Linked In Lead Generation Company Partners With MRI

April 24, 2020

INDIANAPOLIS, IN - April 24, 2020 -

Kennected, a LinkedIn lead generation platform, is pleased to announce the launch of their services in partnership with Management Recruiters International.

Management Recruiters International, an award-winning leader in the field of recruitment with over 50 years of experience, is one of the industry?s most dynamic professional services providers. As noted on the agency?s website, Management Recruiters International offers training and consultation as well as back office solutions to established recruiting and staffing firms. In addition, they are the only company in the world that exclusively supports recruiting firms at every stage of their growth, empowering business owners and helping them evolve in the industry.

The team at Management Recruiters International turned to industry leader Kennected for help empowering their agents across the country with lead generation strategies and tools. As stated on Kennected?s website, business owners who are looking to expand their brand, professionals who would like to expand their network and marketers who want to find more leads all need to connect with and communicate with the right group of people.

However, it is important for a business owner or marketer to know that young professionals are turning to different channels in order to establish connections and expand their network. Traditional sales prospecting methods, such as outbound calls and emails, are becoming less and less effective. Learn more about Management Recruiters International, also known as MRI, and their work at their official website.

Devin Johnson of Kennected says, ?The shift in the preferred methods is mainly based on the rate at which people can get responses from each method. For instance, cold emails are significantly slower than social platforms. With cold email cadence, 1000 emails may get a 15% open rate, which means only 15% of people who received the email actually cared to open it. Out of that 15 percent, only 2% would reply. From that 2%, more than half are actually opting to unsubscribe.?

Given this shift, Johnson asserts that sales teams have opted to utilize the technology and opportunities offered by LinkedIn, the largest employment and business-oriented social networking service. In order to fully capitalize on LinkedIn?s potential, he points out that marketers should use LinkedIn automation tools in order to make certain tasks easier. Such tools, such as the Kennected platform, can seamlessly organize lead management by using a well-structured approach. These tools can also help with tasks such as prospecting, messaging, sending follow-ups and more.

Notably, tools of this nature can select leads and contact them by viewing their profiles and sending them connection requests. This saves a lot of time and effort since, with just a single click, an automation tool can view hundreds of profiles on behalf of the LinkedIn member and send them connection requests. This can encourage people to view the LinkedIn member?s profile themselves, which can then result in meaningful conversations with potential clients and, eventually, sales.

Kennected asserts that its automation suite is the best tool currently available online. Kennected automates the messaging process so that users can send personalized messages and follow-ups without coming across as spam. Additionally, Kennected has a Blacklist function, which allows a LinkedIn user to avoid sending connection requests to those who have already been previously contacted. Due to these features, the risk of a user?s account getting restricted is significantly reduced. It is also one of the safest and most effective automated sequencing tools for automating outreach and leads. Moreover, Kennected users can save time by focusing on the tasks that require their attention more, such as communicating with leads and prospects.

Johnson goes on to say that Kennected has teamed up with MRI to help their members increase the number of placements that their sales team can achieve. With the joint Kennected & MRI launch, Kennected can now help the members of MRI connect with and attract talent that they can place in new positions at new companies. These members can now also run searches based on geographic areas and industries.

Johnson asserts that Kennected uses state-of-the-art, integrations with LinkedIn to help scale outreach and connection opportunities. Through this strategic partnership between the two leaders in their respective industries, prospecting is a breeze. For MRI?s members, Kennected is the platform of choice for their safe and scalable LinkedIn lead generation.

Complete details can be found on the company?s website. Interested parties may also connect with Kennected via their preferred social media platforms to stay up to date with their latest news and important announcements.

###

For more information about Kennected, contact the company here:KennectedDevin Johnson(317) 623-4341devin@kennected.io201 S Capitol Ave Suite 800, Indianapolis, IN 46225

Kennected

Kennected is the leading platform for generating leads online via LinkedIn. Scale your prospecting automatically, and start spending more time closing deals.

Website: https://kennected.org/

Email: devin@kennected.io

Phone: (317) 623-4341