

LinkedIn Master Class

Investment Promotion





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VP of Global Innovation

Conway, Inc.

Conway is global economic development consultancy that helps government and corporate clients improve strategies, tell better stories and attract investment.

Conway is the largest and most connected economic development and cross-border investment organization in the world.



Presentation Overview

- ▶ **PROFILE OPTIMIZATION**
- ▶ **GOAL SETTING**
- ▶ **CREATING IDEAL CUSTOMER PROFILE**
- ▶ **LINKEDIN RELATIONSHIP BUILDING PROGRAMS**
- ▶ **BEST PRACTICES + TAKEAWAYS**



610 Million Users



4 out of 5 Users
make Key Business
Decisions



#1 Online Platform for Lead Generation

Prospects +
Clients



Corporate
Relationships

Talent



Supporters of
Your Brand



Community
Partners

**LinkedIn helps connect you to the network you
need to achieve your goals**

(ie. Marketing, research, business development, executive leadership)

Organic Content



Company Page

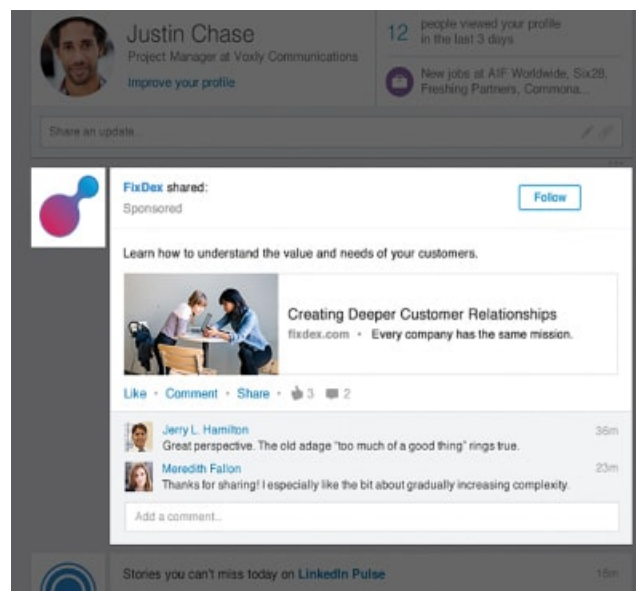


Individual Page



Updates and Posts

Paid Content



Sponsored Content



Sponsored InMail


Generating *Meaningful* Relationships



Starting the LinkedIn Process



1. Optimizing Your Profile

A dimly lit office scene with three men in suits. One man in the foreground is holding a white coffee cup. The background shows a whiteboard with some faint markings. The overall tone is professional and serious.

**“You never get a second chance
to make a first impression.”**

Andrew Grant

Why does it matter?



Is
This
Credible
Human

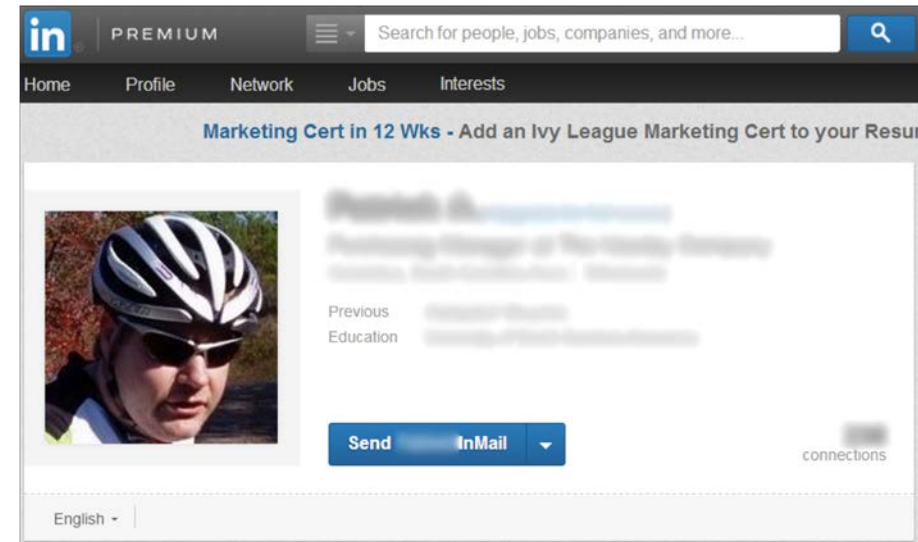
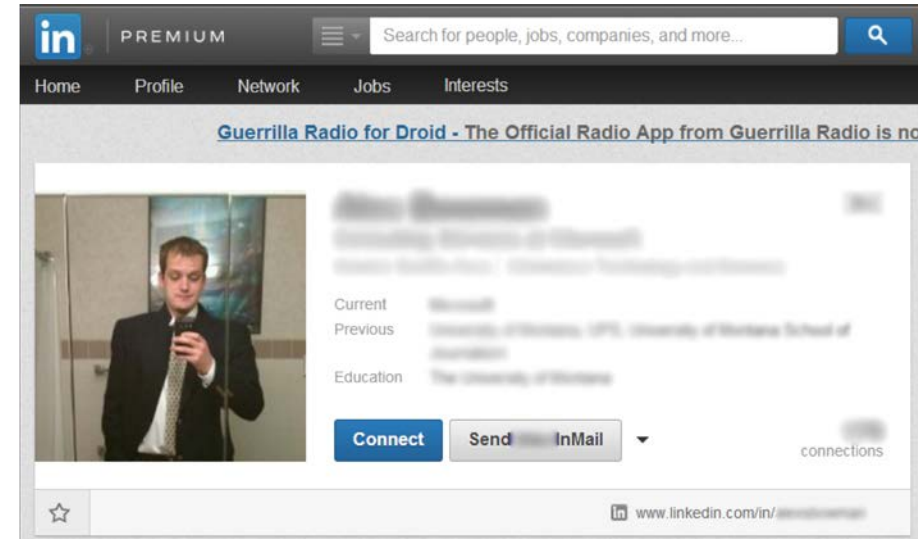


