



Summary Deck

09/03/2020

Powering Sales on LinkedIn.



LinkedIn was never built for sales



Missing integrations



Zero collaboration



No activity log, lack of tracking & follow-up



Productivity slowdown



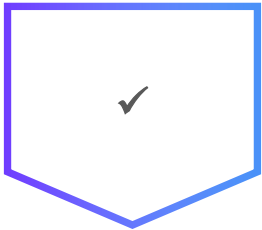
Time and information loss



Broken processes

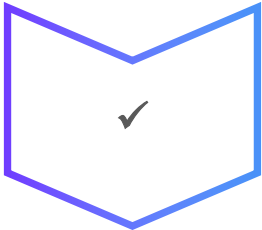
So we built the missing bridge to unlock efficient sales on LinkedIn

We automate lead capturing and data entry into your CRM through LinkedIn.



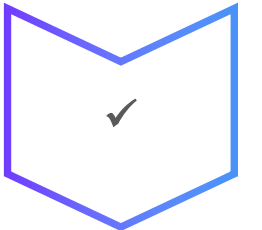
Higher productivity for sales

- 4x faster sourcing



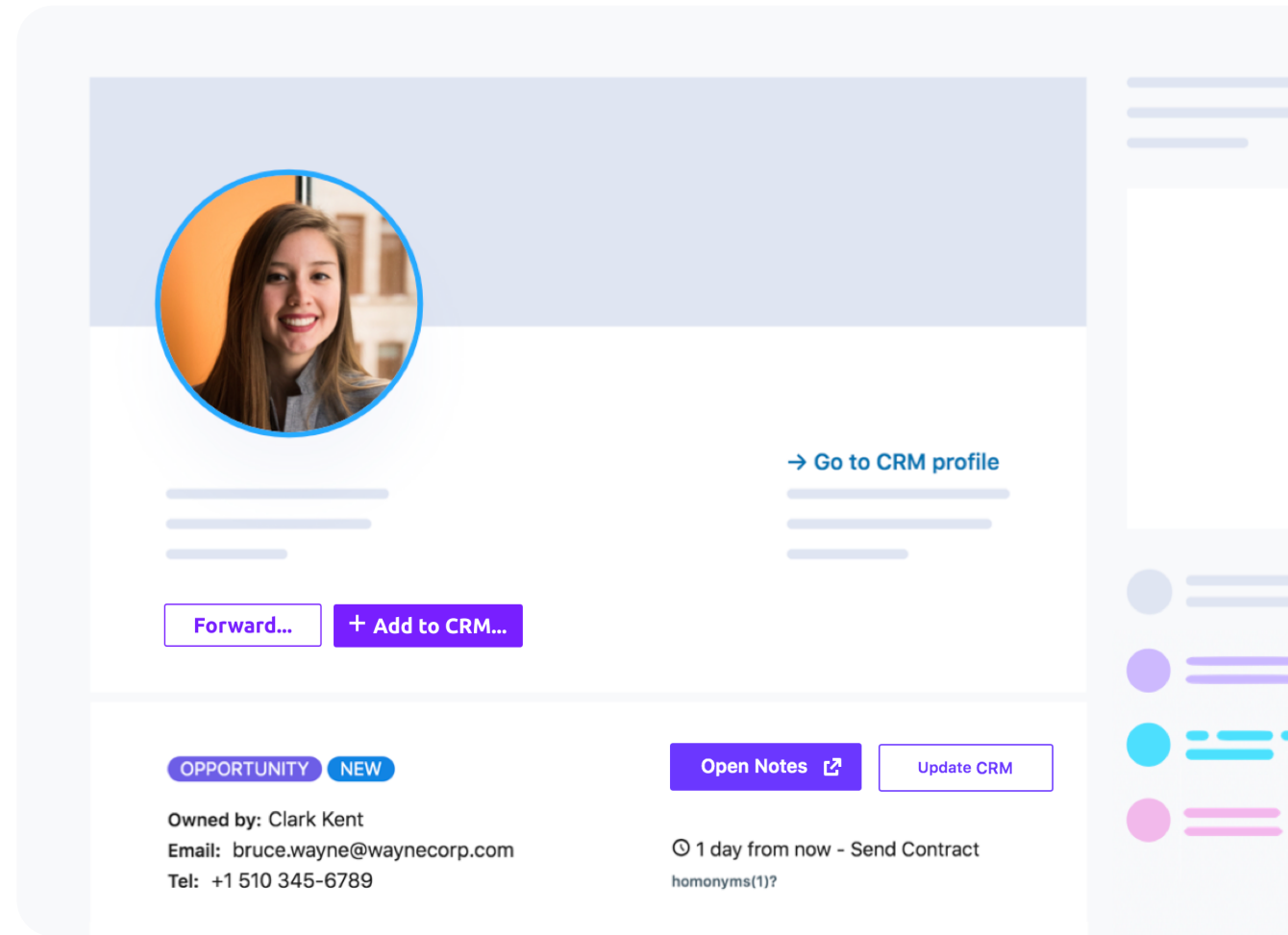
Saves time on low-value, repetitive tasks

