

# LinkedIn Concierge Offering

## Content

### The **SocialBee Tool** - between \$29/Mo and up to \$99/Mo

[Pricing](#) differs based on the number of accounts.

To be used as part of the LinkedIn content posting strategy.

You can post on:

- A personal LinkedIn profile
- The LinkedIn company profile
- LinkedIn groups (through a Buffer integration)

### The **Content Curation Service** - \$49 / Month

We curate relevant content for you on a weekly basis, and add it to your curated content category in SocialBee.

## Grow

### **LinkedIn Growth** - \$69 / Month / LinkedIn Profile

*We need your LinkedIn profile password, shared privately and securely through LastPass.*

We will send a 100+ connections request each week to a targeted group of profiles. We define the filters for the targeted groups together with you.

To increase the connection acceptance rate, we will send a custom Note when we do a connection request. We work together with you to create this message.

This will get you connected to new, high value, targeted leads each week.

## Engage

### **LinkedIn Drip - \$129 / Month / LinkedIn Profile**

*We need your LinkedIn profile password, shared privately and securely through LastPass.*

Together with you we create a **2-step message series**, sent one by one every 2 weeks, with the goal to engage your new and existing connections.

**Recommended topics of the messages are:**

**Message 1** - Thanks for connecting.

**Message 2** - Asking them if they have a specific problem (that you can solve) that they, or someone they know, need help with.

### **LinkedIn Drip Plus - \$199 / Month / LinkedIn Profile**

*We need your LinkedIn profile password, shared privately and securely through LastPass.*

Together with you we create a **4-step message series**, sent one by one every 2 weeks, with the goal to convert a new connection to a lead.

**Recommended topics of the messages are:**

**Message 1** - Thanks for connecting.

**Message 2** - I found this resource (that is not of your own, and not promoting you in any way) and I thought you might find it valuable.

**Message 3** - Let's jump on a call to meet each other.

**Message 4** - Follow up if they did not set a meeting time.

Once we have those messages in place, we pick each week a batch of up to 50 of your existing and new connections and start the messaging sequence.

Here's an example:

Batch	Wk 1	Wk 2	Wk 3	Wk 4	Wk 5	Wk 6	Wk 7	Wk 8	Wk 9
1	M1		M2		M3		M4		Etc.
2		M1		M2		M3		M4	Etc.
3			M1		M2		M3		Etc.
4				M1		M2		M3	Etc.
5					M1		M2		Etc.
6						M1		M2	Etc.
7							M1		Etc.
8								M1	Etc.

Once you get a reply, we do not respond, it's up to you to continue the conversation.

**This will get you hot leads on a consistent basis.**

## LinkedIn Concierge

### Find Out More

#### Grow your LinkedIn Network

Grow your LinkedIn network by using search filters to find relevant people to connect with.

Existing search filters:

- Keyword(s)
- Locations
- Current companies
- Past companies
- Industries (see the full list [here](#))
- Profile language
- Nonprofit interests
- Schools
- Premium filters for [LinkedIn Recruiter](#) and [Sales Navigator](#).
  - Years of Experience
  - Function
  - Seniority Level
  - Interested In
  - Company Size
  - When Joined

#### LinkedIn Growth Limits

LinkedIn has their own limitations when it comes to the number of invitations and 1st-degree connections any user might have.

*To ensure an optimal site experience, members can have a maximum of 30,000 1st-degree connections. See more about this [here](#).*

They also limit the total number of invitations sent to 5000. Once you reach this limit, you can request more invites, and unless you behaved in a spammy way, you will be granted more invites. See more about this [here](#).

Part of our LinkedIn Growth service, we'll also regularly clean up your pending invitations.

## LinkedIn Account Limits

If you're on the Free or Premium Career accounts, you will be limited to the number of searches you can do each month.

The limits are not public and they differ per account. Some users have reported restrictions on as little as 30 searches, others after as many of 300. Your search count resets every month.

There are some workarounds we can use to still connect with relevant people, but the targeting and filtering capabilities are largely limited. So we highly recommend having a **Premium Business Subscription** or a **Sales Navigator Professional** account.

## LinkedIn Premium Account Prices

- Premium Career Subscription - \$29.99/Mo or \$24.99/Mo when paid annually
- Premium Business Subscription - \$59.99/Mo or \$47.99/Mo when paid annually
- Sales Navigator Professional - \$79.99/Mo or \$64.49/Mo when paid annually
- Recruiter Lite - \$119.95/Mo or \$99.95/Mo when paid annually

## Message 0 - Connection Invite Note

When you're creating a connection request, adding a custom connection invite note will increase your chances of a connection request to be approved.

Depending on how you found this person to connect with, use one of the messages below.

### Message 0.a) - Common Connections

Hi Jon,

I noticed that we have a bunch of common connections and thought it wouldn't hurt to reach out. Would love to connect here if you're open to it.

Cheers,  
Ovi

### Message 0.b) - Common Group

Hi Jon,

We are both in the “XXX” group and I came across your profile. I thought we might benefit from being connected.

Cheers,  
Ovi

Message 0.c) - Common Industry

Hi Jon,

It seems we are both in the “XXX” industry. I came across your profile on LinkedIn and thought we might benefit from being connected.

Cheers,  
Ovi

Message 0.d) - Other

Hi Jon,

I came across your profile on LinkedIn, found it interesting, and thought we might benefit from being connected.

Cheers,  
Ovi

## The LinkedIn Drip Messages

A good LinkedIn Drip message sequence and process will help you get a lot of new leads.