Creating a Buyer Centric Profile

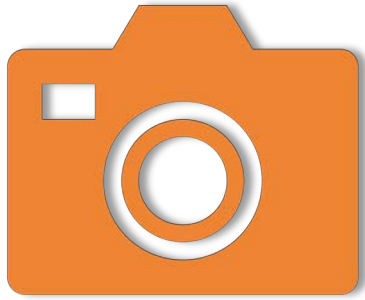
Your profile shouldn't be about you, it should be about the prospects you're trying to attract. After all, your intended targets aren't recruiters, they're leads.

But most economic developer's profiles are digital resumes, or worse, a copied and pasted marketing value proposition.

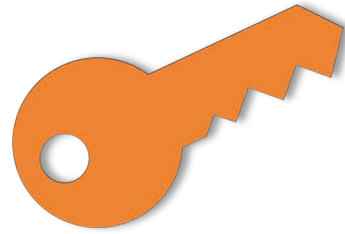
By the way, don't use these types of photos...



Best Practices



Professional
Photography



Headlines with
Key Words



Attractive
Summary

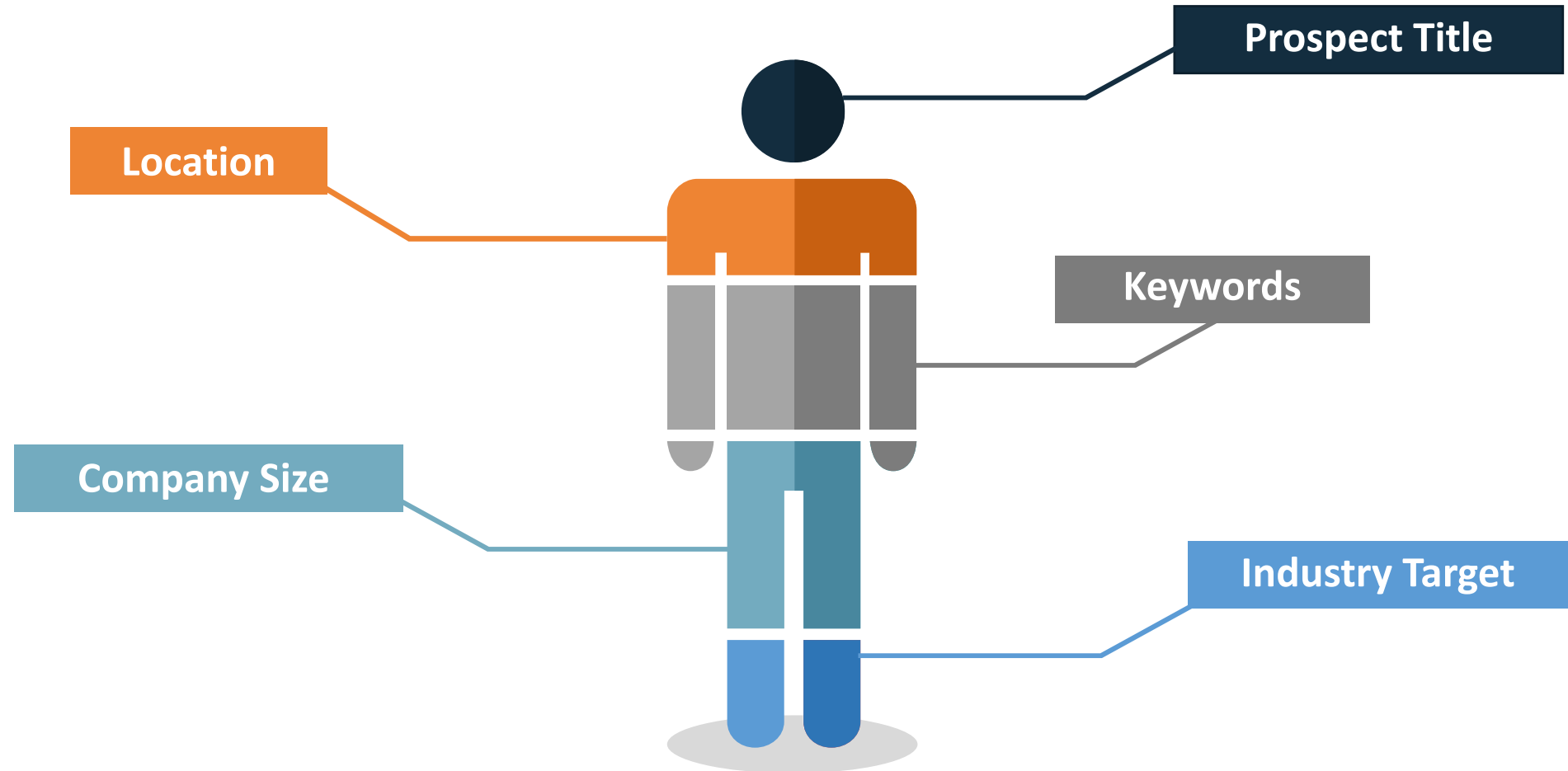
2. Goal Setting

Organizational Chart

Goal Statement	Goal (Metric)	YTD Actual (Metric)
Get 50 connections by the end of the year	50	
Spend 10 minutes per day on LinkedIn	10 minutes per day	
Set 15 meetings using LinkedIn relationships	15	
Join 10 meaningful LinkedIn Groups	10	
Run a trial LinkedIn ad campaign	Yes	

3. **Identify** Prospective Targets

Develop **Target Persona**



4. Programmatic Outreach

An open notebook with a pencil resting on it, overlaid with text. The notebook pages show dates and days of the week in multiple languages. The text is centered over the notebook.

What is a **planned programmatic** approach?
connect with prospects

How it **Works**



OR





Monday – Friday:
6:00 am – 7:00 am

Sunday:
8:00 pm

How Well is it **Working?**

Message	Message 1.A	Message 1.B	Message 2.A	Message 2.B
Target Contacts	4	8	2	1
Messages Sent	43	62	50	38
Conversion Rate To Lead %	9.30%	12.90%	4.00%	2.63%

65% of B2B companies have
acquired a customer through
LinkedIn



Articles & activity

1,110 followers



5 Things to Love About the York - Seneca Campus in...



Toby Lennox
Published on LinkedIn

I am a little behind in celebrating the news of the new York University and Seneca College announcement of their campus in City of Markham. But this is BIG news for the ...see more

2 Comments

Like Comment Share

[See all articles](#)



Congratulations! Well done to the team!

Toby commented
1 Like



Congratulations Dan! This recognition is richly deserved. You...

Toby commented
3 Likes

