EXPORT ACADEMY

MIT LINKEDIN NEUE KUNDEN IN DEN EXPORTMÄRKTEN GEWINNEN

& Besonderheiten in den USA

10.02.2021

INTERNATIONALISIERUNGS CENTER STEIERMARK

IN KOOPERATION MIT

WKO AUSSENWIRTSCHAFT AUSTRIA

Ein Unternehmen von:

WKO STEIERMARK

Das Land Steiermark
Wirtschaft, Tourismus, Regionen, Wissenschaft und Forschung

SFG
NEUES DENKEN. NEUES FÖRDERN.

IV INDUSTRIELLENVEREINIGUNG STEIERMARK
Einer nachhaltig guten Qualität des Lebens verpflichtet.

PROGRAMM

Dr. Robert Lang , Inmotion Technology Distribution LLC, USA
Mit LinkedIn neue Kunden in den Exportmärkten gewinnen

Peter Schmid, Leiter International Advisory Services, Saubermacher
LIVE Case Study

Anschließend: Q&A-Session

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ICS EXPORT ACADEMY

INMOTION
TECHNOLOGY MARKETING

grow your business together

Mit LinkedIn neue Kunden in den Exportmärkten gewinnen

Dr. Robert Lang, Managing Partner

ICS

About Us US EU

INMOTION
TECHNOLOGY MARKETING

- **International Technology Marketing & Distribution** company, founded in year 2009, with offices on both sides of the pond in **USA (Chicago) and EU (DACH)**.
- We help B2b Scale-Ups and SMEs with **ambitious sales goals** grow internationally through **cost-effective B2b Sales Channel Development** initiatives.
- Since 2015 we act as a Master Distributor with a product focus on **Welding, 3D Additive Manufacturing** and **Robotics** in the US.
- We work as a **service provider** (helping hand for corporate teams), **independent reseller** or **joint venture** partner for starting up international sales branches.

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Robotics Products

COBOSAFE®

- We take title of the COBOSAFE product range and directly sell it to **End Users**, **Robotic OEMs** and **Independent Robotics Integrators** USA wide.
- Boeing, Eli Lilly, Fanuc, Kuka, Motoman, UR+ Distributor, ABB
- Diversified Marketing Efforts for USA product launch included virtual events, Lunch & Learns, Webinars, Social Media, Trade Shows & Conferences, Case Study Creation, Digital Asset Creation (e.g., video tutorials, landing pages)

We became best performing global COBOSAFE Master Distributor in only 2 years!

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Our Main Challenges in the US

How can we **build brand awareness** in target customer groups with our **limited budgets**?

How can we generate a **constant flow of leads**?

How can I get my **Channel Partners** to **switch into the “selling mode”**?

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Why LinkedIN is essential

- ✓ +700M users, 174M users USA, 15M users DACH
- ✓ 73% active non-US users out of +200 countries
- ✓ +50M brands / company sites
- ✓ 40% of members check LinkedIn daily
- ✓ Members are decision makers and C-level executives

6 out of 10 users actively look for industry insights on LinkedIn.

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What you can expect from LinkedIN

- ✓ Increased Sales.
- ✓ A virtually limitless funnel of pre-qualified leads.
- ✓ A social media platform to leverage all of your digital assets.
- ✓ A way to establish you and your company as THE leading expert in your industry.
- ✓ A long-term marketing asset for lead generation, building brand awareness, more sales and a successful employer brand strategy.

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Common Practices on LinkedIN

- ✓ People use LinkedIN as an “up-to-date” Rolodex
- ✓ seek out friends and colleagues to form connections
- ✓ Look to see who has been checking out their profile
- ✓ Companies use LinkedIN for recruiting employees (+20M job offers)
- ✓ People use it to find new jobs (every other 7 sec a new profile is created)

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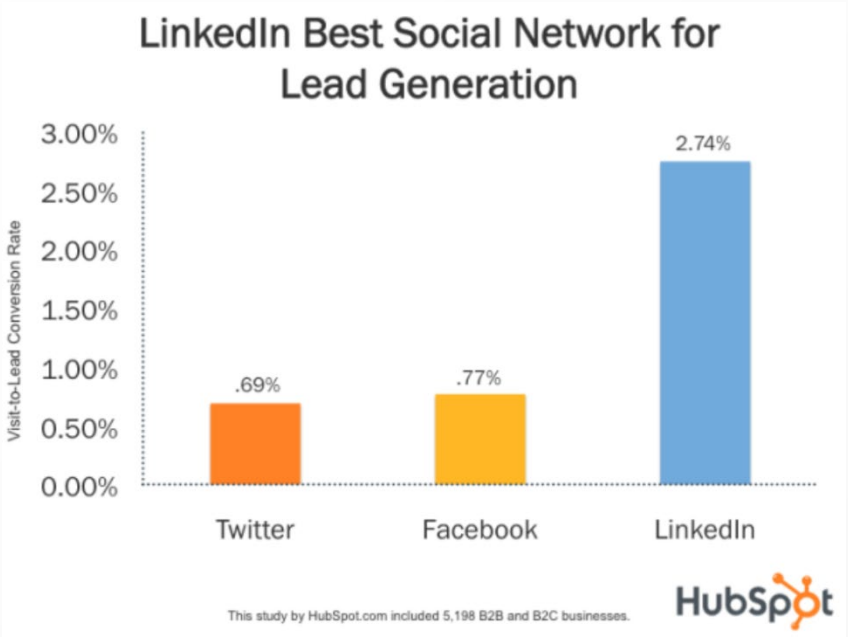
Harnessing the real power of LinkedIN



- LinkedIn traffic generates the **highest visitor-to-lead conversion rate** at 2.74%.
- This value is **3(!) times higher** than both Facebook (.77%) and Twitter (.69%).
- LinkedIn's conversion rate **overwhelmed social media** as a channel overall.

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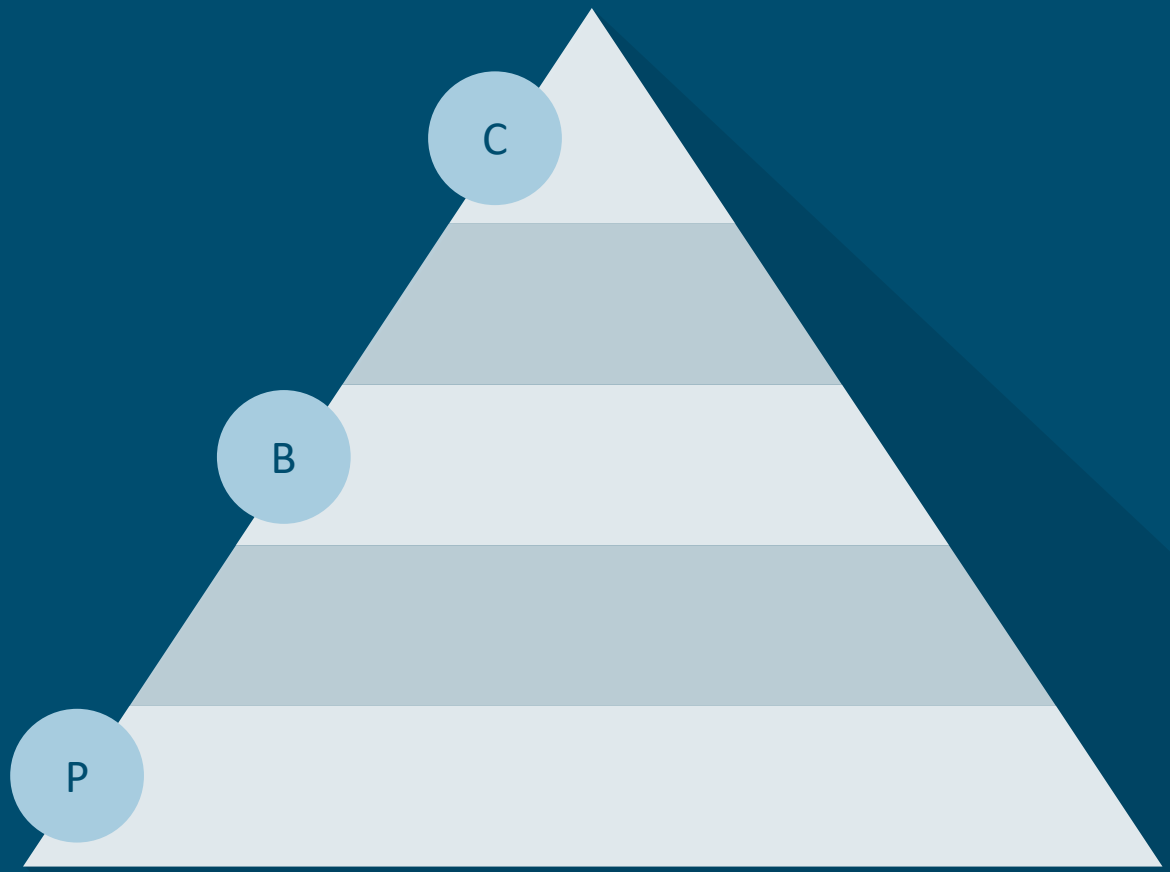
LinkedIn Engine Blueprint

(3) CONVERT Prospects.
(2) BUILD Authority.
(1) PREPARE Foundation.



