



LINKEDIN LEAD GENERATION PROPOSAL

PREPARED BY

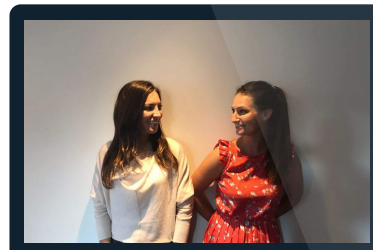
Victoria Lee, CEO, 100 Pound Social





MEET THE TEAM

100 POUND SOCIAL



FOUNDERS LOUISE LEE (L)
AND VICTORIA LEE (R)



JOANNE
ROBERTS



JACK
CUNNINGHAM



POPPY
BULLEN



CHRIS
O'REILLY



ROBYN
DRIVER



FILIP
SIMONOVSKI



LUCIE
ORR

Hi, I'm Victoria, CEO at 100 Pound Social.

The B2B LinkedIn Lead Generation Plan is our strongest performing plan in terms of ROI and lead generation.

I've put this proposal together to show you how the plan will raise awareness among your target market, build a community of ideal clients around you on LinkedIn, and create a steady flow of inquiries - leading to new clients and increased revenue.

If you're ready to take on new clients and want to stop wasting time on traditional lead generation methods like cold calling and email, let's talk.

Please click here to pick a convenient time for me to call you.

I look forward to helping you raise awareness of your company and generate new business.

Victoria Lee, CEO of 100 Pound Social

YOUR PLAN

£299 LINKEDIN LEAD GENERATION PLAN

LINKEDIN POSTS

01

Your Plan includes three posts published to your LinkedIn Profile every week. Find out how we know what to post for your business and how we use LinkedIn posting to reinforce your position as an industry thought-leader.

02

GENERATING LEADS

This section explains how we target 1,000 of your ideal clients every month, grow an engaged community around you on LinkedIn, and drive hot leads directly into your inbox.

RESULTS

03

Find out what our LinkedIn Lead Generation Plan can achieve for your company and see how this plan has helped other clients to generate new business and increase their revenue.

04

TESTIMONIALS

Find out what our clients have to say about working with 100 Pound Social and what they think of our Social Media Marketing and Lead Generation services.

01. LINKEDIN POSTS

POSTS SPECIFICALLY CREATED FOR YOUR BUSINESS AND PUBLISHED TO YOUR LINKEDIN PROFILE THREE TIMES PER WEEK

DEDICATED SOCIAL MEDIA MANAGER

Your Manager will specialise in creating social media content for your industry

HAND-CRAFTED POSTS

Posts hand-crafted - specifically for your business - by your Social Media Manager

OFFERS AND EVENTS

Posts created to promote your offers, company news, and events

ENGAGE AND BUILD TRUST

Posts that engage your ideal customers, demonstrate your industry expertise, and build trust in your brand

