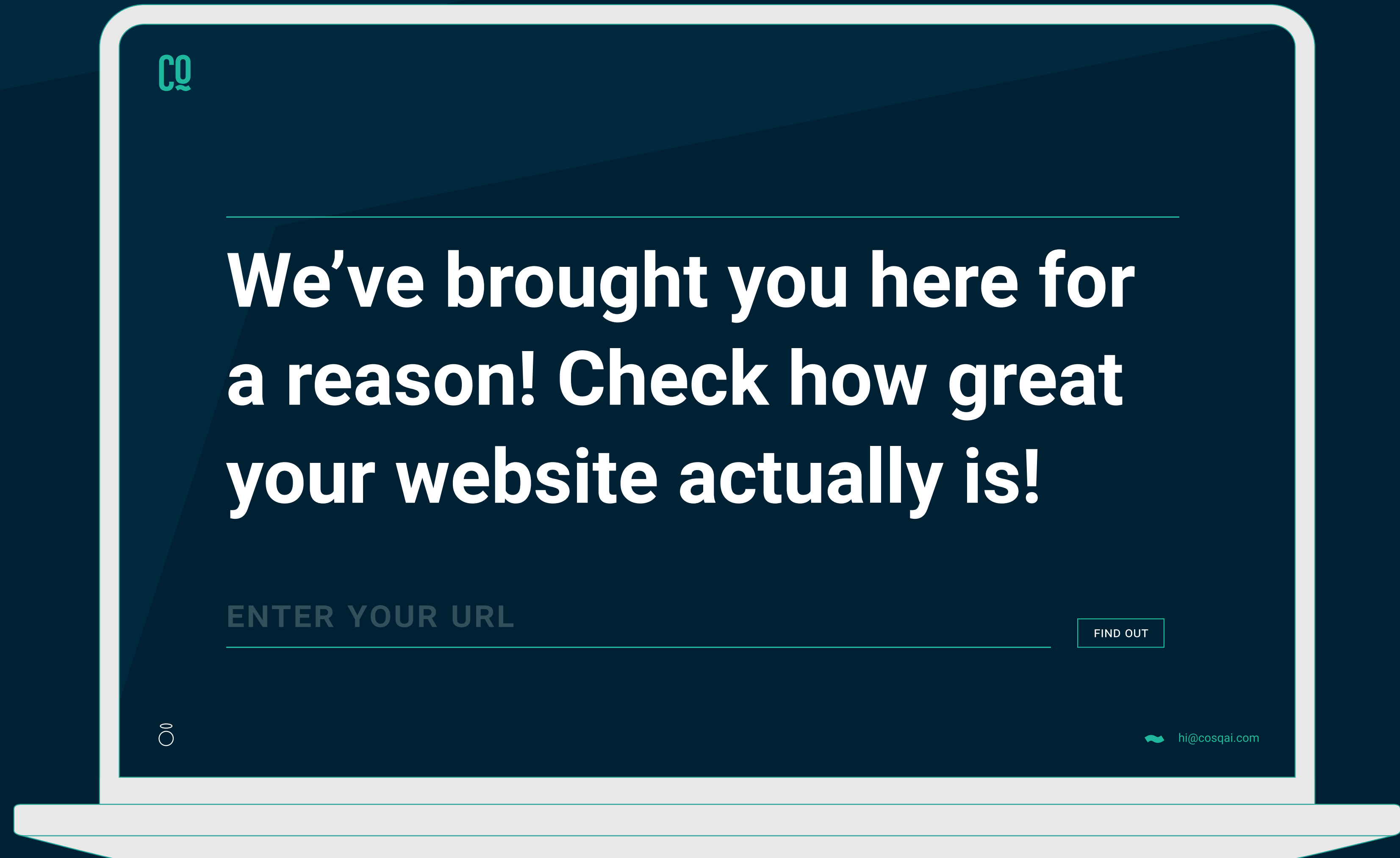
## TOOL

1. TOOL
2. CURRENT FEATURES
3. MAJOR SCHEDULED FEATURES
4. COMPETITORS
5. SCHEDULED FEATURES
6. WHITE LABELED

## MARKETING

7. LINKEDIN ADVERTISING
8. LEAD COLLECTION
9. TARGETING
10. CONTENT
11. DO NOT DO
12. DO
13. REMARKETING
14. RECAP

# TOOL



# CURRENT FEATURES

- Page Size
- Page Requests
- Page Speed
- Page Redirects
- Compression
- Render Blocking
- Responsiveness
- Mobile Viewport
- Security
- + More