- 30h per week, equivalent to hiring 1 full time sourcer



Auto-update your CRM

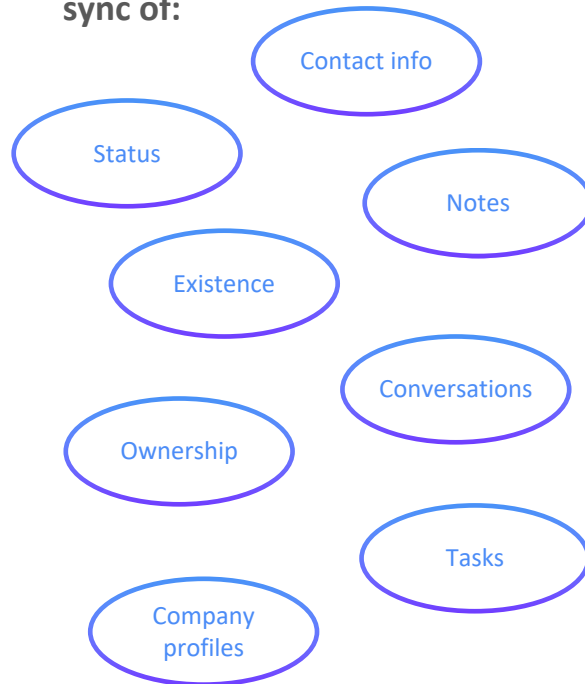
- Never run manual updates again, we refresh main contact info, email + phone



We rapidly broadened our value proposition

Everything is synchronized

Two-way
sync of:



Individual yet collaborative

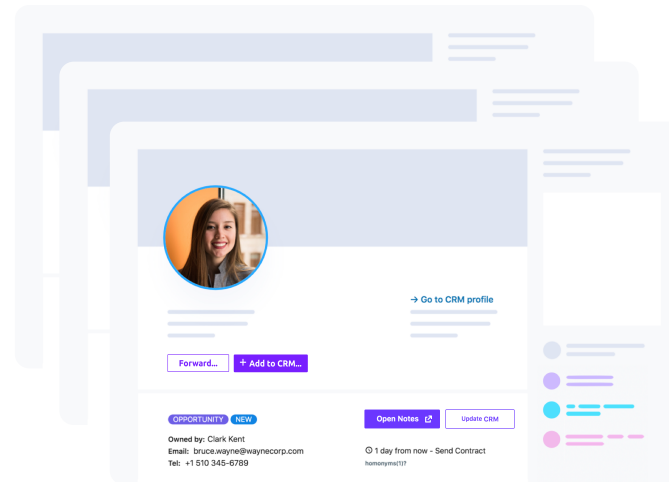
Forward...

Leads to colleagues

Leave notes on the profile

Open Notes ↗

All info embedded in each individual profile,
accessible & editable by every team member



Integrated

Easy oauth
authentication

2-click onboarding



As a business, we are in a great position

+ 350 company sign-ups since launch



User Feedback

Unparalleled visibility

Finally a tool that allows the sync of LinkedIn conversations. I can share all my relevant sales conversations with my team colleagues in the CRM or Leadjet's on-profile contact notes. Nothing gets lost in the process!