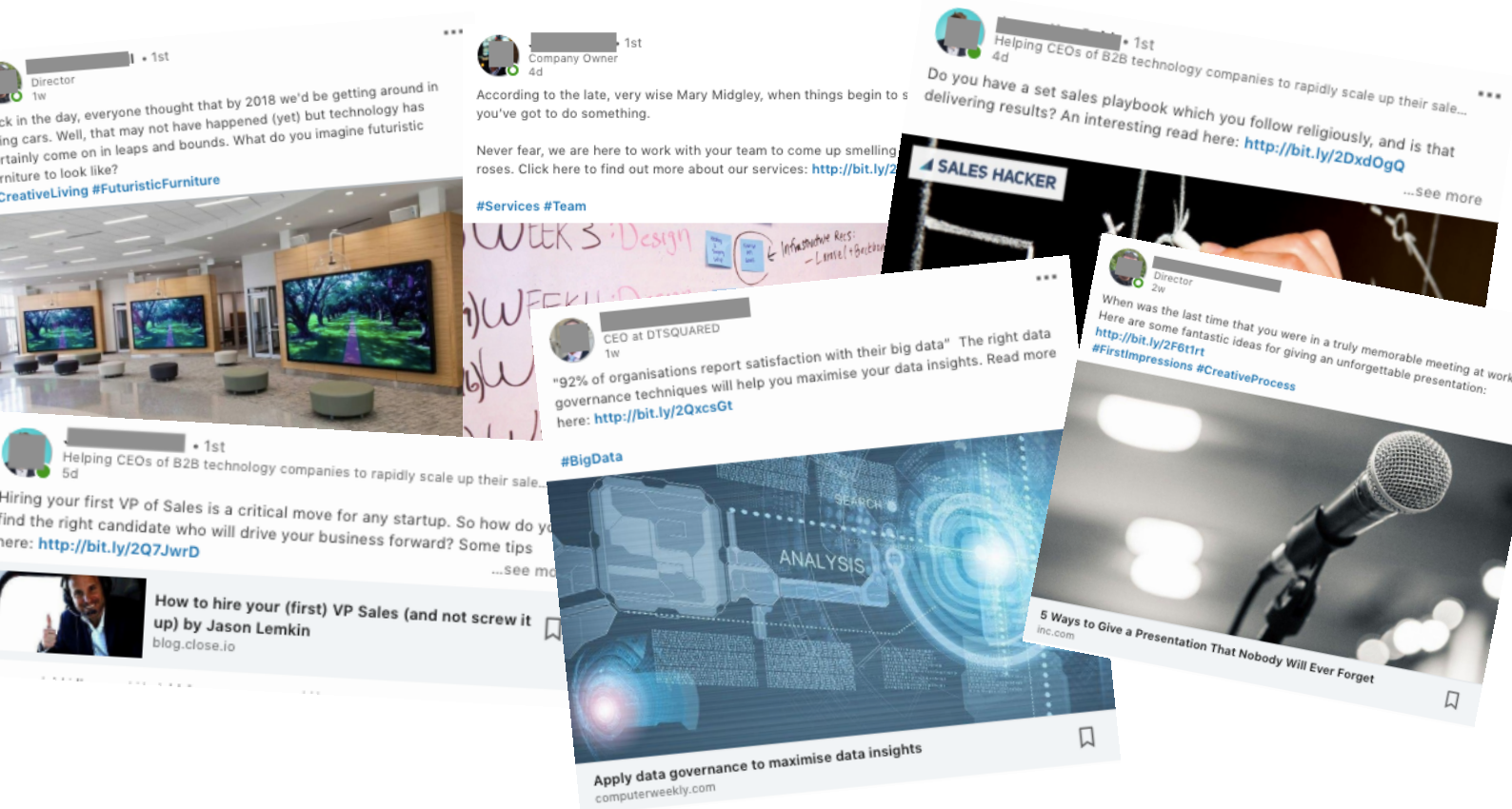
YOUR AUDIENCE

Posts published when your LinkedIn Audience is most active to maximise engagement