# WHY AND HOW IT CAN HELP ME?

# COMPETITORS



# SCHEDULED FEATURES



RAINMAKER



SOCIAL  
ENGAGEMENT



CONTENT  
CHECKER



READABILITY





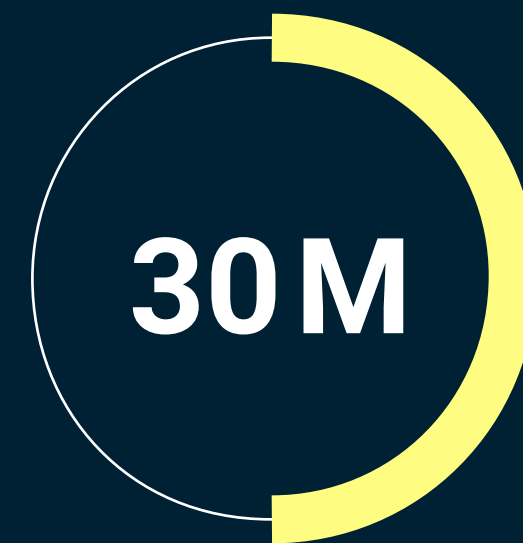
# WHITE LABELED



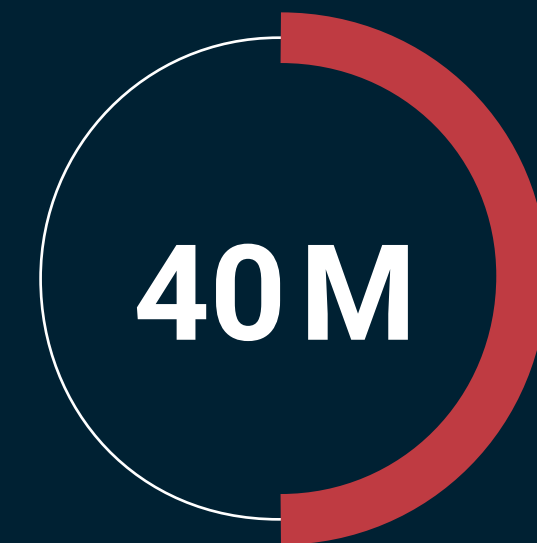
# LINKEDIN ADVERTISING



MORE THAN 630M MEMBERS.



MORE THAN 30M COMPANIES  
REPRESENTED ON LINKEDIN.



MORE THAN 40 MILLION  
USERS ARE IN DECISION-  
MAKING POSITIONS.