Thibault Claudon
Sales Manager, Vendredi

Increase in workflow efficiency

Our sales reps gain 15% more time per day using Leadjet. It displays the main contact info directly on the profile and syncs automatically with our CRM. Our reps can track status, ownership and history of the lead without ever leaving LinkedIn. No more copy & paste or switching between platforms.



Raphaëlle Moustial
COO, Robin

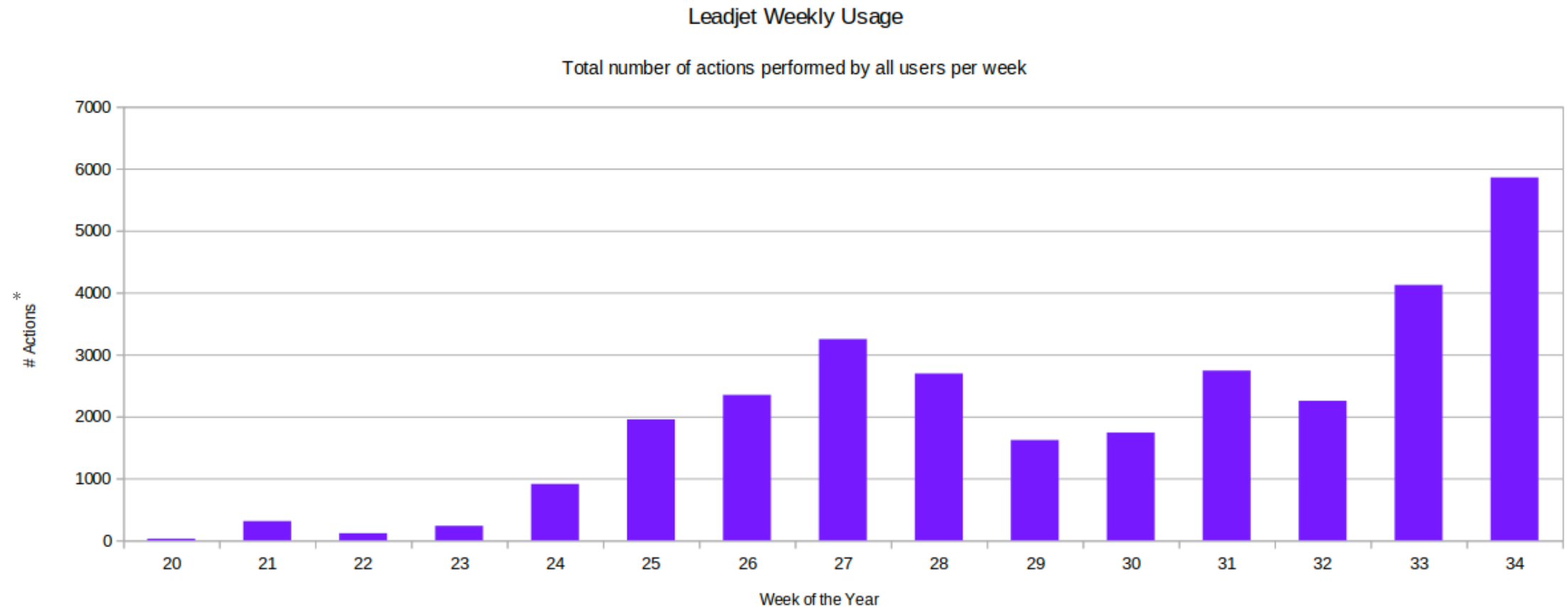
Extremely practical for CRM enrichment

After consulting different solutions on the market, I chose Leadjet as my LinkedIn automation tool without hesitation. Extremely practical for enriching my CRM and managing my LinkedIn leads – the solution is really promising. Great job, I can't wait to see future developments of the product!