- Message 0 - Connection invite note
- Message 1 - Thanks for connecting
- Message 2 - Here's a valuable resource
- Message 3 - Let's have a call to get to know each other
- Message 4 - Call follow up

The provided scripts are not intended to be copied word for word, even though they can be. Just make sure you change the names if you do :)

They are here to help you be able to structure your own, unique drip campaign in a more effective and actionable way.

Some messages have different variants. Just pick one for the basis of your messages.

You are strongly encouraged to change the messages to fit your voice and materials you have to share. Just because it's LinkedIn it doesn't mean it has to be boring. So don't be afraid to get creative and have fun!

### Message 0 - Connection invite note

See above, in the Grow section.

### Message 1 - Thanks for connecting

#### **The Goal:**

To further build your relationships with your new connections. These prospects have recently accepted your connection request, and you want to stay top of mind with them. So a little common courtesy is the right way to kick off any relationship.

#### **Why it works:**

It is a personally addressed thank you with a promise to keep in touch. It's like a thank you note you write to your new connection that brings goodwill.

#### Message 1.a) - Right after connecting

Hi Jon,

Thanks for connecting and that I'm looking forward to keeping in touch.

Cheers,  
Ovi

Message 1.b) - A couple weeks after connecting

Hi Jon,

We connected on LinkedIn a while back and I just wanted to drop you a note to say thanks and that I'm looking forward to keeping in touch.

Cheers,  
Ovi

Message 2: Valuable resource

**The Goal:**

To position yourself as an expert in the field your prospect is in. And open the door to communication by providing them a helpful resource. Ideally, this should not be self promoting at all, so it just shows value, but you can also use a company-branded resource.

You just need to ensure it is quality content that speaks to your customer's pain points and gives a solution or way to help battle that pain point.

**Why it works:**

This message and script is written for prospects that are small business owners or those sales management positions. If your prospects are IT Directors, you would want to share an article that speaks to helping them solve one of their PAIN POINTS.

This message will serve two purposes:

- Let the prospect know that you know what you are talking about and look to share that information (i.e. you are a thought leader).
- HELP them solve a problem they may be facing.

Message 2 Script

Jon,

I hope business is going well for you. I just wanted to take this moment to drop you a quick note.

I recently came across an article that shares 9 pricing strategies to explode your revenue. Nobody wants to leave money on the table :)

If you would like to read it, you can get it here:

<https://sumo.com/stories/marketing-pricing-strategies>



There are some great tips I took from the piece and I thought you might be interested in taking a look.

I would love to hear any comments you might have in regards to the article.

Cheers,  
Ovi

### Message 3: Request a phone call

#### **The Goal:**

To get them to act on your Call to Action. What are your goals? Are you looking to get your prospects on the phone? Do you want them to attend a webinar or event? Should they trial your app? Or how about meet for coffee?

You will typically see the best results at getting this initial call offline if you position the message to get to know the prospect and learn more about their business. It is “social” media, after all.

And these types of networking calls are a great way to introduce your product or services in a non-slimy way that will move the prospect further down the funnel.

#### **Why it works:**

This specific message is written in a way that doesn't feel too slimy, or spammy. We are reaching out to get to know the prospect better than what we can just read on their profile.

It also mentions the joint benefit of connecting. So the prospect is thinking that it's not going to be all sales, sales, sales on this call, and they will have a chance to explain their business to you.

Once you get them on the phone the opportunity to bring up your product/services will naturally come up, and you will be able to try and set up a next steps call if it sounds like a good fit for both you and the prospect.

If you have your own scheduling link like Calendly or ScheduleOnce, feel free to use it.

#### Message 3 Script

Jon,

I'm trying to get to know my connections on LinkedIn a little better so that we both might benefit from being connected. We've been crossing paths on LinkedIn recently and I'd love to schedule a quick call.

Would you have a few minutes to chat next week? Let me know what dates/times work best for you.

Cheers,  
Ovi

## Message 4: Follow-Up

### **The Goal:**

To follow-up with the prospect. Sometimes this follow-up message can yield higher results than the initial request for a call.

### **Why it works:**

You've put in your work to get the prospects to this point. So don't just give up after one request to your prospect.

Following up can lead to a great boost in accepted calls, and with the little note about moving this to email, you can move the dialogue to a format the prospect prefers over LinkedIn messaging.

### Message 4 Script

Jon,

Just following up to make sure you received my message from a couple weeks back, and see if you would be interested in a quick chat. As I mentioned before, I'm trying to get to know my connections on LinkedIn a little better so that we both might benefit from being connected.

I'd like to schedule a call with you. But if that's not possible, I'd love to open up some dialogue with you over email.

You can just pick a time that works for you here: [www.ovi.co/calendar/](http://www.ovi.co/calendar/), or let me know if there's a time that works best for you?  
I hope to hear from you soon.

Cheers,  
Ovi

*The messages can be tailored to your specific needs.*

# Getting started

Are you ready to generate more leads from LinkedIn?

- Use the [SocialBee.io](https://socialbee.io) tool & **Content** curation service to post more often on LinkedIn, without wasting your time.
- Let us **Grow** your network by connecting with your ideal prospects. We do all the outreach, so you don't have to spend time on it.
- Seamlessly **Engage** with your new found connections, and transition them from cold connections to warm leads.

We'll help you with the strategy and execution side of your LinkedIn marketing strategy.

So in order to get started, just email me at [ovi@socialbee.io](mailto:ovi@socialbee.io) or pick a time that works for you here: [www.SocialBee.io/calendar/](https://www.SocialBee.io/calendar/)

Talk soon,  
Ovi



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