



Kennected CTO Stephen Twomey Interviewed by Medium.com's Startup Thread Author Dan Stein

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Kennected is pleased to announce that Kennected's CTO Stephen Twomey was interviewed by Medium.com's Startup Thread author Dan Stein. Dan asked about the nature of the business, how Kennected came into being, its unique characteristics, and more. Stephen Twomey explained that their business is providing a SaaS platform for LinkedIn automation and they also offer a training course and serve as a consulting company for LinkedIn and lead generation techniques.

When asked how the startup company came into being, Stephen Twomey explained, "Kennected was born out of a marketing company that was successful but was struggling to scale. We decided to pivot after we realized all of our clients were coming from LinkedIn outreach. We saw how there was little competition in the LinkedIn SaaS model that offered a ton of high value consulting and scriptwriting. So, we dove headfirst into the SaaS model and essentially brought all the founders from the other agency into Kennected."

Kennected today has more than 60 team members in marketing, support, sales, and leadership. They have

provided help to more than 10,000 individuals and companies in boosting their number of leads and grow their revenue and business. When asked what is unique about Kennected, Stephen Twomey explained that three out of the five founders are under 26 and that their primary founder was actually forced to begin his entrepreneurial journey in high school because his father had passed away. And using his experience and the kind of drive that he developed while selling custom sneakers back in high school, he has pushed Kennected into becoming the fastest growing SaaS business in Indianapolis.

Stephen Twomey pointed out that the most difficult part of growing the company is having enough time during the day because there are so many things to do. He typically wakes up at 4:30 am to do some reading, self-talk, and exercise until 6:00 am, when he helps the children prepare for school. He arrives at the office by 7:45 am and starts the executive meeting at 8:00 am, and then works with members of the development team from 8:30 am to 11:00 am. After that, he works with the various designers, content writers, and members of their creative team for the creation of content for their videos, blog, and social media pages. They are very busy at present because they are working on three new SaaS products that they expect to release by the first quarter of 2021.

Their best marketing channel is LinkedIn outreach and they utilize their own platform for increasing their customers. They have also begun using paid Facebook ads. They have also initiated blogging, content marketing, and video production to be able to post on their social media pages and also rank on Google for LinkedIn-related phrases. They also get a lot of engagement from the founder's personal YouTube channels and Instagram accounts.

The Kennected lead generation tool employs LinkedIn to automate lead generation for customers. It utilizes updates or shorter posts that are usually preferred by many people and then the software optimizes the number of engagements with much less effort. This has been proven to be much more effective when using LinkedIn, compared to other social media networks. The reason is that the algorithm for LinkedIn has a much slower decay, which means that posts on Facebook, Twitter, or Instagram will not last as long as posts on LinkedIn because they have much more posts that are waiting in the pipeline.

The Kennected lead generation through the LinkedIn platform is automated. What this means is that this tool will continue to do its work, even when the business owner or marketer is doing something else or even asleep. Thus, this lead generation software will enable the business owner and marketers to save a lot of time, effort, and money.

Those who would like to know more about the Kennected software may want to check out the Kennected website.

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