

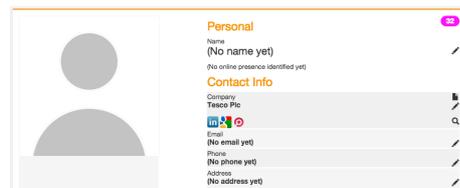
CANDDi's LinkedIn Technique

CANDDi is great for identifying the **people** on your website that you're already engaging with via your email campaigns, enquiry forms, and CANDDi Capture etc...but what about the **companies** who are on your website that **aren't** on your radar?

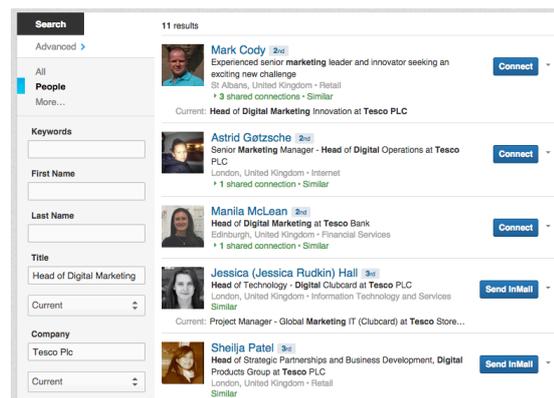
Go into your **Companies Identified Stream** and I guarantee you'll see some visitors from businesses that are on your site, that you've not contacted and weren't planning on doing either...these are **leads** on your site, and potential business waiting to happen! How EXCITING!

But what, you may ask, do you do when a visitor from a company like Tesco comes on?! Here's what I would do...

1) Click on the profile, and press the LinkedIn icon under the company name. It will search for all LinkedIn members that are associated with Tesco. Now start sifting through the 110,643 results it brings up to find your prospect!



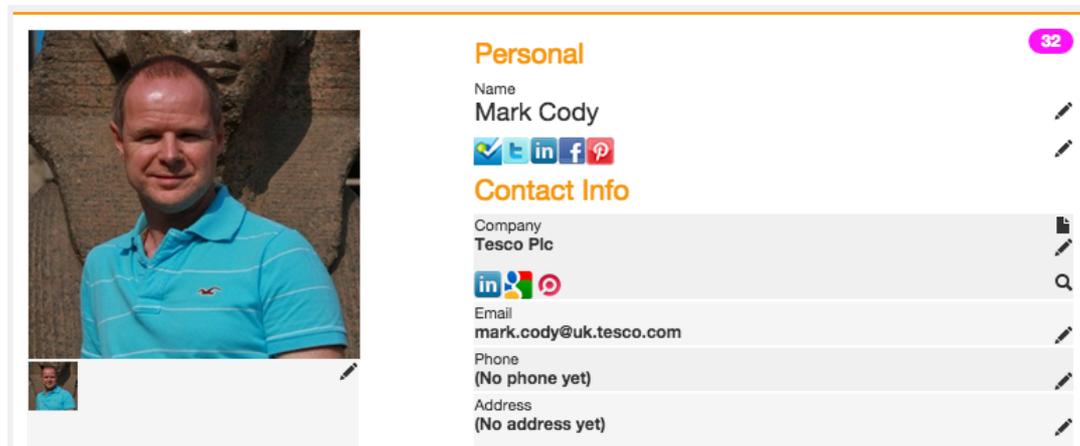
2) Or...you could use the 'advanced search' on the left-hand side and type in the job role you'd normally pitch to, and it will come up with the results...11 is much more palatable than 110,643!



3) Now CANDDi isn't telling you it's definitely one of these people, but it's a start. There is a bit of legwork involved, but at least now you know you can start focussing your attention. Personally, I'd ring up the Tesco switchboard and say I was hoping to send an email to Mark Cody...they'll probably give it to you (there are other ways you can get email addresses too!)

4) Send an intro email to Mark, the same kind of intro email you'd send any new prospect. You know Tesco are interested in your service, but you don't need to mention it in the email. Send a normal intro email. And if it's him, and you have the CANDDi Outlook Plugin installed....

5) When he clicks through and comes back, you'll see a profile like this!



What Next?

Now go back to what you're normal process would be!

- Companies expect to be emails, they expect to be marketed to, and if an introductory email is sent - they expect follow up contact...
- Imagine Mark's been on your site once already, your email will seem coincidental if you wait a day or so before sending it, once he's clicked through and is not an **identified person** you can sit back and see what he's looked at, you can nurture the relationship.
- If you're next step would be to call Mark, then send him an email saying you'd like to set up a call, or connect with him on LinkedIn if he's got a twitter account linked to his job - follow him on twitter. But now that you know it's Mark from Tesco, and not just 'someone' from Tesco, you're that step closer!