

DIGITAL VISIBILITY



Is all about **generating business opportunities.**

By creating **trust, presence** and **top-of-mind awareness** with selected **decision makers** in a professional manner based on your specific target group.

Wefind |

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Does this sound like you?

You find it difficult to set up business discussions with the right decision makers.

You find it difficult to reach the right decision makers.

You find it difficult to build “top-of-mind” awareness in the right decision makers.

Your LinkedIn visibility is either weak or unclear.

Your skills around LinkedIn could do with improvement.

You find it difficult to structure your work on LinkedIn.

You have an unclear content strategy.

You don't know how to use the whole organisation in your work with LinkedIn.

You find it difficult to increase your customer base.



WEFIND's Services and Offer!

Your own LinkedIn desk where we do the work for you on LinkedIn

Digital Prospecting aimed at selected decision makers and target groups

Strategy and sales-orientated workshops

Customised LinkedIn training courses

Content implementation and content strategy

LinkedIn advertising

We build trust, presence and top-of-mind awareness with your target group and the right decision makers.

Your outcome!

More meetings with customers and business discussions

A stronger digital brand

Better long-term trust and presence in your target group

Increased customer base

Simpler and more effective sales and marketing

Only discussions with decision makers who are interested in you

Better LinkedIn visibility to support you in creating

more business opportunities

We provide all our services and offers online or in person.



Strategy and SALES-FOCUSED WORKSHOP

By using the six main components of Digital Visibility with LinkedIn as a platform, you can generate top business opportunities.

- ✓ Review and analysis of your current LinkedIn visibility and current LinkedIn profile.
- ✓ Target group analysis based on your target group and the LinkedIn database.
- ✓ The six main components of digital visibility with LinkedIn as a platform – review and training course.
- ✓ Methodology on **Digital Prospecting** – build trust, presence and “top-of-mind” awareness in your target group and create business opportunities and customer meetings. When, How and Why.

- ✓ Content and tips for creating value-based content – review of Dos and Don’ts.
- ✓ The LinkedIn Sales Navigator sales tool and creation of prospect lists – review and training course.
- ✓ The LinkedIn Campaign Manager advertising tool – review and training course.
- ✓ LinkedIn based on its algorithms – review of Dos and Don’ts.
- ✓ Digital actions on LinkedIn with a focus on getting more interaction with your content – review of Dos and Don’ts.
- ✓ How to use the whole of your organisation to create a stronger digital brand and create more business opportunities.

LINKEDIN TRAINING FOR OTHER EMPLOYEES



Build skills throughout your organisation.

- ✓ **Review and analysis of your current LinkedIn visibility and current LinkedIn profile.**
 - Approaches to LinkedIn.
 - How to use your contacts network to reach out.
 - Success factors for a strong profile.
 - What contacts to seek out and which requests to accept.
 - How to work with groups.
 - How to use LinkedIn in daily life.
 - What my LinkedIn account settings should be.

- ✓ Building your brand via LinkedIn – Dos and Don'ts.
- ✓ Content – review of Dos and Don'ts + tips for creating value-based content.
- ✓ The LinkedIn Sales Navigator sales tool + creation of personal prospect lists – review and training course.
- ✓ The LinkedIn Campaign Manager advertising tool – review and training course.
- ✓ LinkedIn based on its algorithms – review of Dos and Don'ts.
- ✓ Standing out from the crowd on LinkedIn – Dos and Don'ts.
- ✓ } Digital actions on LinkedIn – review of Dos and Don'ts.

All training courses can be held either in person or online

Ongoing Digital Prospecting

– Build presence with direct decision makers

WEFIND generate prospect lists based on your wishes regarding target groups and actual decision makers/industry etc. X number of prospects per week. WEFIND take care of **all** parts of the messaging process.

Send out personal messages via Sales Navigator at intervals as described below.

The messaging process takes place in consultation with you.

- Contact message** when each prospect list has been approved by you.
- Presentation message** to those contacts who replied YES to their contact message.
- Synergy message** is sent to prospects who have not responded to any of the other messages.

WEFIND manage and monitor when each prospect should get their next message.

WEFIND produce suggestions of messages for you to approve.

You will receive business signals and contacts communicated to you by WEFIND on an ongoing basis.

WEFIND are at your service with up-to-the-minute skills to help your organisation with all aspects of LinkedIn.