

# Unlocking the **power** of LinkedIn

**william  
murray.**

**LinkedIn 360**





## LinkedIn 360

William Murray is a PR and Marketing agency with 30 years' experience of working in foodservice for brands such as Kraft Heinz, Nestlé Professional, Premier Foods and Bidfood.

As experts in this market, our **360 LinkedIn** campaign programme is proven to help our foodservice PR and marketing clients maximise the brand reputation and sales impact they can have on this platform.



**KraftHeinz**

**Bidfood**



## WE CAN SUPPORT YOU IN 5 KEY AREAS

- 1.** **Create and share content and written posts** from your personal and/or company profile on LinkedIn
- 2.** **Follow key clients, and prospects,** liking and commenting on their posts
- 3.** **Build your network** by connecting with relevant buyers and sending them follow up sales messages where relevant
- 4.** **Use LinkedIn advertising to promote your content,** driving wider engagement and sign up
- 5.** **Bringing your content to life** with live webinars and online events



# THE POWER OF LINKEDIN



# Our package covers an end-to-end solution for LinkedIn, with modules that work perfectly together.

Our **360 LinkedIn** programmes generate large *uplifts* in awareness and engagement but also, *real* interactions with prospects. We generate **leads**, **opportunities** and **measurable ROI into sales**.



**1.**  
Organic Content Creation and Promotion



**2.**  
Social Selling



**3.**  
LinkedIn Live Events and Webinars



**4.**  
Paid Media Management



**5.**  
C Suite & Senior Leadership Team Profile Management



**6.**  
Account Based Marketing & Key Account Campaigns

# 1. ORGANIC CONTENT CREATION & PROMOTION


Many foodservice brands are failing to maximise the potential of both their hero content (reports, guides etc) and the organic reach and existing connections of their marketing and salespeople.

Our model takes existing whitepapers, reports and other hero content. We then re-engineer that into short form LinkedIn friendly content formats, (video, carousels, image posts, polls).

We then create toolkits, which are shared with the wider team of salespeople and train them to know how and when to share that content to maximise impact.

We can also audit team profiles, reviewing imagery, text, no of connections, posting frequency and engagement levels.





**Norwegian Seafood Council - UK** [+ Follow](#) ...

694 followers


10mo


United Kingdom

Discover the secrets of Norway's seafood excellence:

- 1 Responsible fisheries: Norway takes pride in its responsible fishing practices, ensuring the long-term viability of fish stocks.
- 2 Cold, clear waters: Our crystal-clear fjords and icy Arctic currents create an ideal habitat for fish to thrive, resulting in exceptional taste and quality. 🌊
- 3 Traceability: Norway's strict regulations guarantee that each step, from catch to plate, can be traced, ensuring transparency and accountability. 🔍
- 4 Nutritional benefits: Norwegian seafood is a powerhouse of nutrients, particularly rich in heart-healthy Omega-3 fatty acids, promoting overall well-being. 🍷
- 5 Culinary heritage: Norwegian cuisine is deeply rooted in its coastal culture, with traditional methods passed down through generations. Taste the authentic flavours that have stood the test of time. 🍴

#CulinaryHeritage #SustainabilityMatters #NorwegianWhitefish #EatHealthy #Seafood #HealthyDiet #Fish #Protein #HealthyEating





**Norwegian Seafood Council - UK** [+ Follow](#) ...

694 followers

10mo

United Kingdom

Have you seen our latest whitepaper report released in partnership with [The Grocer](#)?

The whitepaper, "Building Seafood Consumer Confidence to Boost Consumption", unveils consumer and market insight on the dynamics driving seafood choices in the UK. 🔍

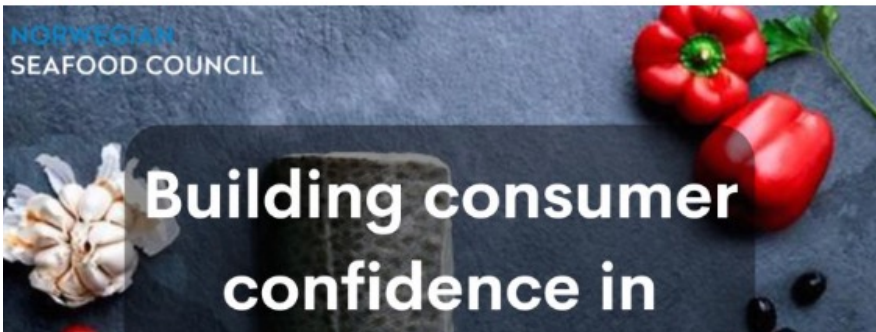
With a shared agenda to increase seafood consumption, our report takes a deep dive into strategies to effectively meet evolving consumer expectations, while building trust and confidence to lift barriers associated to seafood in the UK.