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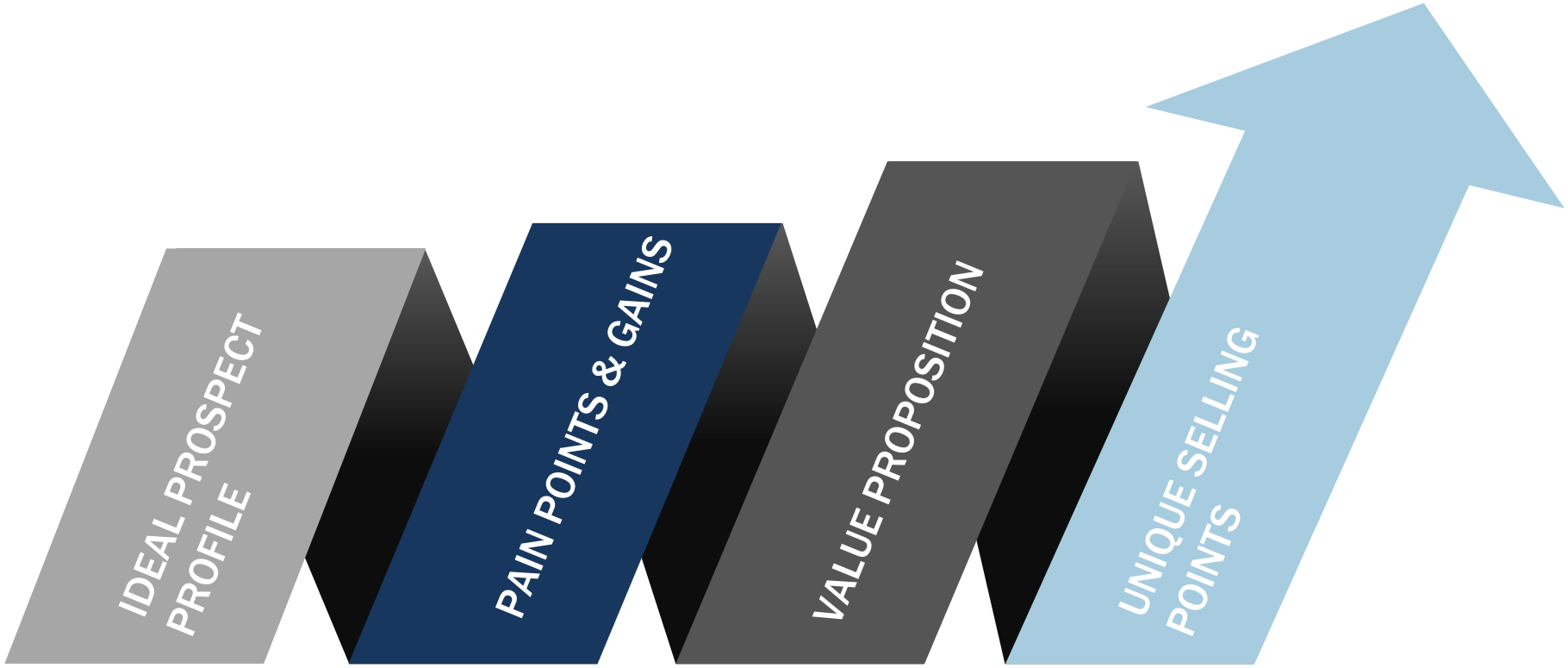
PREPARE Foundation



- Details on Prospects you go after
- Customer Problems you solve
- Primary Reason to buy your product
- How you Stand out from the Crowd

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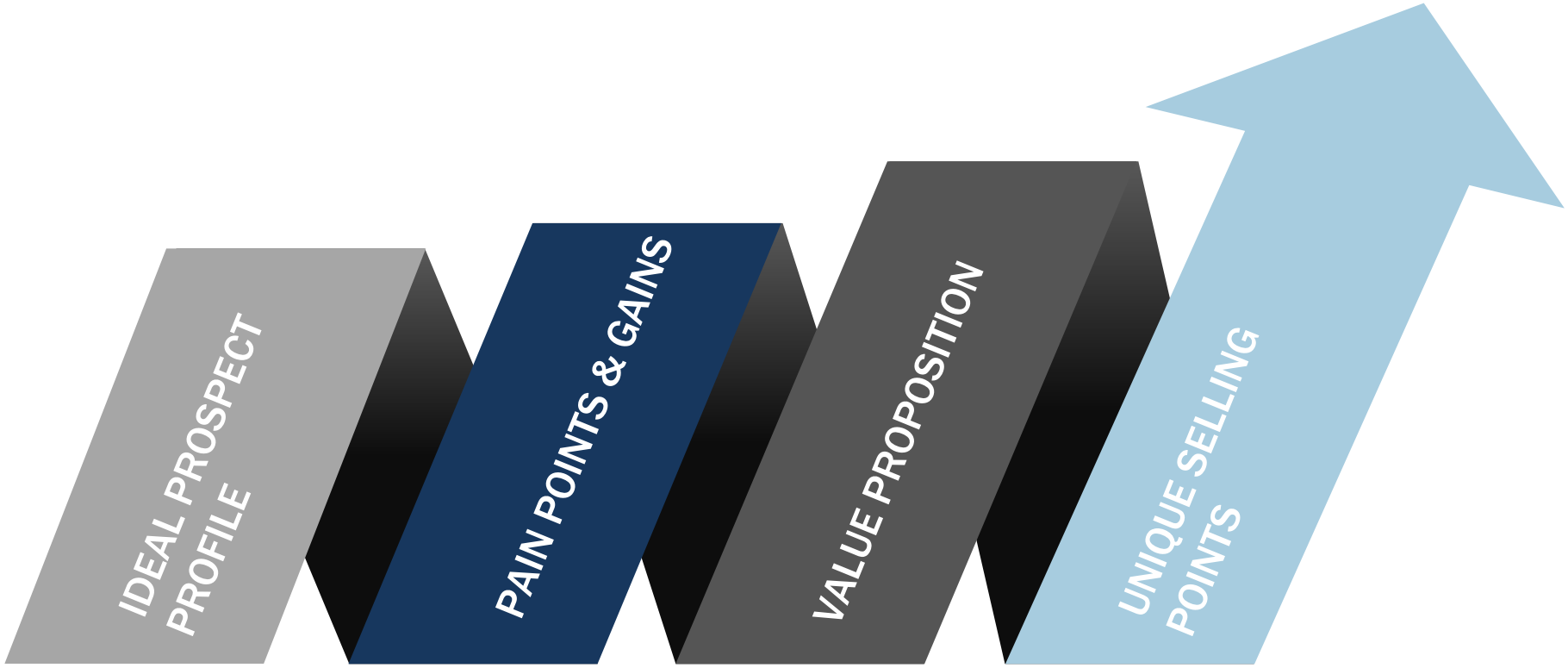
PREPARE Foundation



Is all about who your ideal customer is and how he „ticks“.

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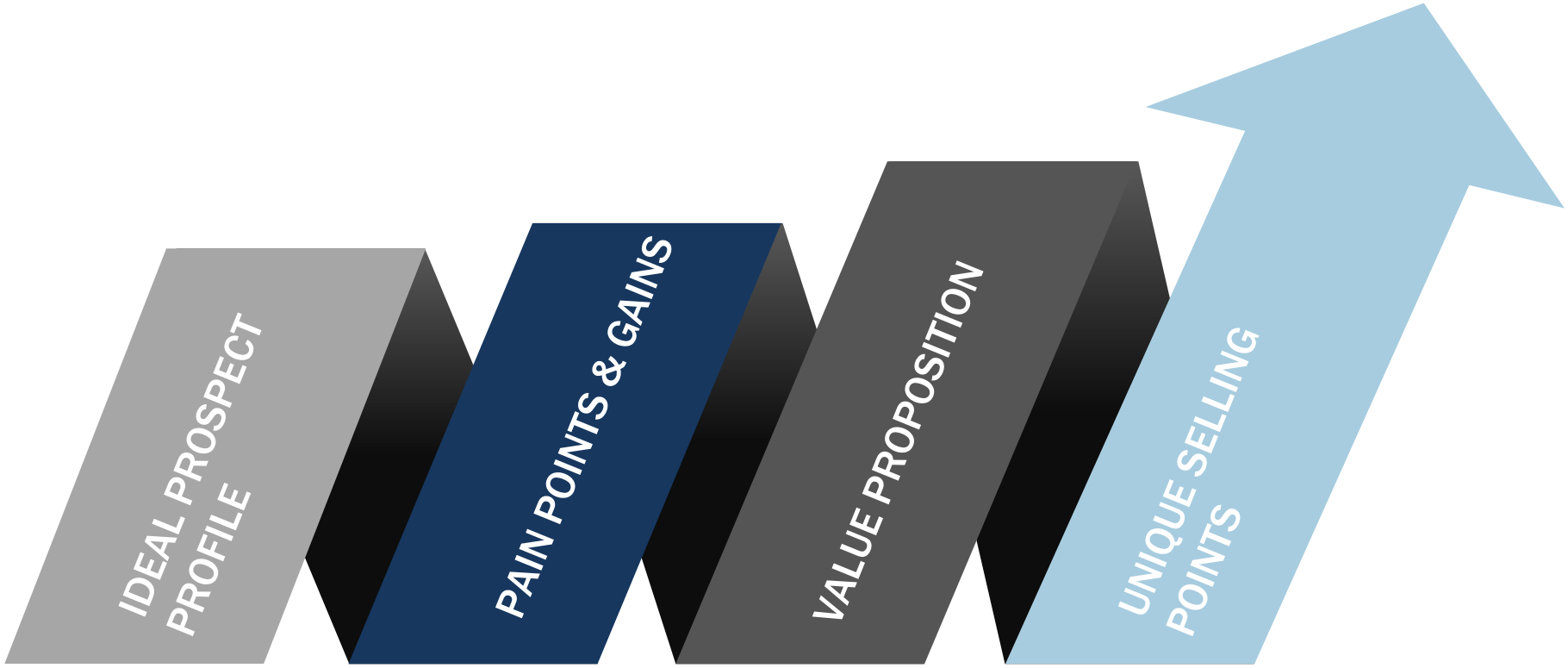
PREPARE Foundation



Are Customer Problems that can be grouped into 4 categories.

