



# Lead Generation Through Relationship Development

## LinkedInEngine and a Pharmaceutical Compliance Training Partnership

In 2016, we helped a global pharmaceutical & healthcare compliance training company leverage LinkedIn to connect with their target audience and gain new clients.

### / Challenge

To increase revenue in their compliance training division by developing relationships with decision makers.

### / Solution

LinkedInEngine provided this client a two pronged solution. First, with an understanding of their primary target audience and the clients' USP, we were able to revamp and optimize their profile to ensure that it spoke directly to their target audience.

Second, we developed a message campaign to help our client build a relationship with their target audience by connecting, providing value, gauging interest, and requesting a phone call.

Our proven method of optimizing the LinkedIn profile, defining the primary target audience, then crafting a message campaign to attract, engage, educate, and offer has delivered strong, repeatable results to our client.

### / Results

The combination of defining and identifying the target audience, creating and running the message campaign yielded:

- High Quality Leads: Over the course of the 3 month campaign, an average of 12 leads per month were generated. The goal was to schedule a phone call with key decision makers.
- Strong Conversions: The Pharmaceutical Compliance client closed multiple new client deals with an average client value of \$2M+.