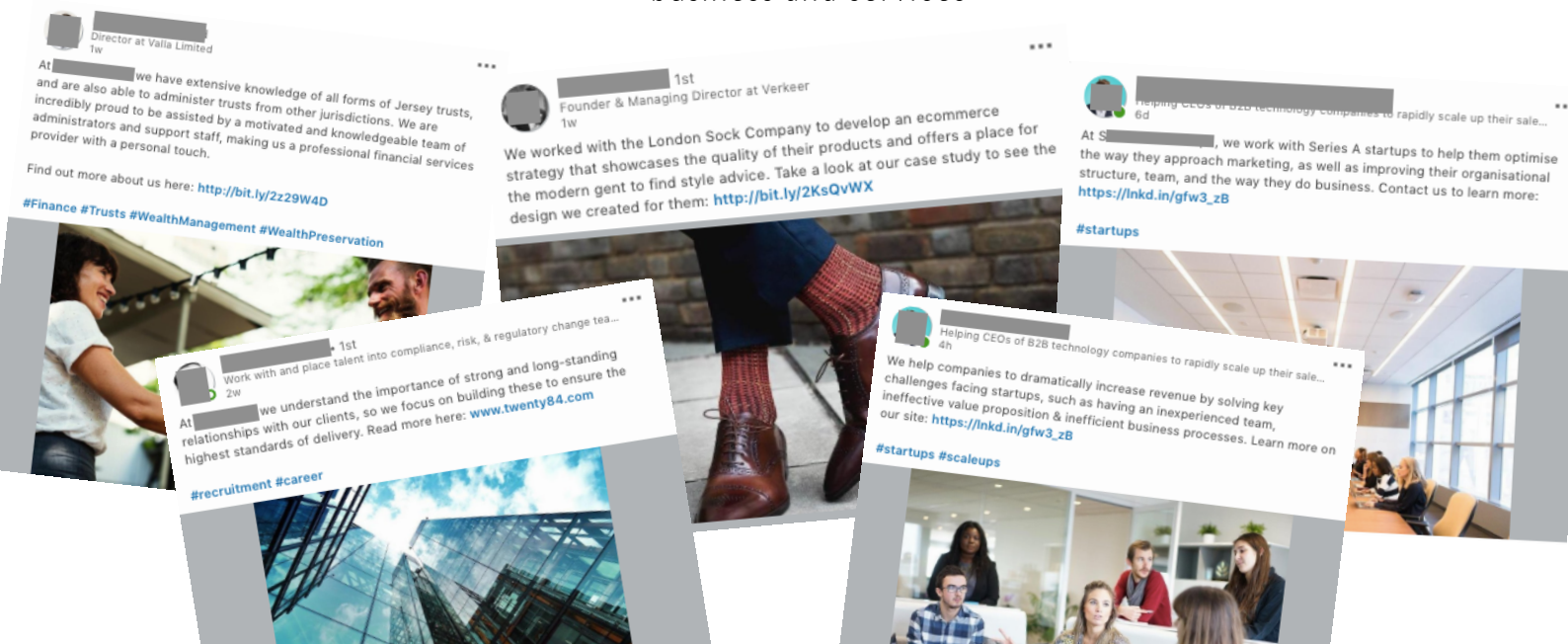
1. SAMPLE ENGAGEMENT POSTS

LinkedIn Posts created for our clients. Posts cover key industry themes and are designed to demonstrate your expertise and highlight the benefits of your service



2. SAMPLE PROMOTIONAL POSTS

LinkedIn Posts created for our clients to promote their business and services



02. GENERATING LEADS

A DIRECT CAMPAIGN TARGETING 1,000 OF YOUR IDEAL CLIENTS EVERY MONTH AND DRIVING HOT LEADS DIRECTLY INTO YOUR LINKEDIN INBOX

1,000 MONTHLY TARGETS

1,000 ideal clients per month receive a Connect Request from your LinkedIn Profile accompanied by a personalised message

MESSAGING CAMPAIGN

New Connections receive a personalised messaging campaign from you introducing them to your services and offering

NETWORK EXPANSION

A network of prospects - made aware of your offering via daily posts and your messaging campaign - develops around you

HOT LEADS

New connections reply to your messaging campaign to book a call or ask for more information

NEW CLIENTS

Schedule sales calls, speak to hot leads, increase revenue and grow your business