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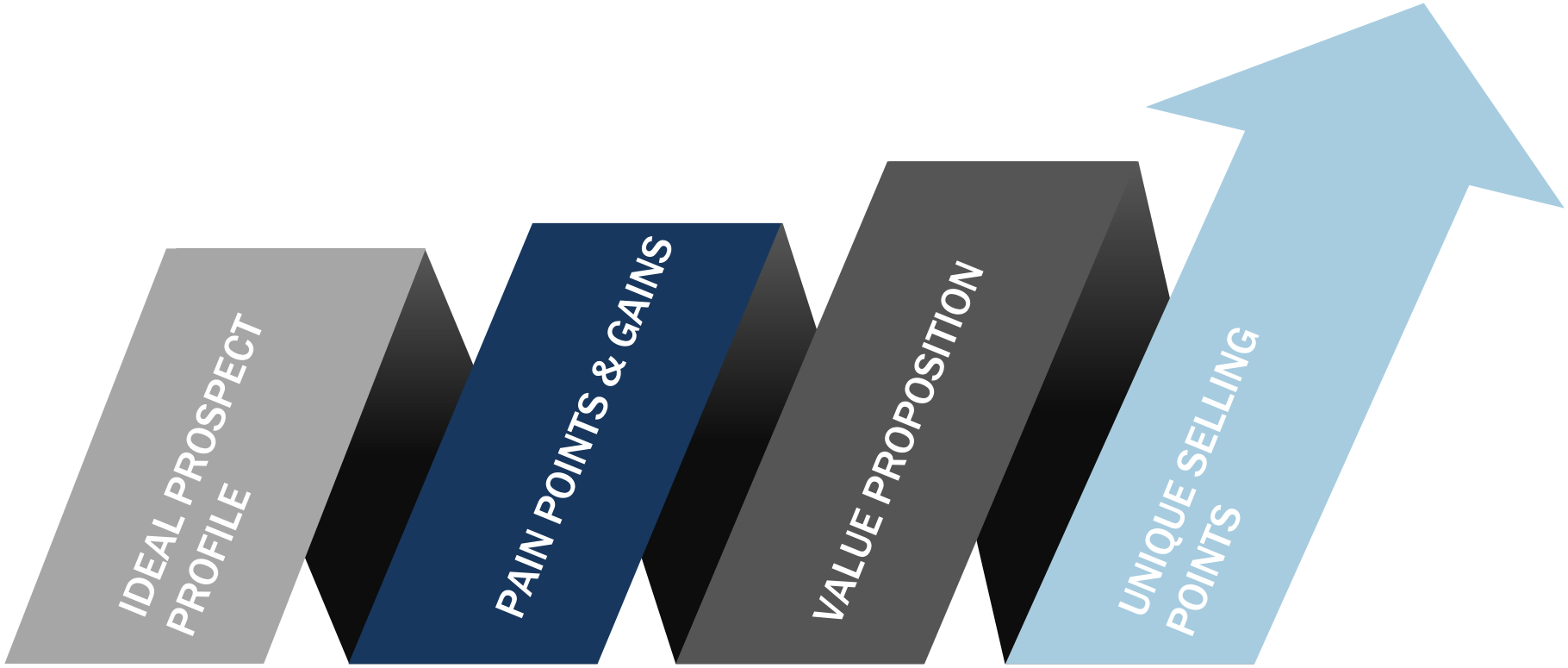
PREPARE Foundation



Is the primary reason why someone should buy from you.

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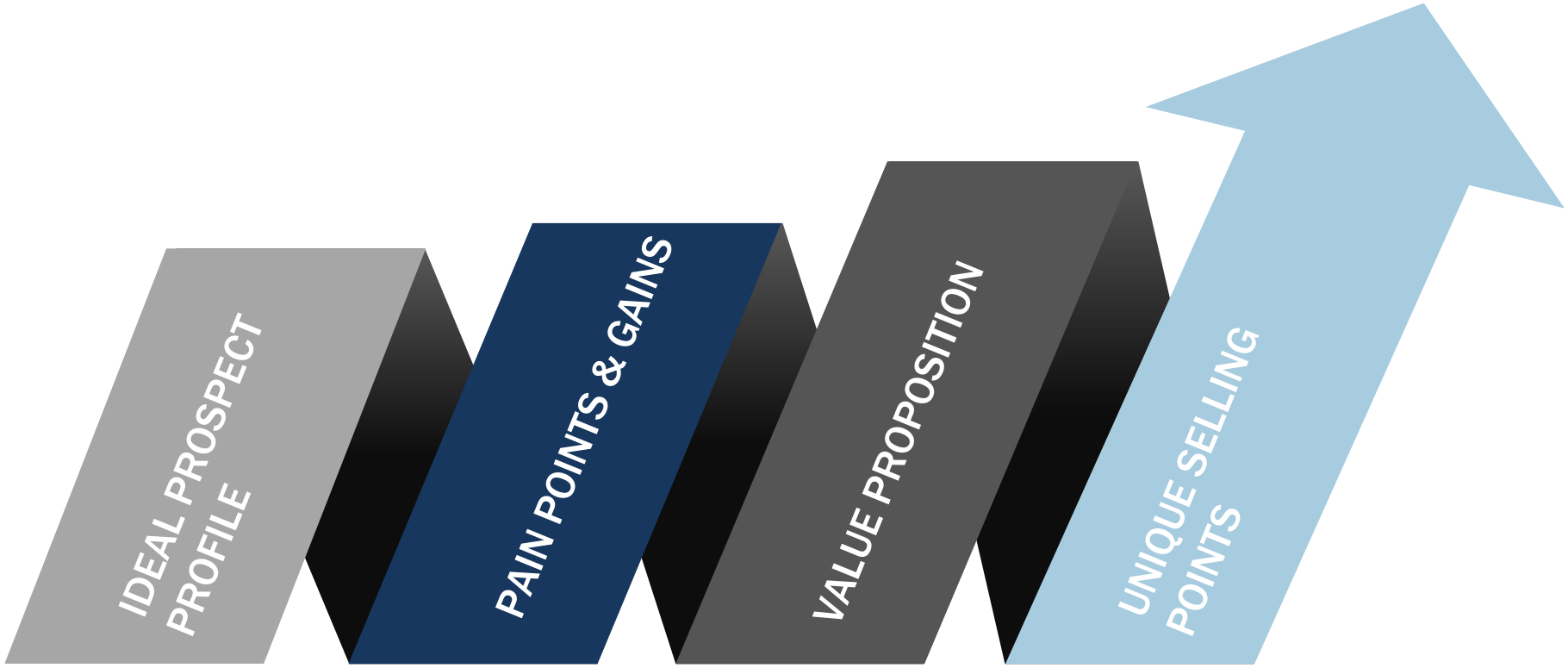
PREPARE Foundation



Is how you stand out from the crowd.

