



PURPOSE DRIVEN DATA ANALYTICS MARKETPLACE

LEAD GENERATION

VMOBIFY CASE STUDY



55

Leads In a Month



Email Us
contact@vmobify.com

CLIENT OVERVIEW



Location
India



Industry
Information Technology



Type

Hire Data Analysts & Data Scientist
& Data analyst can find the
freelance jobs



Profile

The Client is an Indian IT Company which allows the companies to hire the part time, freelancers data analyst & data scientist. It also help the individual to get hired as a freelancer for the data analysis jobs.



Business Situation

The client want to generate the leads from India, Netherland, Germany, France & US . They were facing the difficulty to target individuals i.e. data analyst, data scientist etc. who can register to their platform & get the freelance data analysis jobs online. Also their target were companies who require the data analyst for their business.



PROPOSED SOLUTION

We did a market research for the individuals who are working in field of Information technology & computer software. And also the companies who need data analyst who can work for them as a freelancer. We firstly, started targeting prospects who were the individuals. We decided to move with the LinkedIn organic approach to analyze & finalise the market prospects and to see the response.

We used sales navigator to find out the target profiles and then with a unique outreach approach we decide to run the campaign like below



Check Their Services



Promote using LinkedIn



Finding Target Profiles

ORGANIC

Connection Message

Specify why we are reaching out to them

Here there were two different perspective of the message i.e.

For individuals: Asking to register and get the freelance, part-time/full-time job, asking them to increase their skills test score online.

For companies: Who need data analyst & data scientist for their business.

Follow Up Sales Message:

Here we write detailed message that describes the more about more effectively & ask them the prospects to register to the portal.



TARGETING USED

Industries

01

- 🎯 Computer Software
- 🎯 Information Technologies And Services

Job Title

02

For Individuals:

- 🎯 Data Analyst
- 🎯 Data Scientist
- 🎯 Data Engineer

For Companies:

- 🎯 Co-Founder
- 🎯 Founder
- 🎯 Product Head
- 🎯 Product Manager
- 🎯 Technical Lead

Implementation Process

03


- 🎯 Define the target persona
- 🎯 Create the list from sales navigator
- 🎯 Connection building
- 🎯 Analysis

RESULTS

The campaigns ran for a total of **31** days

LinkedIn Lead Generation Campaign generated a total of **55** leads

Connection Sent **1395**

 **LINKEDIN LEAD GENERATION**
LinkedIn Profile: Pritha Datta
Reporting Date: - 1st June 2018
Submitted By: Vmobify

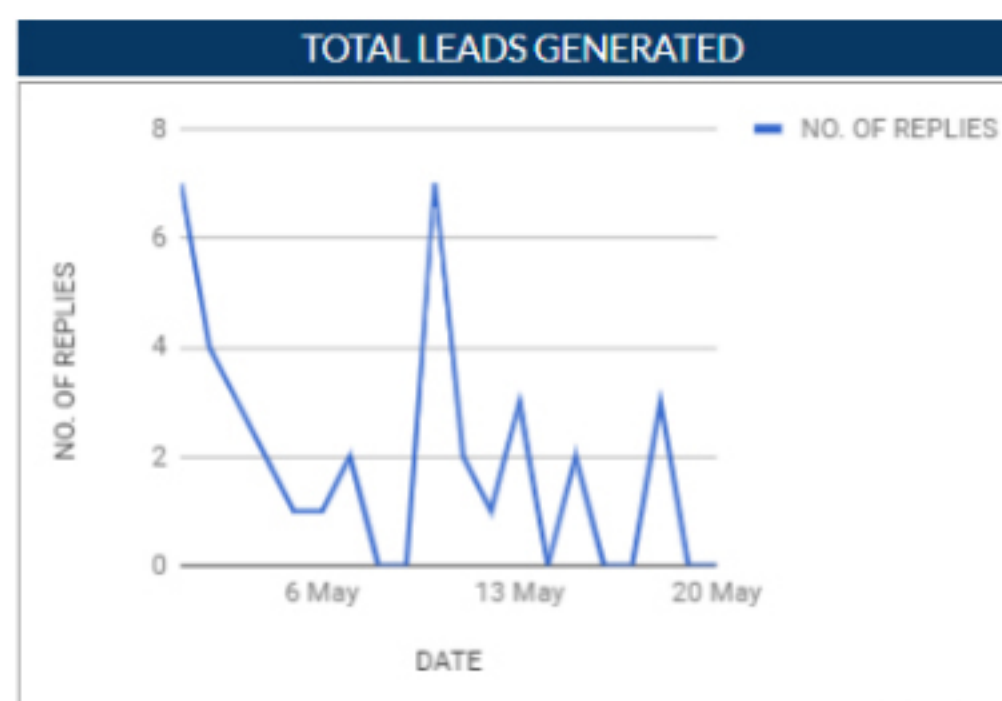
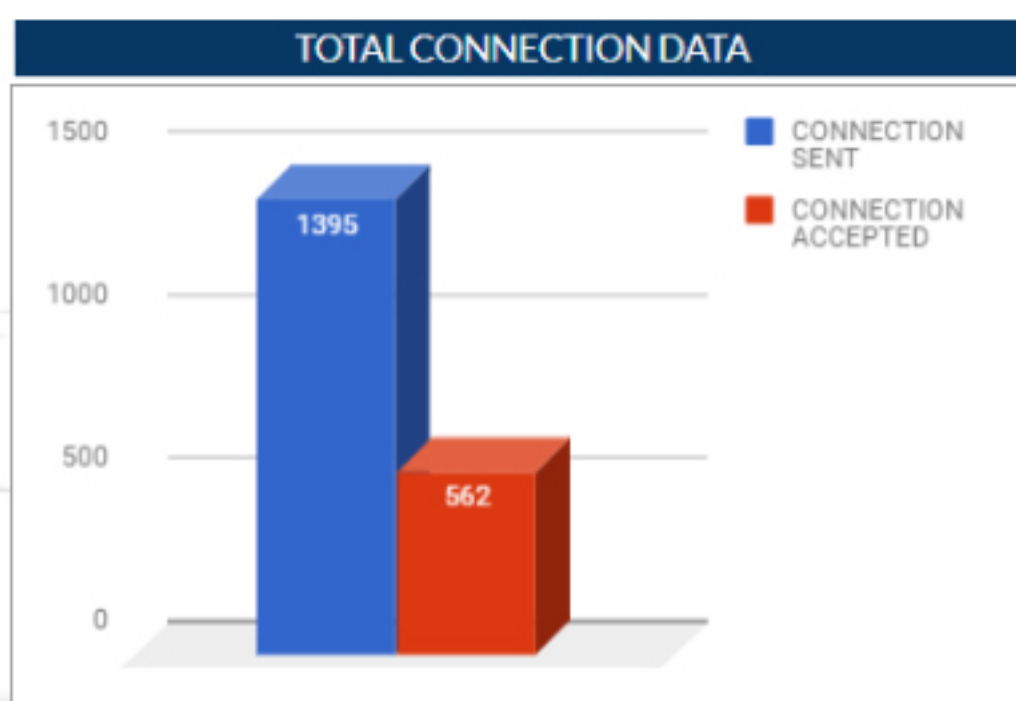
REPORTING DATE RANGE
DATE RANGE: 1st May - 31st May 2018

