

# LinkedIn Case Study

**25** Leads  
in 30 Days

DevOps Automation  
Company

## PROFILE

### Company Name

Addteq

### Industry Type

Information Technology & Services

### Sector

DevOps Automation | DevOps Expert

### Location

India

## IMPLEMENTATION PROCESS

1

Define Target Audience

2

Create the list from sales navigator

3

Connection building & Sales message Funnel

4

Campaign Optimization & Reporting

## REPORT



## LINKEDIN LEAD GENERATION

LinkedIn Profile: [Sujit Menon](#)  
Reporting Date: - 4th Dec 2019  
Submitted By: [Vmobify](#)

Connection  
Sent

**4480**


Connection  
Accepted

**1128**

No of Leads


**25**

## SAMPLE LEAD MESSAGES

 [Redacted] • 2:54 PM  
Hi Sujit., thanks for the intro. Please do drop me a note at [Redacted]@verisk.com . While we don't have an immediate set of things around this area, it would be good to understand what you folks do etc. Thanks

 [Redacted] • 7:55 PM  
Sounds interesting  
But We can chat in week of 16th Dec only

 [Redacted] • 1:53 PM  
Hi,  
Can you send your service offering details to my email id [Redacted]@commscope.com

 [Redacted] • 12:10 PM  
Tomorrow 5pm is good. You can call me at [Redacted]

 Sujit Menon • 12:14 PM



## RESULT

vmobify worked with client to generate buyer persona & communication strategy

We Used Sales Navigator to find out target profiles and then with unique outreach approach we decide to run the campaign.

**40%**  
Increased  
Connections

**25%**  
Increased  
Acceptance

**25**  
Qualified  
Leads

## CONCLUSION



More Quality Leads through organic connections created a strong sales pipeline