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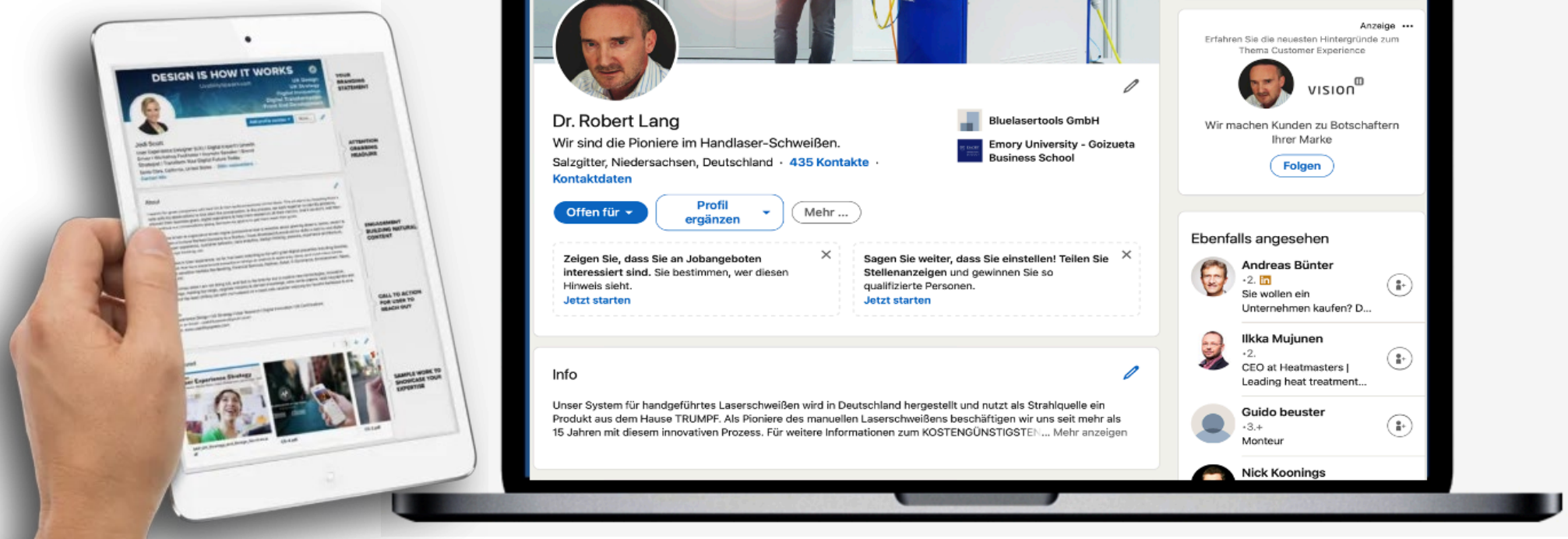
BUILD Authority with LinkedIn Profile



Stand out from the Crowd Authority platforms

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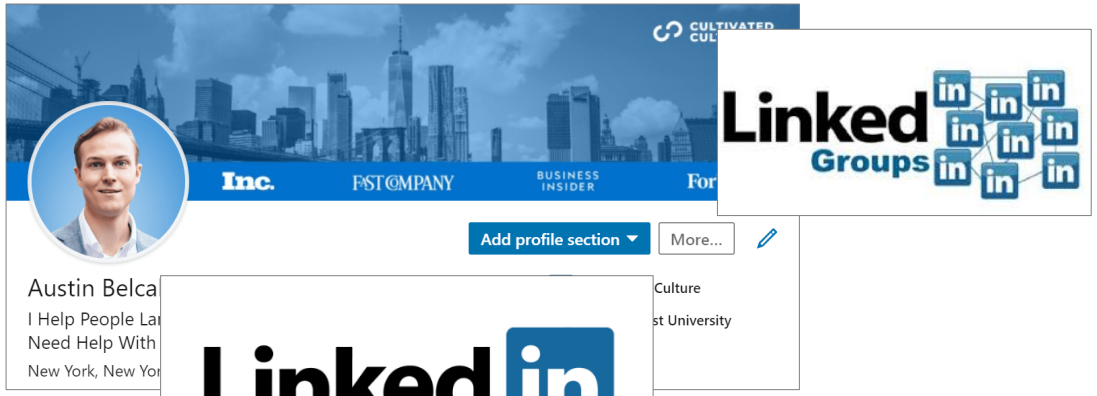
BUILD Authority through Content



C

B BUILD

P

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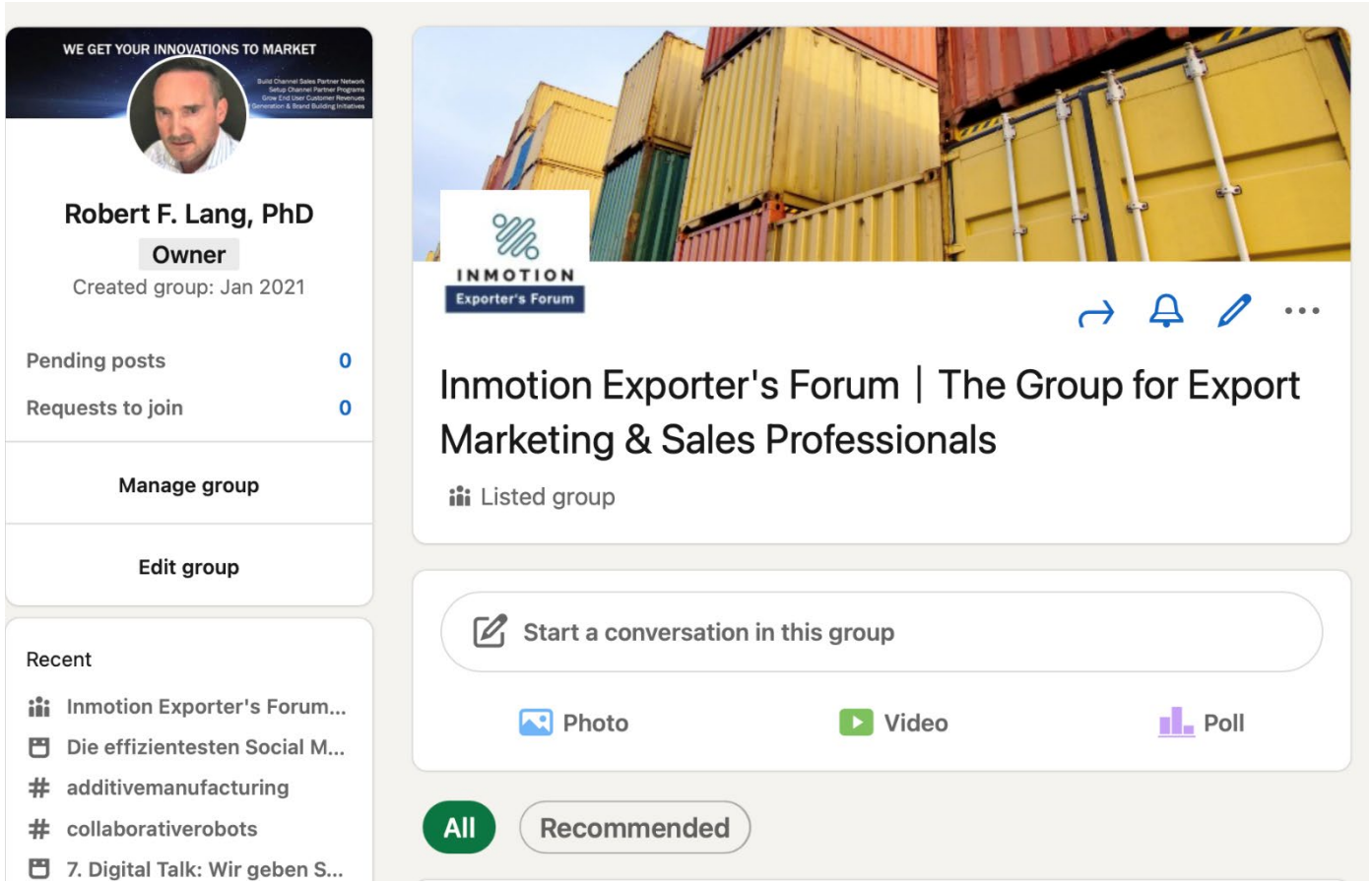
BUILD Authority with a Group

- Positions you as a resource and industry thought leader.
- Keeps your name in front of your prospects on a regular basis.
- LinkedIn Group members are relevant to your business and are potential leads.



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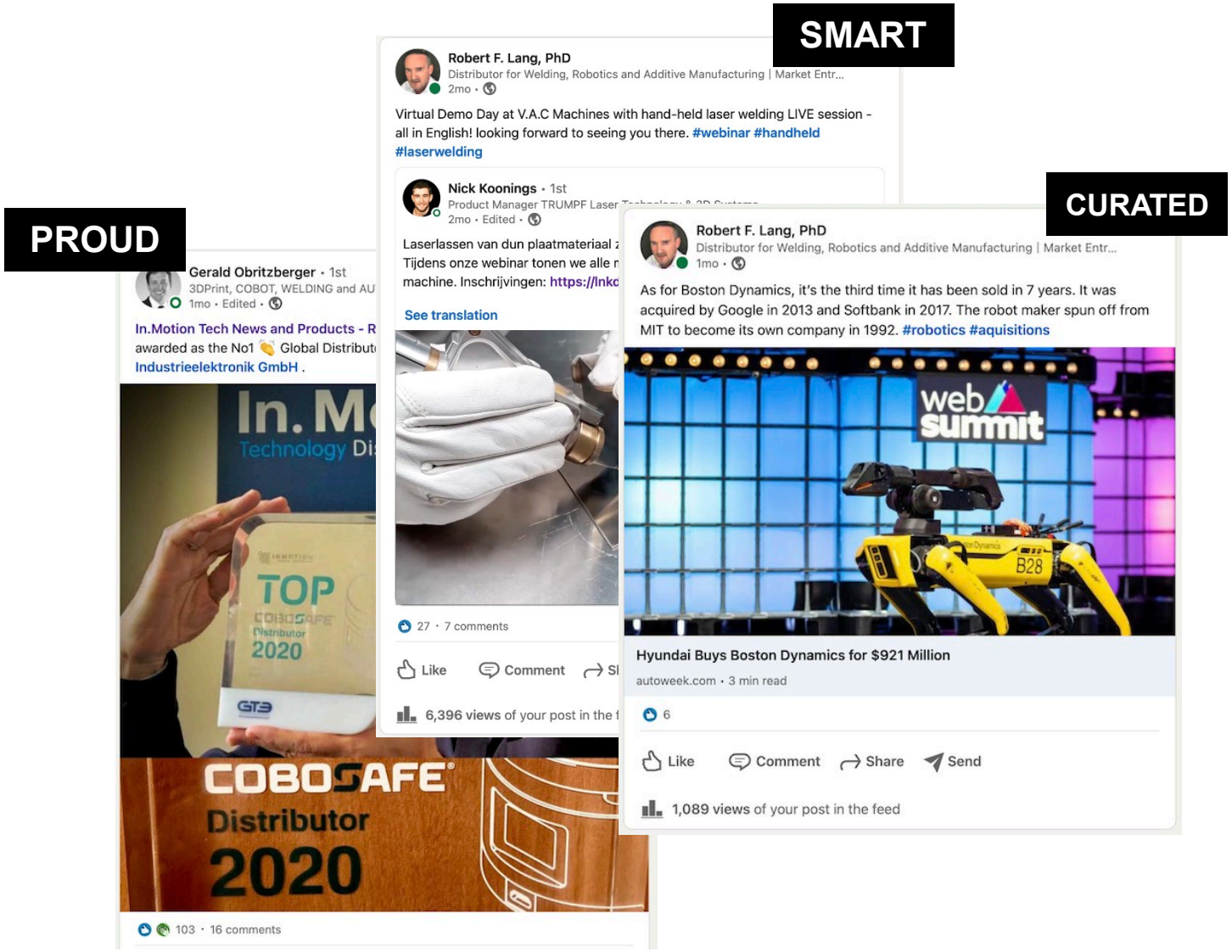
For Consistency Organization is Key…

