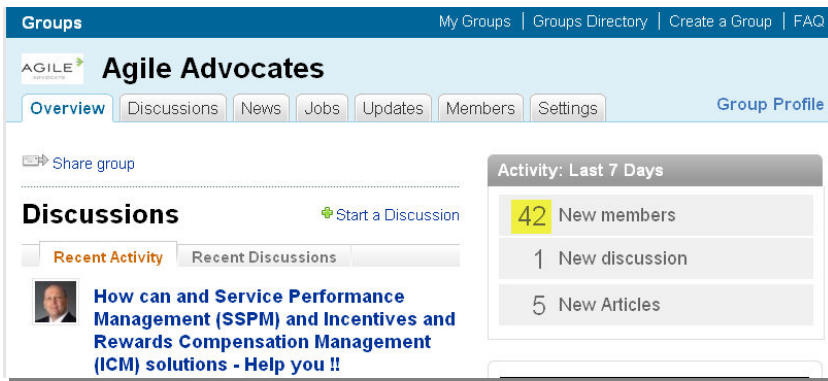




SOCIAL NETWORKING FOR SALES

DRIVING LEADS WITH LINKEDIN GROUPS



In April 2009, Agile—a technical recruiter based in Atlanta—used Write2Market to create a **social networking** aspect for their brand.

What Agile had in common with many growing companies was that they lacked a common platform to share “community.” While the company had been on television with their golf event and had been featured in a variety of

publications, they wanted a way to be in front of “their audience” 24/7.

Write2Market’s team took a look at various social media platforms with Agile’s goals in mind, including the particulars of blogging, Facebook, MySpace, and Ning. We helped them choose **LinkedIn Groups** as a platform because of the high connection to business evident in the platform and the ease with which Agile’s own sales team could mine the connections of a LinkedIn Group.

To kick off the campaign, we:

- created the site
- populated it with an initial set of strategic articles
- sent an invitational email to their customer and client database

Agile quickly gathered a growing group of **over 200 followers**—all strong prospects who began to interact with each other and create their own content. Even better, just as planned, Agile’s sales team finds the group a **potent place** to recruit, pick up leads on new projects, and deepen their connection to Atlanta’s technology community.

Call us at 404.419.6677 x 101.

Let’s discuss how to build your company’s unique online community. Call us today at 404-419-6677.

About Write2Market

Great content—it's the most cost-effective, competitive, compelling way you can market today.

Write2Market delivers results-driven programs for national leaders looking to grow their market share.

We focus online--where you can use fewer words to reach more people (and where the cost per qualified lead is less than in other media). When you're ready to leverage the lowest cost, most effective means of marketing today, [contact us](#) for a conversation that can **change your business for the better**.

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