

# Maven TM & Fresh Solutions

A LinkedIn Live Webinar Promotion Campaign



## Key metrics

 **1599**  
Touchpoints

 **186**  
New Connections

 **28**  
Registrations

 **12**  
Attendees

 **2**  
Qualified SQLs

 **1648**  
Post Impressions

## THE CHALLENGE

Fresh Solutions, planned to host a webinar with the primary objective of cultivating demand and highlighting their product on the LinkedIn platform. Faced with a tight schedule for promotion, their goal was to maximise registration numbers within a compressed timeframe of four weeks.

## SOLUTION

Maven TM assisted the client in the development of promotional materials and the organisation of a LinkedIn Live event, which was to be hosted by CEO Colm Mulcahy. Through the application of our Social Selling methodology, we successfully employed organic methods to promote the event and extend tailored invitations to the target audience.



**Social Selling**



**Content Creation**



**Event Promotion**

## RESULT

### Registrations

Maven TM demonstrated remarkable proficiency by securing a total of 28 registrations for the event through a LinkedIn Event campaign. Leveraging both existing connections and forging new ones, we strategically harnessed these relationships to stimulate demand and raise awareness surrounding the event.

### New Connections

Through targeted efforts, the profile successfully established connections with a notable count of 186 prospects who align with the Ideal Customer Profile (ICP) defined for our client. This proactive approach significantly enhanced the profile's visibility and expanded its network of connections, thereby creating valuable opportunities for engagement and fostering a stronger presence within the selected profile's target audience.

### SQL Opportunities

The event generated two Sales Qualified Leads (SQLs), indicating its effectiveness in attracting potential customers. These individuals have shown genuine interest in the topic, presenting a valuable opportunity for our client to engage in meaningful follow-up discussions and explore potential collaborations.