

OUR PACKAGES

Full Packages

BRONZE

\$1197

per month (3-month commitment)

- Initial strategy call with a LinkedIn strategist to create your target prospect list on Sales Navigator
- Create and co-create up to 3 different "multi-touch" messaging campaigns for your different client avatars, targets, verticals, etc.
- Detailed, brand specific recommendations for every section of your LinkedIn Profile
- Campaign Defined metric and conversion dashboard
- LinkedIn Growth Strategist to send a strategic mix of between 60-80 connection requests and InMails each day, Monday – Friday
- Direct Message Campaign Management until prospect schedules an appointment
- Total messages per month: approx. 1500-2000 (connection requests and InMails)
- Re-engage anyone who does not respond with defined retargeting campaign(s)
- If available, capture the email address for every accepted connection
- Twice a month strategy and reporting call

SILVER

\$1797

(3-month commitment)

- Initial strategy call with a LinkedIn strategist to create your target prospect list on Sales Navigator
- Create and co-create up to 3 different "multi-touch" messaging campaigns for your different client avatars, targets, verticals, etc.
- Detailed, brand specific recommendations for every section of your LinkedIn Profile.
- Campaign Defined metric and conversion dashboard
- LinkedIn Growth Strategist to send a strategic mix of between 60-80 connection requests and InMails each day, Monday – Friday
- Direct Message Campaign Management until prospect schedules an appointment
- Total messages per month: approx. 1500-2000 (connection requests and InMails)
- Re-engage anyone who does not respond with defined re-targeting campaign(s)
- If available, capture the email address for every accepted connection



- Twice a month strategy and reporting call
- **Post your pre-approved content Monday through Friday (1 post per day)**
- **Post any approved content to the rest of your Social Media channels**
- **Enhanced boosting with targeted influencers, including all required and defined engagement**
- **30 Minutes Per Day Engaging With Your Target Prospects Content**

GOLD

\$4197

(3-month commitment) with text copy for each post

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- Create and co-create up to 3 different "multi-touch" messaging campaigns for your different client avatars, targets, verticals, etc.
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- Twice a month strategy and reporting call
- Post your pre-approved content Monday through Friday (1 post per day)
- Post any approved content to the rest of your Social Media channels.
- Enhanced boosting with targeted influencers, including all required and defined engagement
- 30 Minutes Per Day Engaging With Your Target Prospects Content
- **20 tailored and branded pieces of content each month produced and designed by our expert team of creators**
- **4 x Audiograms - An audio sound bite (usually 20-30 seconds) that is placed onto a branded image and played as a video. Includes a soundwave, heading and captions**
- **8 x Image Posts - A branded image that contains content in the form of a numbered list**
- **4 x Quote Images - A branded image with a quote (preferably your quote) which helps to position you as a thought leader**
- **4 x Carousel Posts - A branded document which presents as a slideshow**
- **Video Editing - Video editing can also be provided if required**



Content + Engagement Packages

JUST POSTING AND ENGAGEMENT

\$1297*per month (3-month commitment)*

- Post your pre-approved content Monday through Friday (1 post per day)
- Post any approved content to the rest of your Social Media channels.
- Enhanced boosting with targeted influencers, including all required and defined engagement
- 30 minutes per day of engaging with other people's content within your target prospects

JUST CONTENT, POSTING, AND ENGAGEMENT

\$3250*(3-month commitment) – with text copy for each post*

- Post your pre-approved content Monday through Friday (1 post per day)
- Post any approved content to the rest of your Social Media channels.
- Enhanced boosting with targeted influencers, including all required and defined engagement
- 30 minutes per day of engaging with other people's content within your target prospects
- **20 tailored and branded pieces of content each month produced and designed by our expert team of creators**
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- **4 x Quote Images** - A branded image with a quote (preferably your quote) which helps to position you as a thought leader
- **4 x Carousel Posts** - A branded document which presents as a slideshow
- **Video Editing** - Video editing can also be provided if required
- Client reserves the right to pick the content mix as listed including just "text" posts



LinkedIn Packages

PROFILE BUILD - REBUILD

\$1500

- 5-hour process: 1.5 hour recorded interview with Michael, 1.5 hour write, 2-hour client review
- Headline, About Summary and Quantifying every aspect of your work experience for your profile

LINKEDIN COACHING

\$4000
Training Program

COACHING OVERVIEW

A personalized 4 week program that's focused around building brand awareness, engagement, reach and trust on LinkedIn. I will create a growth focused LinkedIn strategy that will equip you with everything you need to become a dominant player in your industry and drive the actions you value most.

Throughout the program, you will learn how to establish a trusted personal brand and learn how to build an online community of valued professionals.

COACHING OBJECTIVES

To position LinkedIn as a channel for awareness, drive engagement, build a community, and following around your brand.

SESSION OVERVIEW

SESSION 1: BUILD

- Profile Optimization + Personal Branding Frameworks
- Network + Community Building
- Engagement Strategies

For this session you will learn how to build. We will be focusing on optimizing your profile to get primed to gain more awareness and building out your network and followers. We're also going to cover best practices and strategies for engagement, both inbound and outbound.



SESSION 2: CREATE

- Content Creation
- Content Strategies
- Social Selling

For this session you will learn how to create. We will be focusing on everything to do with content. From how to create content, to how to structure out and format a post to different strategies to gain more engagement; you will be learning it all. I will also be teaching you social selling and how to use your content to generate leads and business.

SESSION 3: TRACK

- Metrics Tracking
- Content Calendar
- Planning + Forecasting

For this session you will learn how to track. I will teach you how to track your metrics, how to use that data and how to plan and forecast your content to create a sustainable longterm strategy. You will receive a Metrics Tracking spreadsheet and a Content Calendar to help you.

SESSION 4: SCALE

- Content Distribution + Scaling
- Final Insights, Tips + Tricks
- Algorithm Hacks

For your last session you will learn how to scale. I will be teaching you more about the algorithm and how to make it work for you, as well as giving you my final insights and tips on how to scale out your overall LinkedIn & personal branding strategy to make sure that it's as fruitful for you as possible.

***WE WILL "WHITE LABEL" OUR SERVICES FOR YOUR BUSINESS OR AGENCY.**