# LEAD COLLECTION



Leads - NYC & SF, May 2019					
File Edit View Insert Format Data Tools Add-ons Help All changes saved in Drive					
100% \$ % .0 .00 123 Arial 10 B I S A					
fx					
	A	B	C	D	E
1	Name	Company	Company Website	Location	Profile URL
2	Jerald Coons	Huyler's	<a href="#">Huylers.com</a>	New York, NY, US	<a href="https://www.linkedin.com/sales/people/ACwAAAGZqs8BZ">https://www.linkedin.com/sales/people/ACwAAAGZqs8BZ</a>
3	Troy Frizzell	Susie's Casuals	<a href="#">Susies-Casuals.com</a>	New York, NY, US	<a href="https://www.linkedin.com/sales/people/ACwAAAAIjmUBh">https://www.linkedin.com/sales/people/ACwAAAAIjmUBh</a>
4	Shane Edman	Huyler's	<a href="#">HuylersCompany.com</a>	New York, NY, US	<a href="https://www.linkedin.com/sales/people/ACwAAAFFTlgBA">https://www.linkedin.com/sales/people/ACwAAAFFTlgBA</a>
5	Virgilio Hickok	Movie Gallery	<a href="#">MovieGallery.com</a>	New York, NY, US	<a href="https://www.linkedin.com/sales/people/ACwAAAGZ6DgB">https://www.linkedin.com/sales/people/ACwAAAGZ6DgB</a>
6	Dave Lineberry	Millenia Life	<a href="#">MilleniaLife.com</a>	New York, NY, US	<a href="https://www.linkedin.com/sales/people/ACwAAAEkrBcBp">https://www.linkedin.com/sales/people/ACwAAAEkrBcBp</a>
7	Gavin Koenen	National Lumber	<a href="#">NationalLumberJack.com</a>	New York, NY, US	<a href="https://www.linkedin.com/sales/people/ACwAAADy2L8Bx">https://www.linkedin.com/sales/people/ACwAAADy2L8Bx</a>
8	Horace Julia	Martin's	<a href="#">MartinsBeer.com</a>	New York, NY, US	<a href="https://www.linkedin.com/sales/people/ACwAAAJ2qkoBV">https://www.linkedin.com/sales/people/ACwAAAJ2qkoBV</a>
9	Markus Chubb	Crandall's Fine Furniture	<a href="#">CrandallFineFurniture.com</a>	New York, NY, US	<a href="https://www.linkedin.com/sales/people/ACwAAADKjeEBB">https://www.linkedin.com/sales/people/ACwAAADKjeEBB</a>
10	Dewitt Catlin	Big Daddy's Restaurants	<a href="#">Big-Daddy-Restaurants.com</a>	New York, NY, US	<a href="https://www.linkedin.com/sales/people/ACwAAAEhfFABp">https://www.linkedin.com/sales/people/ACwAAAEhfFABp</a>
11	Blake Rumore	Second Time Around	<a href="#">Second-TimeAround.com</a>	New York, NY, US	<a href="https://www.linkedin.com/sales/people/ACwAAAEELCwoB">https://www.linkedin.com/sales/people/ACwAAAEELCwoB</a>
12	Dexter Ringgold	Buckeye Furniture	<a href="#">BuckeyeFurniture.com</a>	San Francisco, CA, US	<a href="https://www.linkedin.com/sales/people/ACwAAAEki6QB3">https://www.linkedin.com/sales/people/ACwAAAEki6QB3</a>
13	Brady Pankey	Edge Yard Service	<a href="#">EdgeYardService.com</a>	San Francisco, CA, US	<a href="https://www.linkedin.com/sales/people/ACwAAADMJ2kB9">https://www.linkedin.com/sales/people/ACwAAADMJ2kB9</a>
14	Jesse Mcelyea	Argus Tapes & Records	<a href="#">Argus-Tapes-and-Records.com</a>	San Francisco, CA, US	<a href="https://www.linkedin.com/sales/people/ACwAAAAAG13cB3">https://www.linkedin.com/sales/people/ACwAAAAAG13cB3</a>
15	Hassan Bosak	Monk House Sales	<a href="#">MonkHouseSales.com</a>	San Francisco, CA, US	<a href="https://www.linkedin.com/sales/people/ACwAAAE64MAB">https://www.linkedin.com/sales/people/ACwAAAE64MAB</a>
16	Brant Baisden	Sagebrush	<a href="#">Sagebrush.com</a>	San Francisco, CA, US	<a href="https://www.linkedin.com/sales/people/ACwAAAAHfQBf">https://www.linkedin.com/sales/people/ACwAAAAHfQBf</a>
17	Willy Derry	Mikro Designs	<a href="#">MikroDesigns.com</a>	San Francisco, CA, US	<a href="https://www.linkedin.com/sales/people/ACwAAAAAM40kBz">https://www.linkedin.com/sales/people/ACwAAAAAM40kBz</a>
18	Paris Abel	McMahan's Furniture	<a href="#">McMahaFurniture.com</a>	San Francisco, CA, US	<a href="https://www.linkedin.com/sales/people/ACwAAAGWqFoB">https://www.linkedin.com/sales/people/ACwAAAGWqFoB</a>
19	Cristobal Ibanez	Handy Andy	<a href="#">HandyAndy.com</a>	San Francisco, CA, US	<a href="https://www.linkedin.com/sales/people/ACwAAAAkNYQB">https://www.linkedin.com/sales/people/ACwAAAAkNYQB</a>
20	Daron Kniffen	Cardinal Stores	<a href="#">CardinalStores.com</a>	San Francisco, CA, US	<a href="https://www.linkedin.com/sales/people/ACwAAAGZqs8BZ">https://www.linkedin.com/sales/people/ACwAAAGZqs8BZ</a>
21	Irvin Blomberg	Tam's Stationers	<a href="#">Tam-Stationers.com</a>	San Francisco, CA, US	<a href="https://www.linkedin.com/sales/people/ACwAAAAIjmUBh">https://www.linkedin.com/sales/people/ACwAAAAIjmUBh</a>



