



# LinkedIn Marketing & Advertising...

## Effect Connects

Client:

**Anthony McMahon**

Delivered on:

**August 16, 2021**

Submitted by:

**Anthony McMahon**

# Welcome Letter

DEAR ANTHONY,

It was great speaking with you. Following our conversation, I'm excited to share the following proposal with you in order to help with your LinkedIn Marketing and Advertising Campaigns.

**This message serves two purposes:**

1. Give you an **overview** of our LinkedIn Marketing & Advertising Program
2. Provide the **services agreement** you'll e-sign if you decide to move forward

Our LinkedIn Marketing & Advertising Program will help you and your team create calm, predictable growth and revenue through systems, processes, and automation leveraging LinkedIn.

The Effect Connects team will access and decide which marketing and sales initiatives to pursue in order to consistently produce the most meaningful results from your LinkedIn Campaign.

We will also help you design and plan all the necessary actions that together - you and the Effect Connects team, will take to make your plans become a reality.

Next, we'll guide you every month, so you can maximize your results from the positive engagements we help you generate from the marketing campaigns we handle with you.

Every month, we help you test, measure, and tweak our agreed initiatives by leveraging The C4 Method. Our intention is to establish a rhythm for optimizing your marketing and sales month after month.

As a reminder, the LinkedIn Marketing & Advertising Program is an initial 3-month commitment after which point we maintain a month-by-month agreement of which you can exit with 30 days' notice.

What's next?

1. Please click on the button below to E-Sign this services agreement, so we can get this party started.
2. We will contact you to finalize your initial payment and to schedule your next call.

Again, the team and I are excited you're here. Let us know if you need anything.

Talk soon.

- Anthony

**Anthony McMahon**

Founder & CEO, Effect  
Connects



# Why Effect Connects?

## Proven Processes. Predictable Results.

When it comes to selling high-ticket products and services, being consistent plays a vital part in your overall success. The challenge for most business professionals (and their teams) however, is that most are not consistent. In fact, many openly admit this to be true.

**At Effect Connects we do the heavy lifting with you.**

By leveraging tools including LinkedIn, **It's now easier than ever to establish your authority, generate influential conversations, and predictably close more sales.**

Our job, and we love it - is to amplify your reach (and influence) via a series of personalized targeted direct response style messages. This helps you to attract more connections and conversations, with your growing database of highly targeted prospects.

- We'll write or rewrite your LinkedIn profile (including your company page)
- Craft your LinkedIn message sequence and follow up emails,
- Connect you with your ideal future clients and partners,
- Engage and nurture your prospects and partners with valuable messages (articles, faq's & case studies - you supply) via LinkedIn.
- Mentor you to greater success, every month - so you close more sales.

# What's Included

## Your LinkedIn Marketing Campaign

### *LinkedIn Profile Management*

We start by expanding your network, your reach by sending a highly-targeted connection request on your behalf, every week. Next, we communicate with your existing first-level connections via a series of marketing messages (typically 3-5), with the view of increasing your visibility and engagement within your network. Then we help you transition those positive engagements from LinkedIn into your CRM, so you and/or your team can begin your sales process.

### *Videos / Articles / Blogs*

Videos / Articles / Blogs are a valuable, powerful way to tell your brand's story - to showcase your product or service and to engage with your target audience. Following our Story, Segue, Sell formula, we will help guide you, every month to creating compelling, interesting, and emotionally engaging content that uses the art of storytelling, enabling your business to come to life online.

Armed with this content, we will help you put it to work by nurturing your CRM subscribers and as part of your sales process. There are a lot of pieces involved in developing a compelling strategy, and with our extensive experience, you will be guided to create a highly valuable, authentic content machine.

### *Lead Magnets*

An effective lead magnet is an essential part of attracting qualified leads into your marketing funnel. The Effect Connects team will help you identify valuable content ideas that your target audience is willing to exchange their contact information for. In addition to helping you identify the lead magnet content, we can design a compelling LinkedIn page and drip message campaigns to nurture leads for you and your sales team.

# What's Included

## *Sales Process Design*

Establishing a quality sales process, one that consistently and predictably assists you in closing more sales is vital to your overall business success. Your Success Coach, along with the Effect Connects team will help you design the most effective sales process and help you implement this inside your CRM.

Typically, a sales process may consist of templated follow-up messages, case studies, FAQs, and other vital information in order to help you and your team increase your conversions. Furthermore, we help design the right reporting structures to ensure the owners and leaders of the business know where everything is at with a single glance.

## Reporting

How do you know if all of this is working? Don't worry - we report monthly via your success calls and discuss valuable campaign metrics and results, as well as a summary of all the awesome optimizations and insights we gained from the previous month. We'll let you know which pieces of content and tactics are performing the best, how many positive conversations you are getting, and what we are doing to help you and your team to convert as effectively as possible.

## Why LinkedIn?

LinkedIn is the world's largest professional network with more than 645 million users in more than 200 countries and territories worldwide.

# Case Study

## Effect Connects Client

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**+956%**

PROFILE TRAFFIC

**25x**

MORE LEADS

**+1,461%**

ORGANIC TRAFFIC

**+16**

ENTERPRISE CLIENTS

**+26%**

ANNUAL REVENUE



# Your Investment

Description	Price	Qty	Subtotal
<b>LinkedIn Marketing Campaign Mgmt</b> Create and manage your LinkedIn outreach of 3-5 messages. Initial 3x month agreement, then month by month	\$1,000	3	\$3,000
<b>BONUS: LinkedIn Profile &amp; Company Page</b> Write or re-write 1x LinkedIn profile and company page + template. Additional profiles can be purchased at \$795 per profile.	\$795	1	\$795 \$0 Discount(-100%)
<b>Bonus: CRM Lead Sheet Campaigns</b> We will set up and help you manage your sales pipeline, campaigns & email marketing.	\$495	1	\$495 \$0 Discount(-100%)
Total			\$3,000


**SIGNATURE**  
 Anthony McMahon



# Agreement

## Between "us", Effect Connects, and "you", Client

This is the less sexy but extremely important details of the agreement we're making. Please read it.

1. Investment \$1000.00 per month (inc USD) minimum 3x months. 1st installment invoiced via credit card on the signing date of this agreement and each calendar month thereafter the launch of the campaigns.
2. Term: You're signing up to work with us for a minimum of 3 months. As a reminder, the LinkedIn Marketing Program is a 3-month commitment, with 30-day exit points post the initial 3-month commitment. Should you decide to end your agreement at any time post our initial agreement, we simply require is 1x billing period notice.
3. Results: We are not your sales team and therefore cannot guarantee your results.
4. Refunds: We don't do refunds. Either the service was satisfactory or we clean it up.
5. Missed Success Calls: Here's the deal. If you have a call scheduled, and you miss it without letting us know, you have forfeited that call. We still love you but...handle your schedule.
6. Rescheduling Success Calls: We'll always have your next calls scheduled. If you need to reschedule a previously scheduled call, we'll do our best to accommodate. If we are unable to though, you will forfeit those calls.

 SIGNATURE  
Anthony McMahon