

LinkedIn Management Services for **Alexander Shugurov**

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Prepared for
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Hello!



I am Brent L. Mausisa

I'm the founder of 2for Biz Solutions. I'm here to give you more details about this strategy document. :)

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“If you want to go fast, go alone. If you want to go far, go together.”

African Proverb



Content Guide

- ⦿ The Why
- ⦿ The What
- ⦿ The Investment
- ⦿ The Invitation



Building Relationship of Trust with Key People

Harnessing the power of LinkedIn in connecting with your target market.



The 'Why'

We want to help you with leveraging in the power of LinkedIn to connect with prospective business partners and clients.

THE TARGET

Primary target for the campaign is decision makers of tech start-ups in Denmark, Norway, and Sweden.





The 'What'

Service Inclusions:

- ◉ Optimizing LinkedIn profile that will be used for the campaign
- ◉ Sending 75-95 connection request a day for outbound leads
- ◉ Generating engaging content to get inbound leads
- ◉ Engaging with the content of the network by liking, commenting and sharing their posts.
- ◉ Sending engaging messages with 1st degree leads
- ◉ Offering free web dev audit to 1st degree leads
- ◉ Access to weekly report with statistics

Requirements:

- ◉ Sales Navigator Subscription

Key Performance Indicator

Daily Connection
Request

75-95
connection
request sent
daily

Goal of
Interested
Prospects a
Week

2-3 a week

Goal of Close
Sales a month

2-3 a month

Note: It usually takes 2 months or more to close a deal in this industry.

The Investment

Package 1

LinkedIn Outbound
and Inbound
Prospecting

Monthly - \$750.00
USD

Weekly - \$200.00
USD (4hr/day @
\$10/hr)

Payment must be
made upfront before
any work is done.

Package 2

LinkedIn + Email
Marketing

Monthly - \$900.00
USD

Weekly - \$250.00
USD (4hr/day @
\$12.5/hr)

Payment must be
made upfront before
any work is done.

(Optional) Additional Services

Marketing Strategies & Implementation

- > Marketing Framework
- > Landing Pages
- > Lead Generation
- > Graphics Design
- > Database Management
- > Social Media Management
- > Conversion Rate Optimization

Executive Assistance & Client Relations

- > Data Entry
- > Recruitment
- > Web Research
- > Chat Support
- > Phone Support
- > Virtual Assistance
- > Email Management

Book Publishing

- > Editing
- > Proofreading
- > Keyword search
- > Ebook cover design
- > Book Category search
- > Kindle & Paperback/Hardcover publishing

**“You know
how creative
people are,
we have to try
everything
until we find
our niche.”**



THE INVITATION

**Let's work together to reach
your target market effectively.**



Thanks!

Any questions?

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