- Content Planning Sprint (1/2 day)
- Content Rule 3:1:1 (Curated, Smart, Proud),
- Posting Frequency (1x per day; Mo-Fr)



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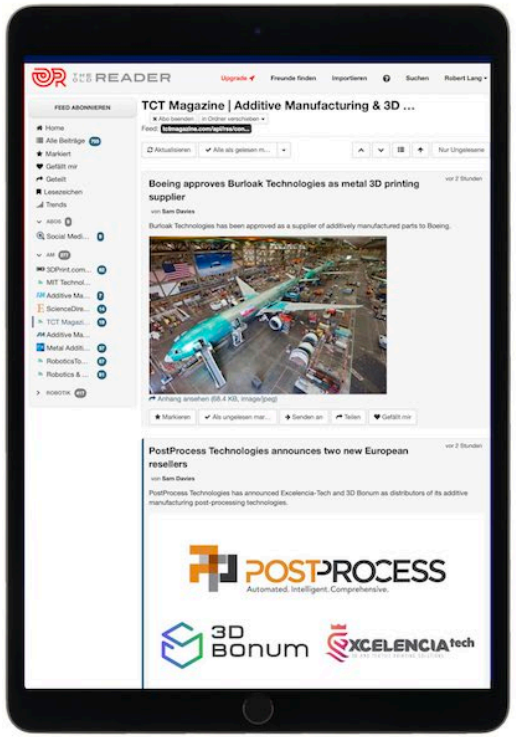
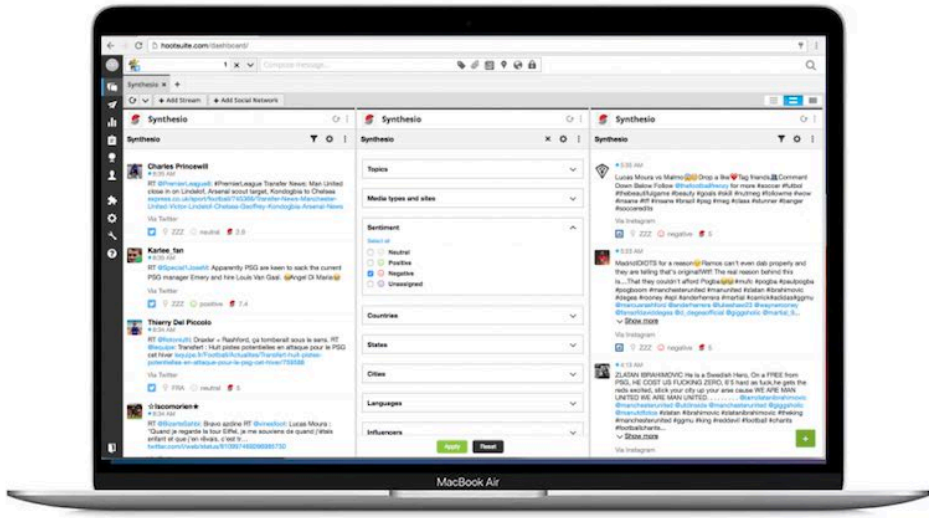
…and Tools for Automation

- OLD READER helps you find content fully automated
- HOOTSUITE helps you distribute your content and stay organized



Hootsuite™



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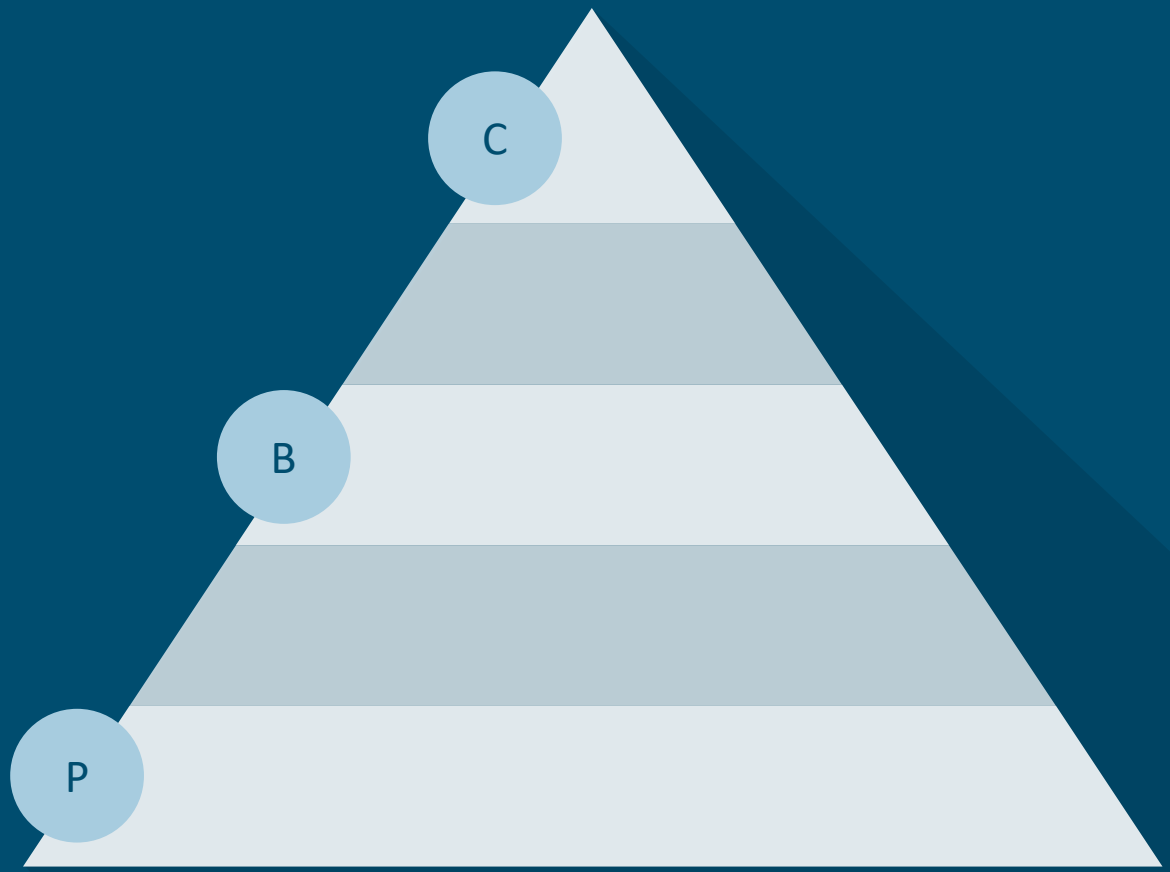

