Kennected Customer Lands Deal with an Pro Soccer Team

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Kennected is pleased to announce that Jim Sherwood, a Kennected customer, has landed a deal with an MLS team by using the Kennected lead generation tool. Jim is the Founder and Creative Director at The Canvas Project in Tallahassee, Florida, which produces custom footwear and company gear, from custom shoes to art prints and more. The deal was made with a professional soccer team and this customer came to them through LinkedIn, which means that it was a product of the Kennected tool.

The Kennected software makes use of LinkedIn to automate lead generation for customers, using updates or shorter posts that are preferred by more people and optimizes the number of engagements with much less effort. They had observed that this was much more effective with LinkedIn than with other social media networks because the LinkedIn algorithm has a much slower decay. Posts on Twitter, Facebook, or Instagram do not last as long as those on Linkedin due to the large number of posts that are going through the pipeline.

In addition, with LinkedIn, one does not need to have a huge number of followers to reach out to a large number of people. The reason for this is that the post on LinkedIn will not just appear on a particular person?s network. When someone makes a comment on a post, this post will also appear to the people making up the network of the one who made the comment. This results in a significant increase in the visibility of the post. The algorithm used by LinkedIn puts a lot of weight on engagements and therefore, shows posts with many comments to more people. The result is that it is not required to have a large number of followers to go viral on LinkedIn.

Devin Johnson, CEO of Kennected, says, ?Our LinkedIn automation platform helps you bring in a steady stream of connections, appointments, and sales via LinkedIn. We took all of the frustration out of prospecting. Now, you build out what we call ?sequences? and let A.I. help fill up your calendar with new, highly qualified prospects. Stop worrying about where your next sale is going to come from. Book a demo and see why so

many people are having success with Kennected.?

The Kennected lead generation tool is one of the 2 Comma Club winners. This particular award is given by ClickFunnels, which is a sales funnel building software for entrepreneurs. The Kennected tool offers a much better alternative to the old prospecting methods of cold calling and attending various networking events. While these age-old prospecting methods may still work on LinkedIn, they would involve so much more hard work for marketers and business people. They will have to spend so much time on prospecting that could be put to better use on other key tasks for the business.

Because lead generation through the LinkedIn platform is automated, this tool will not stop working, even while the marketer is asleep or busy doing something else. The end result is that this lead generation software will allow the business owner and marketers to save a huge amount of effort, time, and money.

Kennected users will just need to specify their ideal prospects and these will be targeted by the lead generation tool. With this lead generation automation tool, it is also possible to have several marketing campaigns running simultaneously. It is also easy to include additional campaigns at any time. It is also easy to make some modifications to current campaigns. Users of this tool may also evaluate the responses from users, monitor a number of profiles, and keep track of ongoing conversations with the Responses tab. Users can also send out connection requests and then the tool will automatically follow-up the responses. This tool will avoid sending these requests in bulk to avoid the possibility that these requests will be considered as spam.

Those who want to learn more about Kennected, particularly with how it can help with automated lead generation, may want to visit the Kennected website.

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For more information about Kennected, contact the company here:KennectedStephen 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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