[See all activity](#)

Experience



Toronto Global

4 yrs

President and Chief Executive Officer

Feb 2017 – Present · 2 yrs 1 mo

Toronto, Canada Area

Leading a team of sales, marketing, communications and research professionals, Toby oversees all aspects of Toronto Global's foreign direct investment attraction efforts.



Bahrain EDB

Government Administration · Manama · 25,266 followers



+ Follow

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Overview

The Bahrain Economic Development Board (EDB) is a dynamic public agency with the overall responsibility of attracting investment into the Kingdom of Bahrain and supporting initiatives that enhance the investment climate.

The EDB works with the government and both current and prospective investors to ensure that Bahrain's investment climate is attractive, to communicate the key strengths, and to identify where opportunities exist for further economic growth through investment.

The EDB focuses on several economic sectors that capitalize on Bahrain's competitive advantages. These sectors include financial services, manufacturing, ICT, tourism, logistics and transport.

The Bahrain EDB Board is chaired by His Royal Highness Prince Salman bin Hamad Al Khalifa, the Crown Prince, Deputy Supreme Commander and First

Affiliated pages



Gateway Gulf Investor Forum - Bahrain 2018

Events Services
485 followers

Ad

Guillermo, screen for qualified applicants on LinkedIn Jobs.



Looking for your next job? Messaging

Recap

BRAND



Create a strong professional brand to increase your visibility to your desired contacts and build trust in your industry

FOCUS



No generic sales pitches. Instead, focus on the best prospects for your industry, and shared interests.

LEADER



Establish yourself as a subject matter expert/thought leader by sharing engaging and relevant content.

GENUINE



Start with genuine conversations. If your prospects feel like they're immediately being sold to, they'll be less likely to want to build a relationship with you

LET'S CONNECT

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