Kennected Unravels The Key To Linked In Marketing

January 19, 2021

Indianapolis, Indiana - January 19, 2021 -
Indianapolis, Indiana-based Kennected is reaching out to the community to share information on the intricacies of LinkedIn Marketing. While online marketing tools are always changing and improving, Kennected manages to stay on top of the industry by taking the lead with innovative initiatives and continuous efforts to adopt new technology.

The success that Kennected has enjoyed lately has not gone unnoticed in the marketing community, and they have awoken significant interest among the biggest entities in the industry due to the marketing techniques and tools they offer. This topic was recently explored by company representative and co-founder Stephen Twomey, who went into extensive detail on the newest outreach tool the company designed to streamline B2B Marketing in LinkedIn. The full interview can be found on the Traverse City Business News website. See more here: Stephen Twomey From Kennected interview.

The new tool, as described by Twomey, allows users to automate some of the most mundane, yet time-consuming, parts of their marketing efforts. It can help build a profile, identify and find a company's ideal audience, which is then added and imported into a customer relationship management database. He explains, "If you type in CEOs within a certain area, you can import that URL, and you can download it into the Kennected platform. With all of these contacts, you can build an outreach campaign.?

Automation is used in the initial introduction with personalized emails. Once a person-to-person connection is established, the business owner takes over the dialogue instead of chatbots. This is within Kennected's goals, as they state that they want to allow companies more direct ways to drive a relationship with their customers. In short, the tool addresses some of the most difficult areas of marketing, such as finding people and building a list of promising candidates.

"What matters the most, and the key to a businesses' success, is building relationships,? says Twomey. ?We want to empower our customers through convenient, accessible tools that will make a significant difference in how they go about their daily tasks. This is our purpose at Kennected, and it is one we have maintained since our beginnings as a company."

Kennected was founded in 2018 by Stephen Twomey, Devin Johnson, Cody Harvey, Elliot Drake and Brandon Poplstein. Since then, the company has been at the forefront of the marketing industry. To date, they have more than 10,000 customers which includes insurance and real estate agents, coaches, construction companies, banks, doctors and chiropractors. Their dedication to developing new technology and giving their user base access to the tools that are born of this technology have served to bring the company a great deal of recognition among their peers. For instance, they won the PowderKeg Culture Awards for technology companies in 2020. Read further here: Kenencted Award Winning kulture is continuing to advance the growth of the headquarters in downtown Indianapolis.

The company also continues to grow each day. They have maintained a steady growth of 20% every month over the past year. Recently, they also finished a hiring round that started as early as February last year, resulting in the hiring of 12 individuals who will play a significant role in the company's upcoming endeavors in 2021.

Twomey says, "These new hires will be the key to our success in 2021, as we have several plans in the works that we expect to put in motion over the course of this year. We will be rolling out new products, such as our K Suite, which includes Kennect Me, Kalendar Pro, Kennected and Kluster Social, by the end of the first quarter in 2021. We will also continue to develop new tools and innovate in other areas, as has become the norm for us."

Kennected's LinkedIn Automation platform helps growing businesses bring in a steady stream of connections, appointments and sales via LinkedIn. The company understands the most effective strategies and can help implement them for any client, adapting as needed to guarantee positive results and a great conversion rate.

The company's website offers more information on Kennected, their services and how they can help empower companies through efficient, innovative marketing strategies. Interested parties may reach out to Devin Johnson to follow up on any inquiries. Additionally, they may also connect with Kennected through their social media platforms. See more here: Kennected's Inc Profile.

###

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.

Website: https://kennected.org/

Phone: (317) 623-4343