Download today! Link to the whitepaper below.

<https://bit.ly/43xZ17v>

#uk #SeafoodInsights #ConsumerExpectations #BoostSeafoodConsumption #insights #trends #SeafoodTrends #SeafoodFromNorway #OriginMatters #SustainableSeafood

Kantar





## 2. SOCIAL SELLING

**We provide automated social selling outreach. Taking over the individual profiles of National Account Managers (NAM) or other relevant team members. From this profile we can hand build target audiences, using Sales Navigator, and then run personalised message sequences.**

This work significantly increases the volume of relevant connections each NAM has (maximising organic reach for content sharing). It also drives content sign up, replies, engagement and real sales leads.

This method means marketing and communications teams can control messaging, ensuring all communications are on brand. Then any reply breaks the automated cadence, allowing the relevant salesperson to pick up the conversation personally with an already interested prospect.



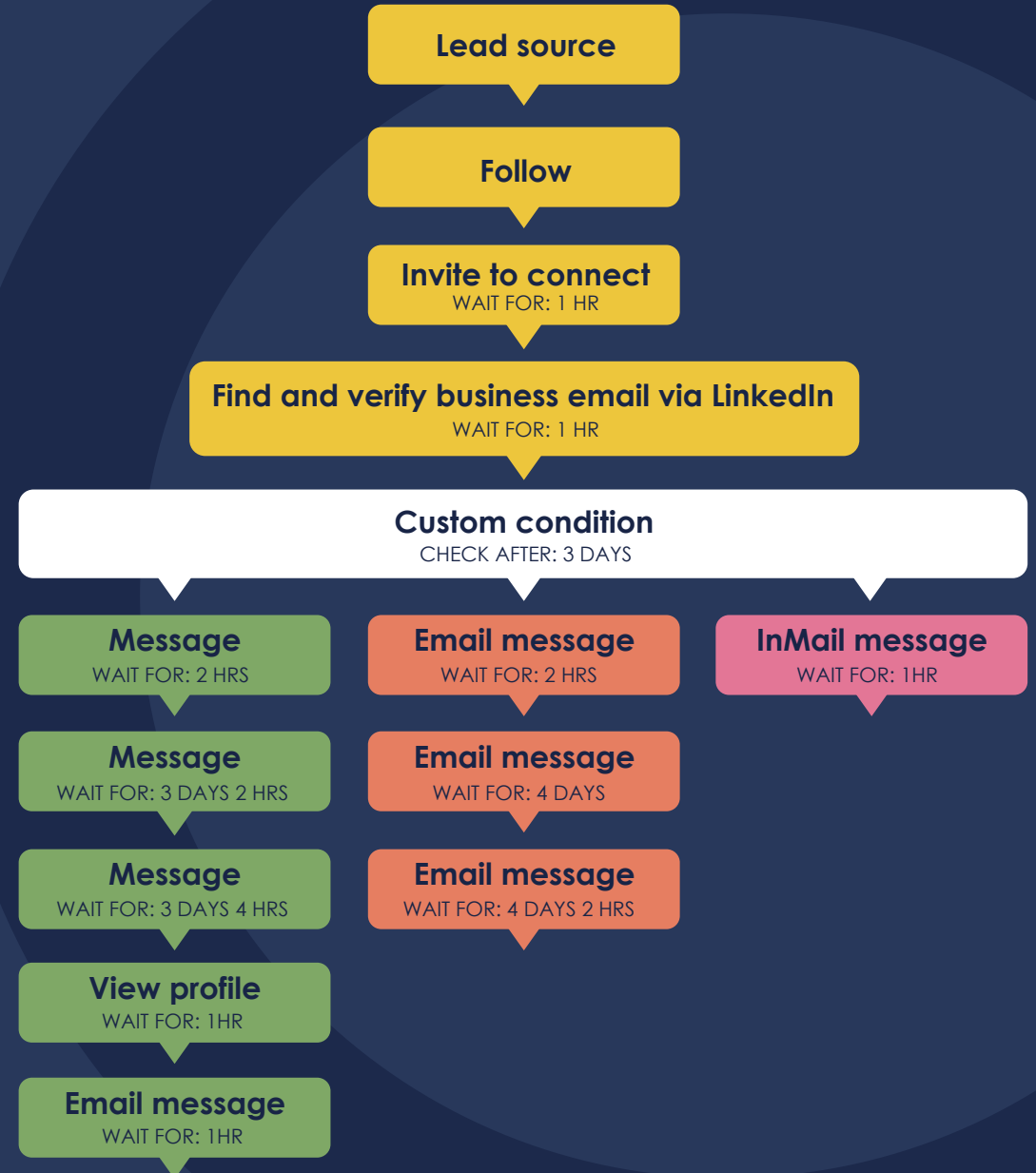
# EXPANDING YOUR NETWORK AND GENERATING LEADS

