

## WORKSHOP

- DIGITAL VISIBILITY is all about **generating business opportunities ...**

**Wefind** |

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

## 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 trust and “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 find it difficult to increase your customer base.



## WEFIND's Services and Offer!

Sales-orientated workshops and training courses.

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

Digital Prospecting aimed at selected decision makers and target groups.

Customised LinkedIn training courses

Content implementation and content strategy

LinkedIn advertising

## Your outcome!

More meetings with customers and business discussions

A stronger digital brand

Better long-term trust and presence with your target group

Simpler and more effective sales and marketing

Increased customer base

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



# WORKSHOP AGENDA

You can generate business opportunities with support from Digital Visibility and Social Selling by building presence, trust and “top-of-mind” awareness with the right target group.

## Part 1 – Create enduring trust, presence and top-of-mind awareness

### 1.) Review and analysis of your LinkedIn visibility via your LinkedIn profile (+ any company profile you may have)

**Purpose:** Create a professional and clear first impression for your specific target group/decision makers. What is essential is that it shows the actual value, services and skills you are offering.

### 2.) Training on the main components of what is needed to create long-term trust and presence with your chosen target group.

- Building your brand via LinkedIn – Dos and Don'ts.
- Content and the meaning of value-based content – review of Dos and Don'ts. Allocation of responsibility around your content strategy.
- Digital actions on LinkedIn with a focus on getting more digital interactions with your content – review of Dos and Don'ts.
- LinkedIn's algorithms – review of Dos and Don'ts.
- How to create teamwork for your branding on LinkedIn. Allocation of common tasks.
- Advertising placed per target group with a view to creating top-of-mind awareness with the right individual/target group.

**Purpose:** Enhance your trust and digital presence with your chosen target group and individuals as well as creating the right conditions to provide the “digital triggers” that are used to begin business discussions.



## Part 2 – Digital Prospecting

### 3.) Methodology for Digital Prospecting with LinkedIn Sales Navigator – When, How and Why.

- How to create prospect lists based on your target group: Company/Industry/Size/Decision makers/Titles, etc.
- Target group analysis based on your chosen target group via the LinkedIn database.
- Manage and monitor when each prospect should get their next message.
- How to manage your personal discussion with potential customers via Sales Navigator.

Contact message – Presentation message – Synergy message

**Purpose:** Alongside the work in part 1, start professional discussions with potential customers with the aim of creating actual business discussions.

## Part 3 – Follow-up status review online after 2–3 weeks

4.) A follow-up exercise is included for each participant or participating group to quality-assure that the components have been well received by the participants

with opportunities for analysis and discussion.

WEFIND are available free of charge after the workshop both by telephone and email to respond to any potential questions or issues.

**The workshop lasts approximately three hours**

SEK00000 ex VAT per participant

The workshop will be held online

Minimum number of participants three per event

Registered participants who do not attend will be charged the full price for the event