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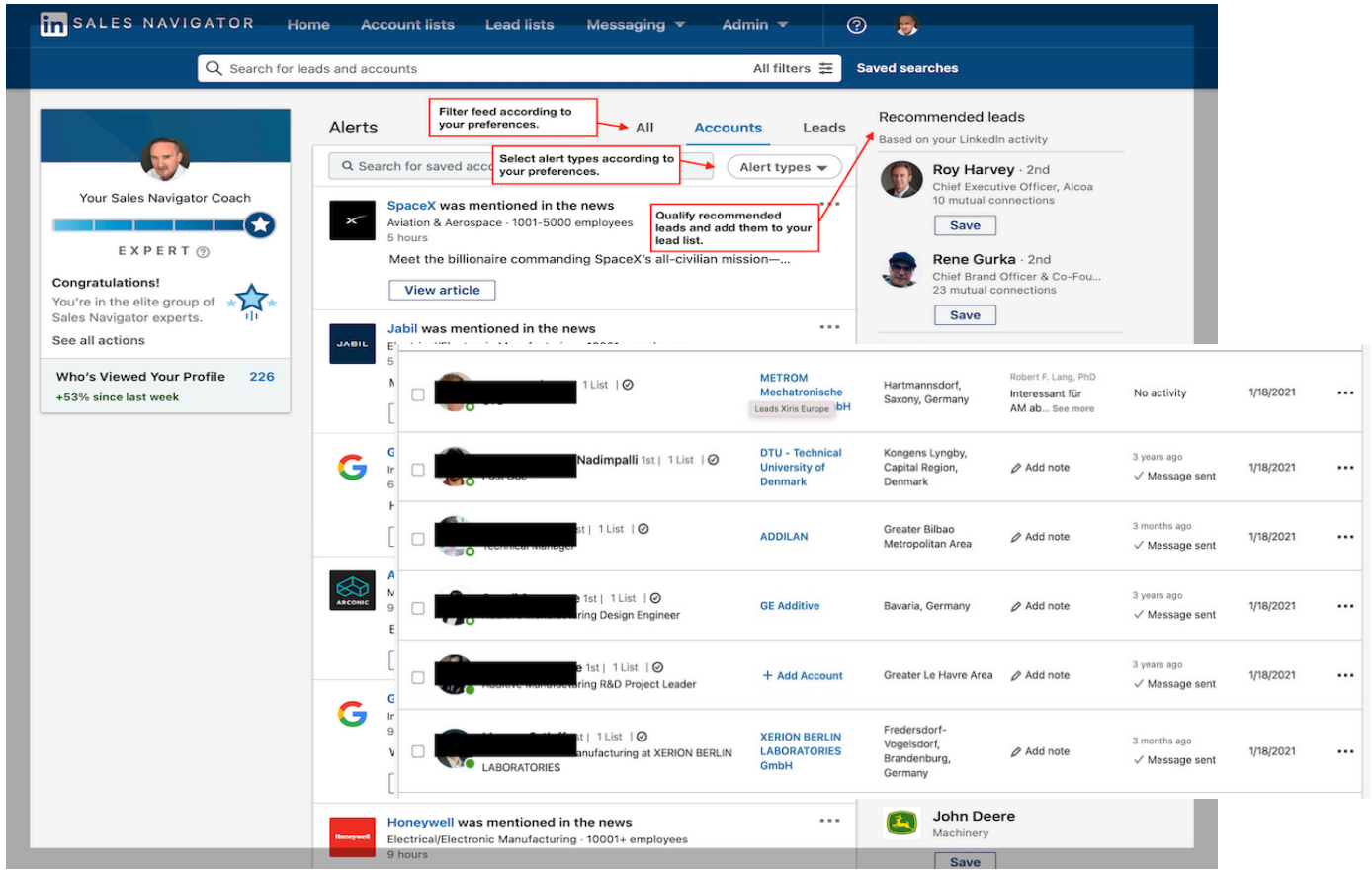
CONVERT Part 1: Build Database with Sales Navigator

- Advanced lead and company search
- Notes and tags
- Custom lists
- Lead and account alerts
- 1,500 saved leads
- 20 InMail messages per month



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ICS EXPORT ACADEMY

Saubermacher
International Advisory Services

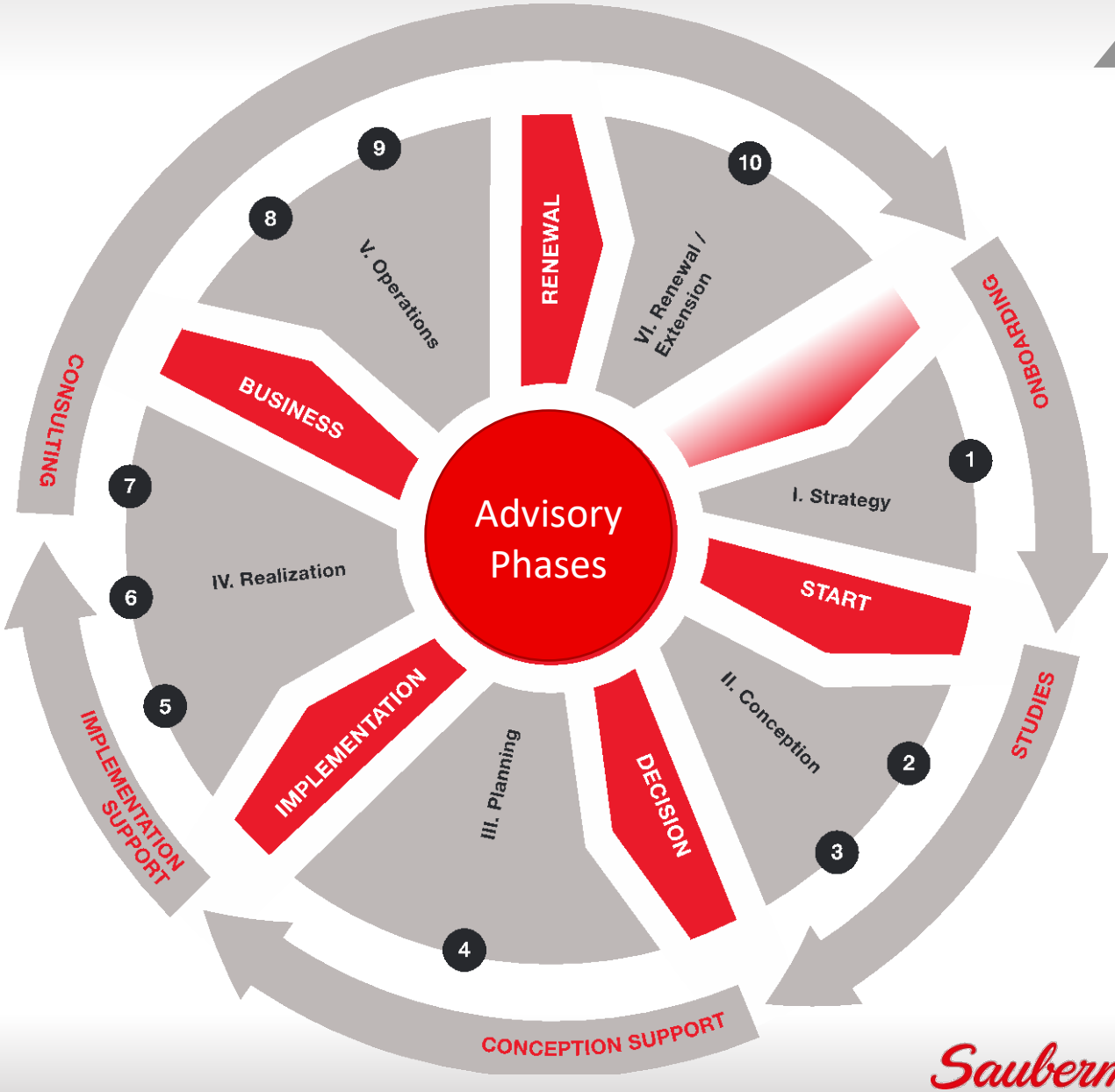
ADVISORY BUSINESS STRATEGY

Dipl.-Ing. (FH) Peter Schmid
Head of International Advisory Services

08.02.2021

Advisory Phases

1 Onboarding
2 Quick Check
3 Feasibility Study
4 Planning & Visualization
5 Procurement
6 Execution & Launch
7 Training
8 Process Optimization
9 Quality Management
10 Operational Excellence