Our outreach programmes can combine LinkedIn and email marketing, to run tailored messaging sequences to hand-picked lists of target buyers.

Automating this process gives us total message control and ensures nudge messages are delivered at the most effective frequency.

Any response from a prospect halts our automation and allows the in-house salesperson to pick up the conversation with highly tailored and researched responses, specific to the prospect.

It offers the best of machine automation and human response to maximise reach and cut through.





It was the right idea for the right market at the right time. It worked well for us, generating 50 leads. 30 in the first two months.

Joe Angliss  
Acting Head of Customer Marketing



23%

LinkedIn outreach acceptance rate\*

58%

Target companies engaged via LinkedIn

£5-25m

Notional sales value of leads

\*Average outreach acceptance rate = 20%

### 3. LINKEDIN LIVE EVENTS AND WEBINARS

Webinars and LinkedIn Lives are an important channel to communicate thought leadership and drive wider engagement amongst key customers and buyers.

As the foodservice trade media has increasingly transitioned to digital titles or online only, more and more buyers are actively looking for thought leadership and insights from other sources.

This creates an excellent opportunity for proactive brands to take the initiative and advance the news agenda around trending topics.

The Caterer is the most recent example of a trade title going online only.





We successfully launched our hotel F&B report through a live webinar. This was attended by over 60 of our key buyers from hotels nationwide including Marriott, Park Plaza and Hilton. William Murray created the campaign and worked hard to deliver tangible commercial results for us.

Stephanie Brillouet  
Marketing Director

*Délifrance*  
LIVE EVERYDAY DELICIOUS

60+

Buyers from  
national hotel  
groups

## 4. PAID MEDIA MANAGEMENT

**We provide complete end-to-end paid media campaign management. We can work across all LinkedIn ad formats and conversion funnels. We can also provide hand-built target data segments to remove waste from general industry targeting.**

By integrating paid media budgets into our organic content promotion, we can pinpoint a paid media strategy to the audiences and content that are already showing the most traction and engagement from our organic outreach and team network.





**William Murray's capability is first class. I would have no problem recommending this exemplary team.**

**Dr Andrew Kemp MBE**  
Group Sales & Marketing Director



Did you know that when brand messages are shared by employees on social media, they get

**561%**

more reach than a brand's social media account?

## 5. C SUITE PROFILE MANAGEMENT

**Being recognised as an influencer on LinkedIn is increasingly important for members of the C Suite and Senior Leadership Team (SLT), when it comes to humanising the corporate brand vision and values and building wider awareness and engagement in the industry.**

This highly sensitive role is best managed by very experienced industry experts with backgrounds in journalism, such as ours. People who know the market very well, but who can also communicate in the tone of voice of the individual whose profile they manage.

Our C suite and SLT LinkedIn personal brand building and profile management service is built on our 30 years' experience in the industry and expertise as communications specialists.



## 6. ABM AND KEY ACCOUNT CAMPAIGNS

LinkedIn is the perfect environment to run very focused, or account-based sales and marketing programmes.

*We help our clients:*

**Build key account lists**, mapping target persona groups and appending all data to include email and LinkedIn contact details.

**Research those accounts**, using online news sources, company updates and social content and posts as content points to align our messaging.

**Tailor content**, social selling and paid ad strategy to each target account, and the buyer personas within it.

**Run integrated account specific campaigns** that combine organic content sharing, social selling and paid media.



## PROOF POINTS

- **500 Years** combined team experience working in the food and drink industry
- **30+** team of specialists – former trade, national and broadcast journalists on our team
- Average client retention is **7 years**
- 1st food PR agency to win B2B Marketing Magazine's **International Grand Prix Campaign award**



**Specialists**

**william  
murray.**

LinkedIn 360

**Supercharge  
your LinkedIn  
strategy.**



To discuss how LinkedIn can  
drive your success contact:

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or call 07703065266