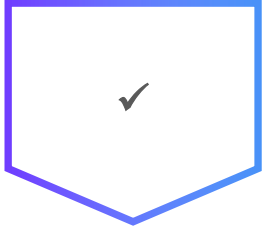
Edouard Level
Board Member, Elixis Group

Usage grows exponentially



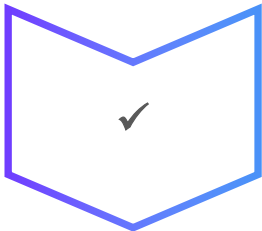
*Actions are defined as: Add Lead, Add Note, Sync Conversation, Update Lead

Building a low-touch SaaS



Basic tech and product development Assets development

- Use cases
- Email templates



Opportunistic sales approach

- Marketing kick-off
- Provide product feedback
- Launch production and sales process



Operations structuring and implementation

- Low-touch-SaaS: Automation of Sales

Sharpen Product-Market-Fit

Development prioritization

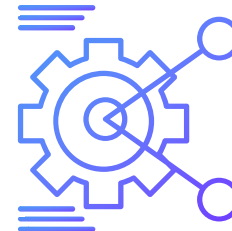


Development challenge for V2

Two key stakes in front of us



Meeting MRR objective
looking towards Angel
Investment



Unlocking growth: Sales
machine design and
implementation

LinkedIn market identification and qualification



30m
companies
are on LinkedIn



675m montly
LinkedIn
users



89% of B2B marketers use
LinkedIn for Lead
generation



59% of sales
professionals count on
social platforms to sell



Cost per lead on LinkedIn
is **28%** lower than on
Google AdWords



InMail has a **52%** open
rate, double the rate for
email campaigns



62% of B2B marketers
say LinkedIn successfully
leads twice as many leads
as the next social platform



90% of marketing content
goes unused by sales.
LinkedIn combines marketing
content with sales.

Given short / mid-term objectives and current sales knowledge, a very pragmatic sales strategy

- Focus on Leadjet successful use cases (B2B)
- Matching of clients needs and Leadjet value proposition
- Gamification / Freemium Strategy
- Strengthen Partnerships with CRM softwares
- Implement Conversion Automation (Tutorial Platform, Extended FAQs etc.)
- Affiliate Program (make use of current networks HEC, Berkeley, Start-Up Paris Scene)

Why now: Clients needs & KSF

Clients identified needs

- 1 **Painful to check the existence of a lead** in the CRM, to know if a colleague has already stayed in contact
- 2 Once you navigate on LinkedIn, **painful to go back to the CRM to create a contact** and fill all infos manually
- 3 **Missing integration:** once a profile is identified, want to find the mail asap, add to CRM & launch the sequence
- 4 If you prospect a person, you **don't want to copy-paste** manually all LinkedIn **conversations** to enrich the CRM
- 5 **The CRM is always outdated.** No one keeps track of changes (e.g. email/ phone/job updates). This leads to a high bounce rate.

Key Success factors

- ✓ – UI/ UX
- ✓ – Delivery time
- ✓ – Solution fiability
- ✓ – Solution completeness / integration
- ✓ – Find alternative to LinkedIn scraping
- ✓ – Run auto-updates without to many API requests

Leading to key use cases:

Lead
existence

Lead
enrichment

Lead
information

Lead
collaboration

Lean
workflows

CRM
Auto-updates

Prospects identification and qualification › Enablers

Recruiting

- 1 killer profile for growth hacking
- 1 more Dev (**done!**)
- 1 Hybrid (Content Creator, Communication & Marketing)
- Sales Ops. implementation (**affiliate program already in place**)

Assets dev. / comm. strat

- Case studies, expertise development
- **Affiliate Program**
- Social media publications, e.g. LinkedIn, own blog, YouTube (**Series of use case videos by prof. video producer early Sep.**)
- Partnerships for Co-Marketing (**e.g. Copper, Dropcontact**)
- Network expansion to increase reach

Offer

- Current services enlargement, e.g.
 - Auto-capture information from prospects' LinkedIn profiles, one-click upload that data into your CRM, add them to a project, send them a message, or schedule a sequence of messages to go out to them—all without ever leaving their LinkedIn profile
 - More customization
 - Leadjet + Mail > InMail
 - > automated follow-ups, on the other hand, make you more than twice as likely to get to an initial phone screen
 - > send-on-behalf-of (e.g. your boss' LinkedIn Account)

Team



+ Add to CRM

David Chevalier

CEO

[LinkedIn](#) →

- +5y banking experience
- built biggest stock market game in Germany (project team of +40)

+ Add to CRM

Romain Ginestou

CTO

[LinkedIn](#) →

- Full-Stack Developer
- Ex-President computer science club ENSTA Paris



leadjet

Powering Sales on LinkedIn.