

# Social Marketing for B2B

LinkedIn offers your company a unique opportunity to connect with your target audience, establish credibility as an expert, separate yourself from the competition, and drive business growth.

Generate valuable leads that turn into sales.

Hallaron manages your monthly content stream attracting new customers and potential leads. We collaborate with you on company news, events, and messages that will expand your network and brand influence, and each month, Hallaron does all of the writing and artwork design so you maintain a consistent flow of interesting social posts.



## Connect with professionals in your industry.

LinkedIn is social media for business professionals, making it an ideal platform for B2B companies to connect with customers, other businesses, and decision-makers.



## Expand your brand reputation.

Speak straight to your customers so they become familiar with your brand through useful data and business insights. Express the personality and value proposition of your brand. Show them how your company is different than competitors.



## Build new B2B networking opportunities.

Connect with potential clients and industry insiders. Build partnerships and explore new business opportunities. Hallaron manages everything for your B2B LinkedIn success.

“ I've worked with the Hallaron Agency on multiple projects over the years and I cannot recommend them highly enough. They always deliver outstanding results. ”

Jeff Q., CEO

## How LinkedIn Social Marketing Works

### LinkedIn Company Page Set Up

Hallaron fully develops your LinkedIn company account.

- Social Media strategy and account guidance.
- Addition of Hallaron admins and account onboarding.
- Creation of new branded channel artwork, banners and profiles.
- Optimize account descriptions, links and channel information.
- Assist in connecting all of your team members.

### Monthly Management of LinkedIn Social Marketing

- Professional social media copywriting.
- Customize your plan for 4 -12 posts/month.
- Curation of new post ideas, company/industry news, thought leadership.
- Professional art direction and graphic design.
- Monthly content calendar and scheduling of posts.
- Monitoring of inquiries and comments, questions.
- Growth hacking – following and connecting important industry organizations, conferences, leaders, and potential customers.
- Monthly account service, communications, meetings.
- Measurement and ongoing LinkedIn account reporting.
- Client review, edit and approval of all posts LinkedIn posts.



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