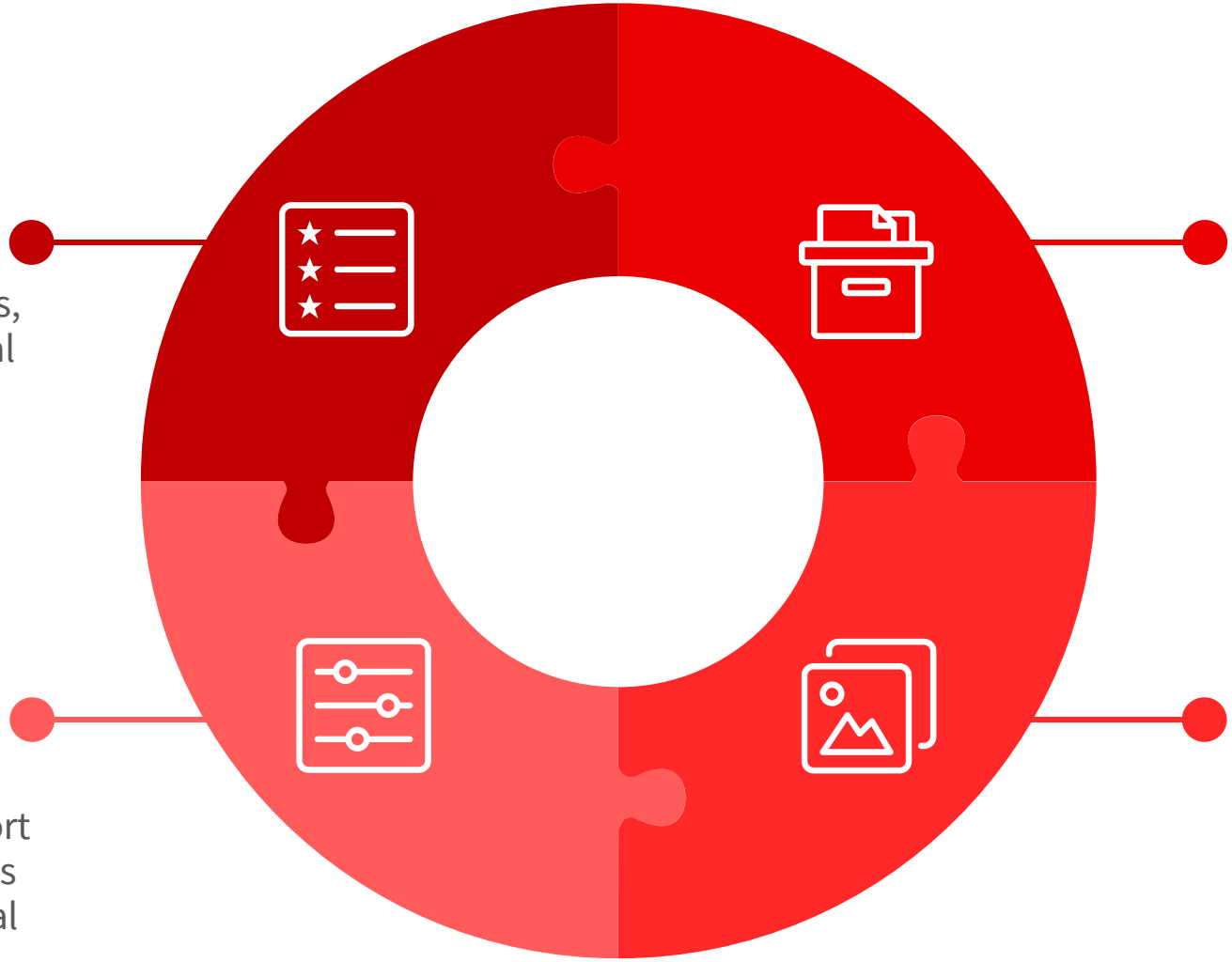
IAS Business Cluster

Business to Business
B2B

Consulting and advisory business, which are seeking for operational know-how in specialized waste management and recycling projects.

Business to Clients
B2C

Current and future clients of Saubermacher which need support in existing operational challenges or help in ramping up operational processes and facilities.



Business to Partners
B2P

Project partners within strategic collaborations in environmental field. Mutual endorsement and partnership in complex demands.

Business to Suppliers
B2S

Support of Saubermacher suppliers which are struggling with international clients on their operational know how and put IAS as USP.

Certified quality -
100% secured recycling & waste disposal

Most Sustainable Waste Management Company in the World (1st Place GRESB 2018 and 2019)

CASE: Saubermacher Prospecting

- Geografischer Fokus: Central Eastern Europe
- Kein Fokus auf bestimmte Zielgruppen-Segmente
- Suche über Sales Navigator
- Zeitbudget: ca. 20 Minuten
- Suchpfade für Prospecting
  - Firmen im geografischen Suchgebiet die Kriterien erfüllen
  - Gezielte Suche nach Personen in RO in diesen Firmen

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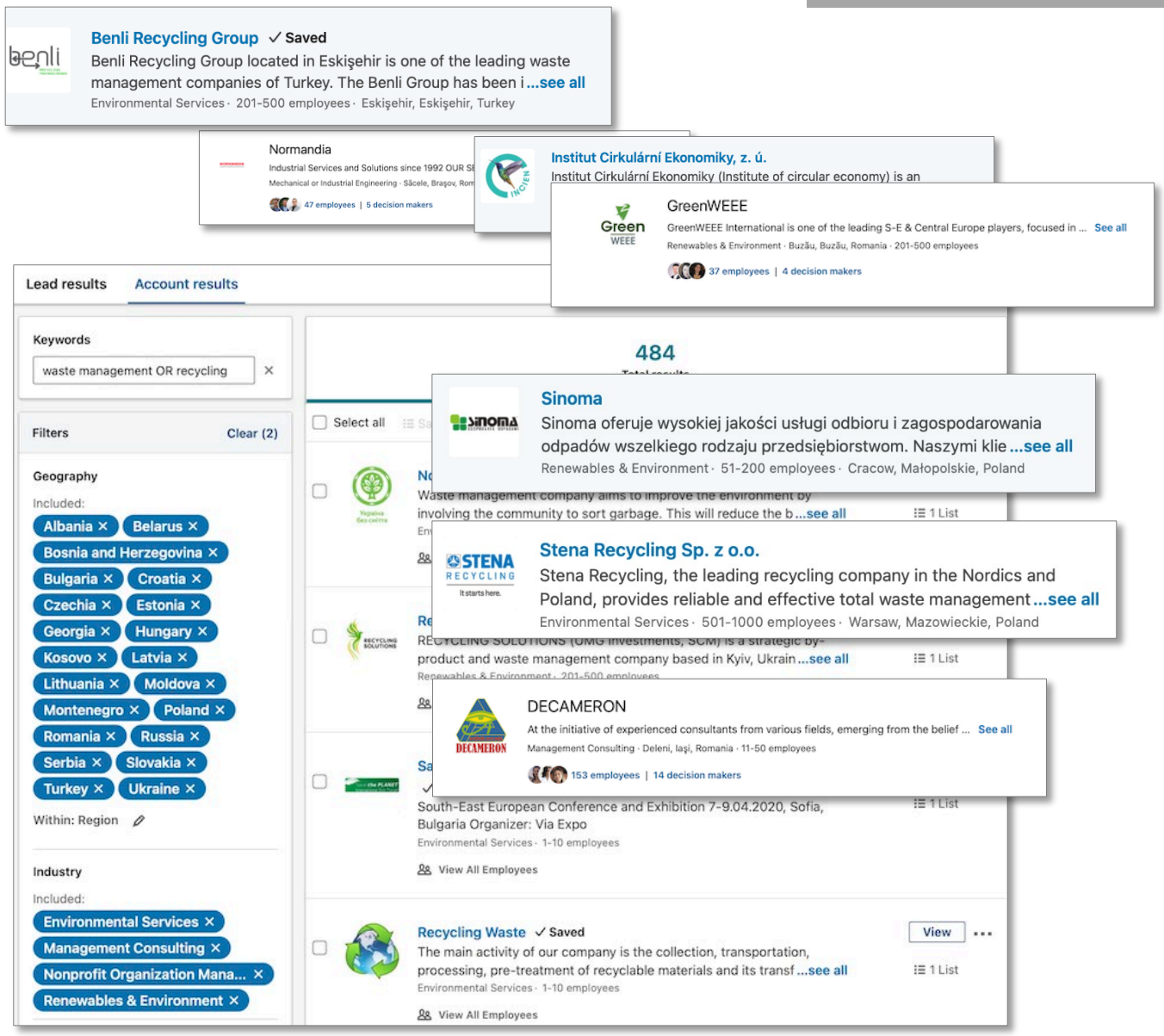
CASE: Accounts CEE

- 484 highly targeted accounts discovered
- 19 Non-profit accounts
- 227 environmental services
- 48 management consulting
- 138 machinery



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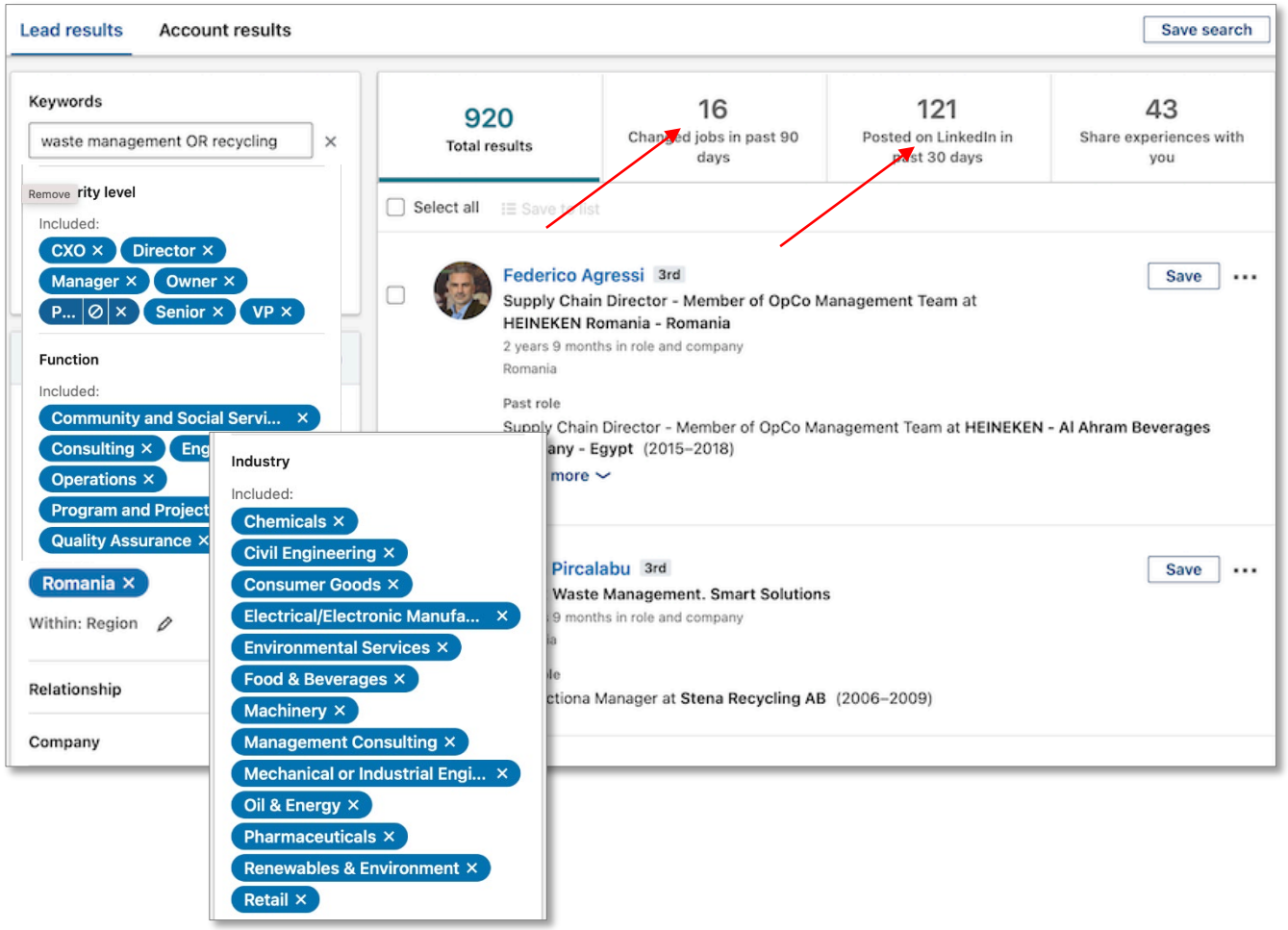
CASE: Leads Romania

