

Goal:

- To acquire tenants for Company A in Anywhere, USA.

Target Audience:

- Professionals (lawyers, accountants, CPAs, insurance agents, consultants) within a 15-20-mile radius of the Company A location looking to get away from the noise of a home office, gain the legitimacy of a real office space. These professionals may be self employed, a remote employee for a larger company, or a small business owner.

Proposed Strategy:

The proposed strategy is twofold:

1. Leverage the LinkedIn profiles of Employee A and Employee B to funnel traffic to the Company A company page to increase followers.
 - a. A and B actively reach out to relevant individuals to add them as connections
 - b. A and B post relevant content, tagging Company A, to engage new connections and encourage others to visit the company page
 - c. All Company A employees on LinkedIn are then asked to engage content on the personal profiles and company page to create maximum visibility
2. Generate visibility through quality content on the Company A company page through hashtags and engagement by employees.

LinkedIn Connection Strategy:

Both A and B will leverage the **LinkedIn Connection Strategy**, which operates as a funnel with three components:

1. The profile is optimized to operate as the sales page.
2. Personalized connection requests are made to add relevant people to the network.
3. Content is created to nurture those connections to buy.

STEP 1: Profile Optimization

Both A and B should download the LinkedIn Profile Optimization Checklist and optimize their respective profiles.

STEP 2: Personalized Connection Requests

SEARCH

It is recommended that the client use LinkedIn Sales Navigator to search for new connections. By using Sales Navigator, the client can determine which profiles are “active” by filtering the search to show users that have posted to the platform within the past 30 days. This keeps the client from wasting time reaching out to inactive profiles.

Search Option 1: Anywhere, USA - Self Employed

Geography: Anywhere, USA
Company Headcount: Self-Employed
Total Results: 654
Posted on LinkedIn the Past 30 Days: 60

Search Option 2: Anywhere, USA - IT/Tech

Geography: Anywhere, USA
Company Headcount: Self-Employed, 1-10
Industry: Information Technology & Services, Computer Software
Total Results: 442
Posted on LinkedIn the Past 30 Days: 35

Search Option 3: Anywhere, USA- Consultants and Communication

Geography: Anywhere, USA
Company Headcount: Self-Employed, 1-10
Industry: Management Consulting, Marketing and Advertising, Public Relations and Communications
Total Results: 382
Posted on LinkedIn the Past 30 Days: 56

Search Option 4: Anywhere, USA - CPAs

Geography: Anywhere, USA
Keyword: “CPA”
Total Results: 692
Posted on LinkedIn the Past 30 Days: 62

Search Option 5: Anywhere, USA - Business Owners

Geography: Anywhere, USA

Seniority: Owner

Company Headcount: Self-Employed, 1-10

Total Results: 1,364

Posted on LinkedIn the Past 30 Days: 158

PERSONALIZED CONNECTION REQUESTS

The goal with personalized connection requests is to add relevant individuals to the funnel. Reach out to potential tenants through the above searches with an invitation to connect. The personalized connection request has a limit of 300 characters.

Messaging 1: Pitch Messaging

LinkedIn Connection is a Solution Architect

Hi LinkedIn Connection! I am the office manager at Company A. We rent office spaces - individual and co-working - to local professionals. I would love to connect and if you're ever interested in coming in for a tour, please let me know! - A

Messaging 2: Referral Messaging

LinkedIn Connection is Joint CEO

Hi LinkedIn Connection, great to meet you! I work at Company A. We are always looking for new tenants or professionals in the market for offices or co-working space. I would love to connect and stay in touch in case there is anyone that comes to mind you could refer to us! Thank you, A

STEP 3A: Generate Content - Company Page

The primary goal of this campaign is to remain top-of-mind to connections and *their* connections, but there must be some level of engagement to generate visibility. Post 1-2 times per week.

Suggested post styles:

- **Tongue-and-Cheek Humor:** Based on the Company A videos that have been created for the franchise, there is an opportunity to use humor to draw in followers and interested tenants.

Example: Which is NOT a benefit of renting an office with Company A?

- A. An office with a view
- B. A cold brew coffee keg
- C. The ability to veg out on the couch and watch Netflix
- D. Interaction with other professionals

- **Blog Posts:** Share blog posts from the Company A website or third party sites regarding the benefits of shared office space and coworking space. (Template Included)
- **Anywhere, USA News:** Considering the integration with the business in Anywhere, there is an opportunity to talk about what is going on in the city and common interests.
- **Office Photos:** If businesses are willing to be featured, take photos with professionals in their offices. If not (which will be the case more often than not), take photos of yourselves within the space, showcase building features, common areas, etc.
- **Company A Events:** Promote the Company A events on the Company A page. Interview participants from the event who may want to promote their own businesses.

STEP 3B: Generate Content - Personal Profiles

Since the primary goal is to increase visibility of the company page, it is more valuable to like and comment on the company page vs. posting on personal profiles. For that reason, the recommended number of posts for personal profiles is at least once every other week.

The tone of the personal posts doesn't have to be personal, it can simply be engaging or entertaining, much the way the Company A videos have been to date. Instead of coming up with deep posts about background and business values, the tone can be upbeat.

Suggested post styles:

- **Engaging questions.**
- **Promoting the Company A:** Post regularly asking local professionals to like the page. The more people who follow the page, the higher likelihood for engagement and visibility with the brand.
- **Why I love ...:** A less personal way to talk about personal things is to share posts that articulate, "Why I love ..." and filling in the blank. E.g. Why I love black coffee: that jolt of caffeine I get right after taking my first sip!
- **Benefits of Coworking Space:** This can be done with photos, news articles, and anecdotes. Things like, "I love co-working spaces because my cat doesn't answer me when I ask him a question!"
- **Out and About in Anywhere, USA:** Post photos from different hotspots in Anywhere; visiting restaurants, sporting events, concerts, etc.

Relevant hashtags:

In order to generate reach with hashtags, it will be important to use some that are more general and widely used. When they are relevant, hashtags like “business” and “strategy” will generate a wider reach. Hashtags that aren’t followed are still relevant to create traction around them.

- #marketing (18,415,618 followers)
- #business (1,659,015 followers)
- #entrepreneur (2,776 followers)
- #professional (267 followers)
- #officespace (120 followers)
- #coworkingspaces