CONNECTION SENT
1395

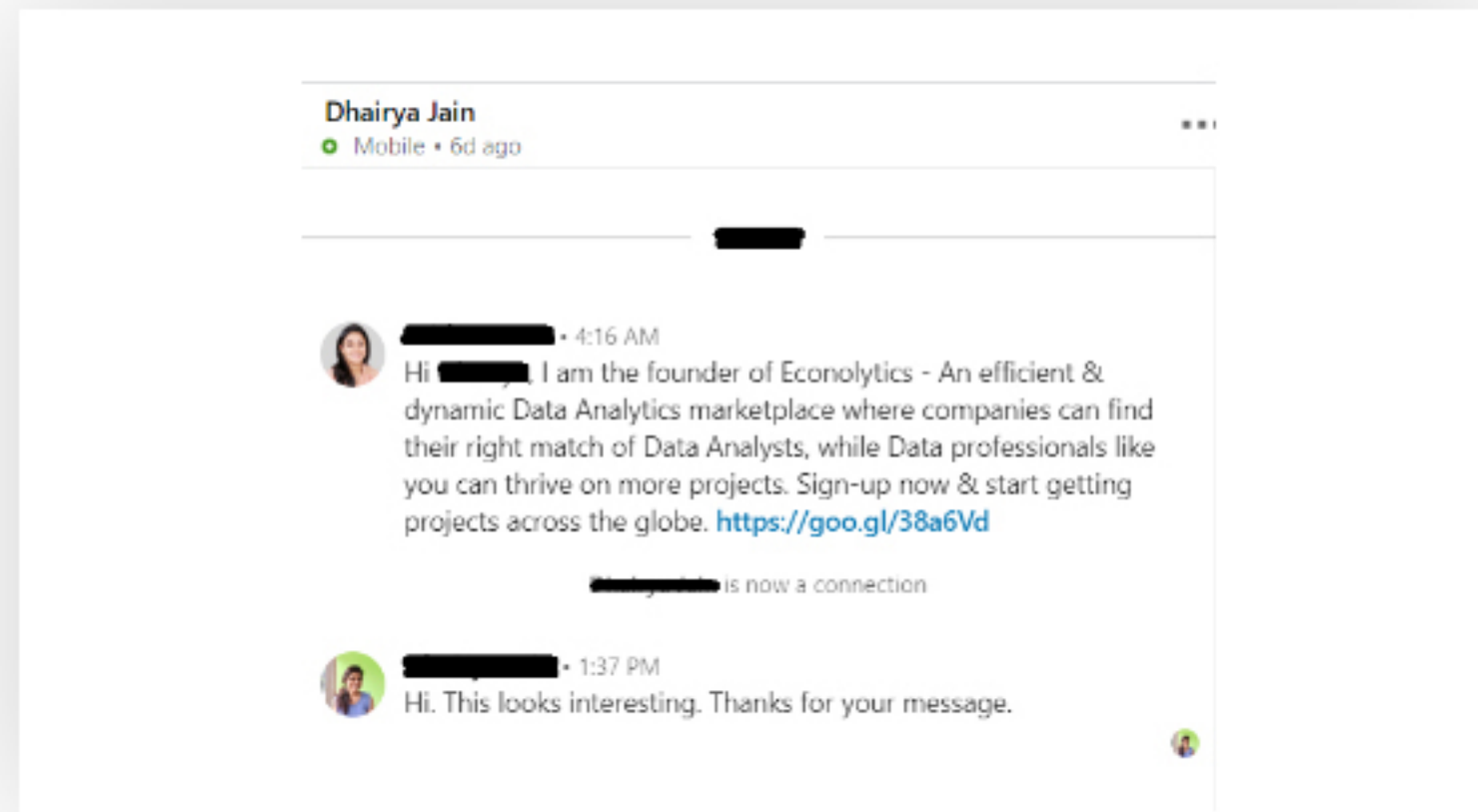
CONNECTION ACCEPTED
562

NO. OF LINK CLICKS
183

NO. OF LEADS/REPLIES
55



SAMPLE LEAD MESSAGES



BENEFITS

Over **562** new connections are made
55 Leads were generated i.e. the number of count of the user who has registered to their platform.