- 920 Leads discovered
- Focus industries acc. to briefing
- Seniority Level: Top to medium
- 85 General Managers



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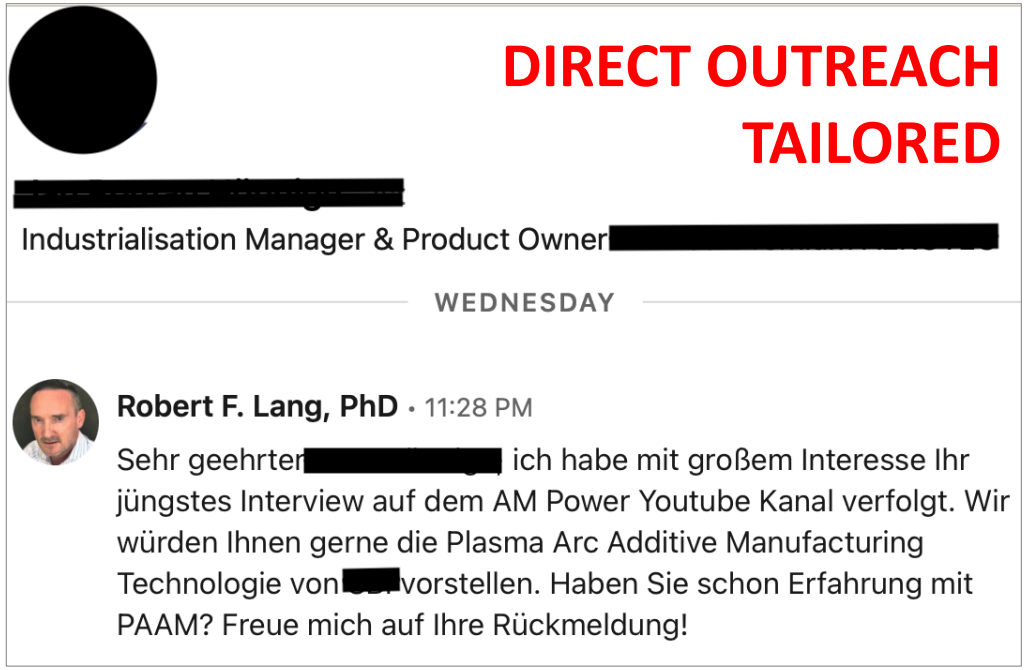
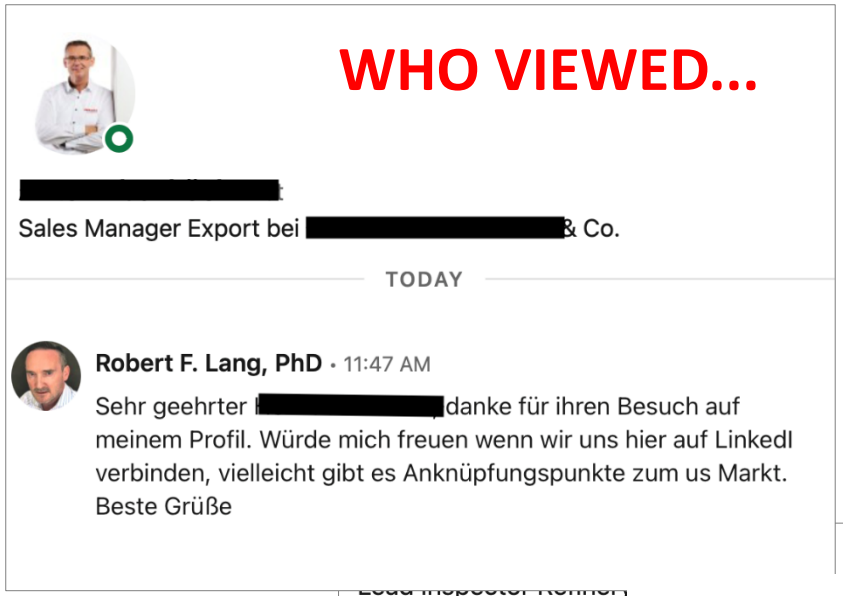
CONVERT Part 2: Reach Out





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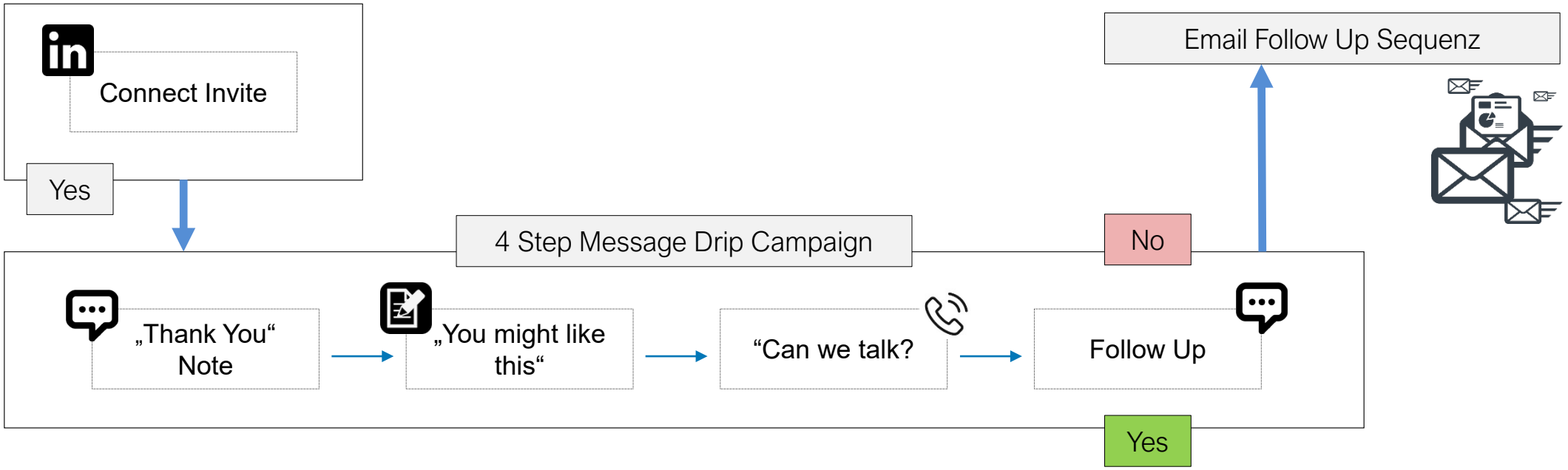
CONVERT Part 3: Message Drip Campaign



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THANK YOU

„LINKEDIN Profile Makeover“ oder „Ideal Customer Profile“
Worksheets anfordern unter
rlang@inmotion.global

FÖRDERUNGEN

EXPORT ACADEMY

go international

SFG Welt!Markt

KMU Digital

→ Lassen Sie sich von unserer Kollegin zu den jeweiligen Förderungen beraten:
https://www.ic-steiermark.at/service/finanzierungs-foerderberatung/

ICS EXPORT ACADEMY

Herzlichen Dank für Ihre Aufmerksamkeit!

Veranstaltungstipps:
MARKT-UPDATES 11.02. IRAN | 18.02. RUSSLAND | 25.02. AUSTRALIEN
WEBINAR 26.02. Fit 2 Export: Frankreich

Weitere Veranstaltungen finden Sie unter:
www.ic-steiermark.at

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