# TARGETING



LINKEDIN SALES NAVIGATOR



MATCHED AUDIENCES

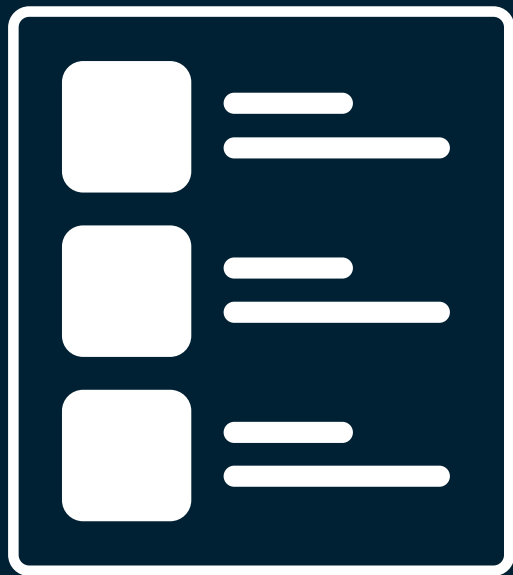


JOB SENIORITY

# CONTENT



IMAGE AND VIDEO ADS

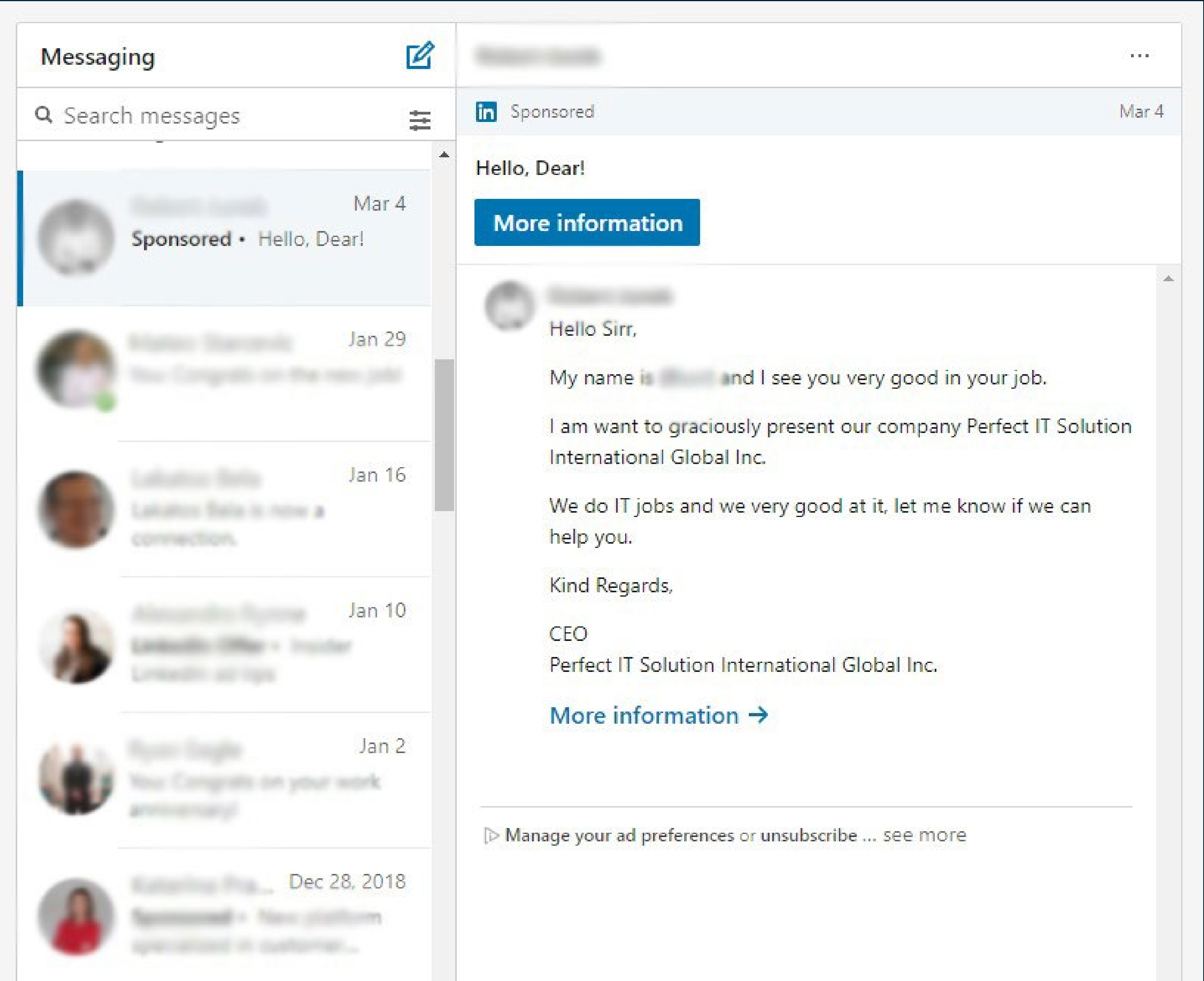


