

Kennected Issues LinkedIn Profile Optimization Guide

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Kennected, the best lead generation tool for those looking to leverage the LinkedIn social and business networking platform, has released their Profile Optimization Guide, which is available to all those interested. Kennected's LinkedIn Automation platform helps organizations around the globe bring in a steady stream of connections, appointments and sales, by exploiting LinkedIn functionality to add value to their bottom line. The newly released profile optimization guide enables anyone to leapfrog their competition in the new art of social selling, the key driver for the 2020s and beyond.

Devin Johnson, speaking on behalf of Kennected, says, "Profiles are at the heart of LinkedIn's platform. Your company and your key staff profiles make a lasting impression on those who use LinkedIn's business network to check out suppliers and whether they are the kind of firm with the kind of staff they want as partners in their future. Throughout the COVID19 lockdown, we have seen a significant increase in companies who need our Automation platform to stay in contact and generate leads. Our Profile Optimization Guide is the perfect complement to that lead generation and marketing activity."

As part of any sales process, getting to the right people who can, and more importantly, will want a company's services is key. Building that pipeline and staying in touch while keeping track of conversations is, fortunately, made easier with Kennected's LinkedIn platform. Using it enables their customers to find their audience and connect with them to get the best results on their social outreach programs. Their AI automation platform means that this is achieved without it taking significant chunks of time out of the day.

Kennected was recently featured on the USA Today News site following their announcement that they have partnered with Management Recruiters International (MRI). In the article, Johnson stated that Kennected helps MRI members increase the number of placements that their sales team can achieve. This is an obvious fit that enables MRI to automate their own processes to find the best candidates for their clients as well as enable those who want to accelerate their own careers to find the best opportunities. MRI, like every Kennected customer, uses the Kennected AI automated platform to increase their reach, progress relationships and build the foundation on which to have meaningful conversations.

Kennected's expertise allows anyone in business to leverage LinkedIn to increase their lead generation and sales. For example, Andy Mork, who owns a video production company based out of Indianapolis, Indiana used Kennected in May 2019 and generated \$60,000 in new business within three months. Mork has provided his own video review, which is available on Kennected's YouTube channel as well as their website.

Unless organized and automated, social lead generation for sales can burn staff time and result in increasingly wasted efforts to increase bottom-line impact. In today's marketplace, it is essential that social selling campaigns are efficient and effective. Aaron Platt, Co-founder of Social X, outlines the difference Kennected made for his business. In his testimonial, which can be accessed along with others on the company's website, Platt states, "We were trying to figure out how to use LinkedIn more efficiently. We wanted to generate leads and connect with other high net worth individuals. We came across Kennected and we jumped on a call with them. We built a LinkedIn group of up to 650 members in 2 months! During the onboarding, they helped us with our scripts, training and best practices on how to leverage their LinkedIn automation platform. Our Virtual Assistants run our accounts for us. Using Kennected will help you generate leads for your business! Kennected also helps us data mine by taking users name, email etc. into a CRM so we can build our email and text message lists." Learn more at the following link: Kennected & messages.

Kennected is available for individuals, teams and agencies. It is the best tool for social lead generation that can be scaled up with prospecting places on autopilot. Businesses and individuals that optimize their profiles using Kennected's Guide will stand out on the leading business social networking site. More information about Kennected and its products is available on its official website.

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For more information about Kennected, contact the company here: Kennected Stephen Twomey (317) 623-4343 201 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.

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