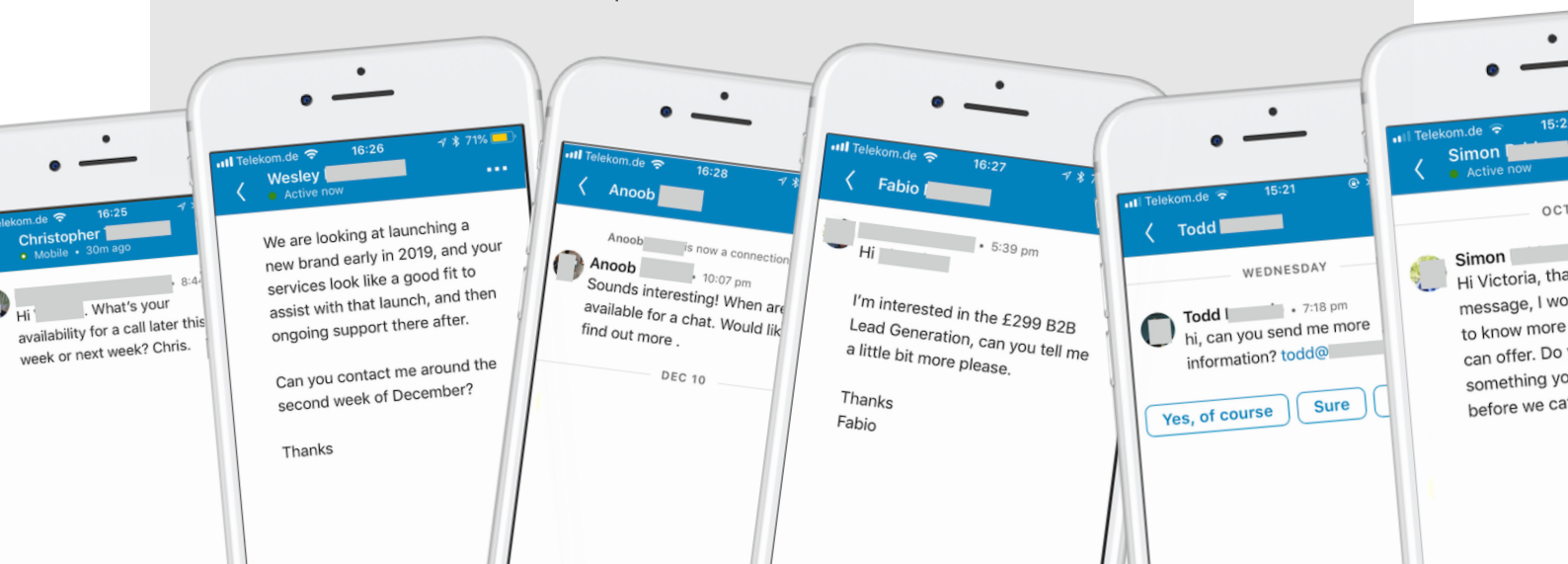


03. RESULTS

TARGET	FRESH CONTENT	NEW BUSINESS
1,000+		10+
ideal prospects every month and turn hot leads into paying clients	Fill your LinkedIn profile with fresh, relevant posts designed to build your standing as an industry thought leader	Get 10+ messages per month from leads interested in working with you

“My **relevant connections** have **grown rapidly** and my target audience are now **aware** of me as a leadership coach and know about my online leadership coaching **programme**, the Leadership Skills Lab. This has led to **companies signing up** for my programme as well as some useful coffees with new **connections**. **One sale** covers the **cost** of the service - **good value!**”

Carla Miller
Leadership Coach
 Founder of the Leadership Skills Lab



04. TESTIMONIALS



"After the first month, our SaaS platform was getting one new subscription a day directly from the LinkedIn Lead Generation Plan. I would absolutely recommend this plan to anyone who wants to better understand their customer while scaling their product or service."

Maria Ferrer Lori, CEO, FitSprint

"Regular social media posts that are relevant to our product and market. Job done. It's almost too good to be true!"

Dayle Rodriguez, UK Manager, Sentab



"100 Pound Social listen to your company's values and execute them so professionally on social media. They take a huge weight off your shoulders - I can now focus on growing other areas of my business."

Dave Stapo, Founder, BuaFit

"Since starting the LinkedIn Lead Generation Plan a number of companies have signed up for my programme. The team are really responsive and I only need to make one sale to cover the cost of the service - good value."

Carla Miller, Leadership Coach and founder of the Leadership Skills Lab



"100 Pound Social promote our brand on social media in exactly the way we want. The posts they create are completely personalised and fit to our style and brand. The Instagram growth we've seen is amazing; we're at 11,000 followers and growing!"

Karisma Ahir, Founder, Dipt Nails

Optional add-ons

ADDITIONAL PLATFORMS

We'll adapt and publish your LinkedIn Posts to your selected additional platform(s)

£29 / mo per platform

CONTENT PANEL ACCESS

Review your scheduled posts before they are published in a drag-and-drop content calendar

£29 / mo

Your 20-day money-back guarantee

Try the LinkedIn Lead Generation risk-free for 20 days. If you're not 100% impressed, we'll give you a refund anytime during your money-back period.

Your 20-day money-back guarantee starts the day you sign-up. The £150 Onboarding Fee is non-refundable on monthly, quarterly, and annual plans.

[GET STARTED](#)

Talk to us

Schedule a call to discuss this plan and how it will work for your business

[BOOK CALL](#)