TEXT ADS



INMAIL ADS

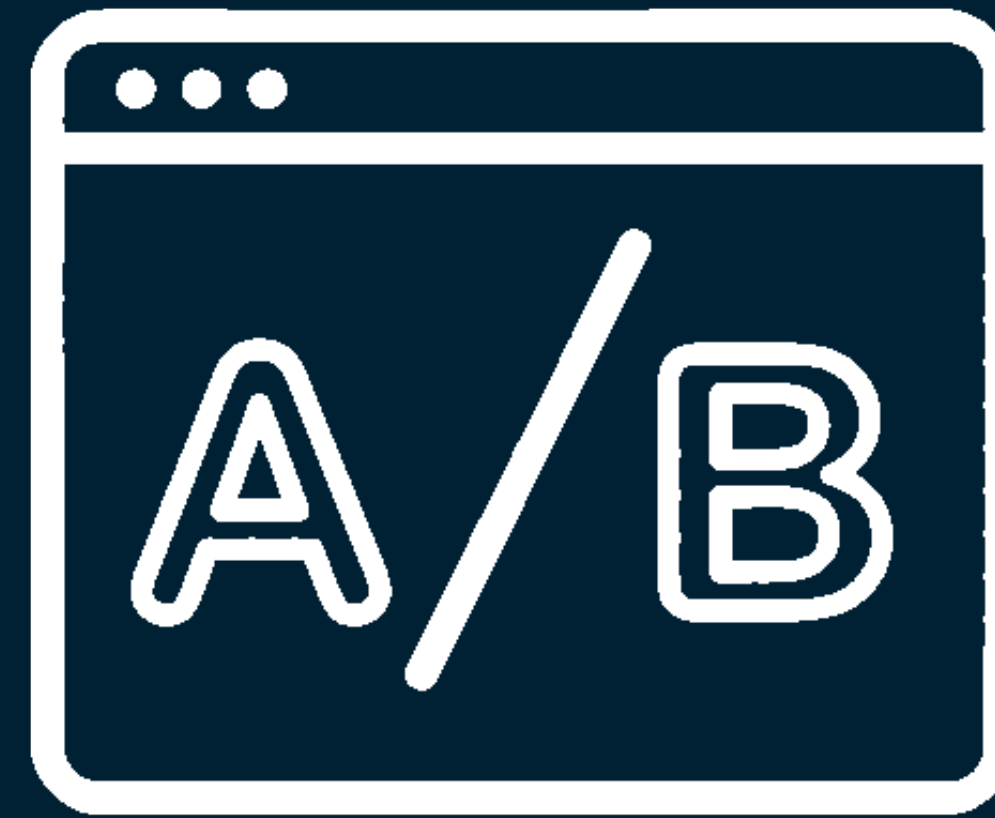
# DO NOT DO



# DO



SMART ADVERTISING



A / B TESTING

# REMARKETING





# RECAP

**THANK YOU!**