About VIRTUAL BINz

MAKING CONNECTIONS ... DELIVERING RESULTS ... BUSINESS DEVELOPMENT MADE EASY

OUR WORK — Many companies ask, “just what is Outsourced Business Development?” Your business is important to you. You’ve invested countless hours and dollars into this venture and you want to see it succeed. But, your close attachment to your company can make it difficult for you to see what your business needs to grow. Realizing the value of a third party perspective, many business owners are now looking to outsource business development efforts and Virtual Binz is the right place for it.

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VIRTUAL BINz (VB)

Description:
Regardless of the size of your business we can provide the talent necessary to grow your business. We’re not a staffing company. We are your Virtual business development team.

Stakeholder(s):
Rahul Chhabria :
Co-Founder

Virtual Binz Clients :
Virtual Binz help multiple global clients and world’s leading global brands – put customers at the center of their businesses to turn social data into smarter business decisions.

Herman Collection
Chloe

Vision
Our clients' businesses grow

Mission
To provide talent to grow businesses

Values
Focus
Specialization
Accountability

Alan's Fashion Collection
Decor
Stromboli Collection
Jeans Market
Morgan
The Waves
Client Discovery

*Make it easy to find new clients*

Multiple Innovative Service Offerings — Unique & savvy solutions for all creatives — Our approach to business development makes it easy to find new clients without the concerns of sales team turn-over, lack of sales expertise and payroll.

1. Profile Views

*Turn your profile views into new business*

Most LinkedIn users are familiar with the “Someone has viewed your profile” email notification. If you’re like me, you’ll open it, glance at the content, and send it directly to the trash. But according to LinkedIn expert John Nemo, by doing that I’m missing out on opportunities to generate leads. Instead, I should follow that email (or click the “who’s viewed your profile” link in the “Profile” drop-down on my personal LinkedIn page), and track down the people who have viewed my profile. Then… “once you find someone worth reaching out to (meaning a person who you think is your ideal prospect or customer), you can open his or her profile in a new tab, scan it to quickly find out some additional personal and professional information about him or her, and then invite him or her to connect.” Think about it. This person has just viewed your profile, meaning they’ve taken the step to find out more about you. Reach out to learn why. It could very well be that they’re interested in your products or services.

**Stakeholder(s):**

**LinkedIn:**
If today’s most used social media platforms were a family, LinkedIn would be the attention-starved middle child. While marketers consistently praise more successful networks like Facebook, and audiences flock to cool new platforms like Snapchat, LinkedIn doesn’t seem to get much love.

**Alyssa Bereznak:** Ringer staff writer Alyssa Bereznak calls the network a “cultural wasteland — a place where words like ‘synergy’ are taken seriously” — “where fun goes to die.”

**Seth Meyers:** NBC’s “Late Night” host, Seth Meyers, cracked this joke after hearing about Microsoft’s recent acquisition of LinkedIn. “Microsoft has announced it will buy the professional networking site LinkedIn for $26.2 billion. This also marks the first time anyone has ever accepted a LinkedIn invitation.”

**Marketers:**
While we may not have a “synergy” poster hanging on our office wall, we’re here to tell you that if you’re a marketer looking to generate leads and traffic, LinkedIn is certainly no joke.

**Businesses:**
As it turns out, several thousand businesses report that in at least one case, LinkedIn is more important than any other social network — even Facebook.

**Social Media Examiner:**
*How LinkedIn fits into the 2016 social media landscape — Less than a month ago, Social Media Examiner released their 2016 survey of more than 5,000 marketers on the usage of social media platforms, strategies, challenges, etc. After reading through it, we saw a lot of facts we expected to find… and then, a few we didn’t: 40% of respondents indicated that the most important network for B2B marketers is LinkedIn. It beats out Facebook by 3%, Twitter by 25%, and absolutely dwarfs YouTube, Google +, and Instagram.*

**Instagram:**
The second most important social platform for marketers overall is LinkedIn. While networks like Instagram and Snapchat have hogged the spotlight as of late, and Twitter is thought of as second only to Facebook, data shows that when it comes to marketing importance, LinkedIn has a comfortable lead on all but one network.

**Snapchat**

**Twitter**

**Social Media Managers:**
LinkedIn is used up to 25% more by experienced social media managers than beginners.

**Facebook:**
The two platforms marketers want to learn more about are: 1. Facebook, and 2. LinkedIn.

**LinkedIn Users:**
*If you’re in camp number 2, today is your lucky day. It doesn’t matter if you’re an agency, small business, or a freelancer — we’re going to show you how to generate more leads and traffic with LinkedIn.*
2. Plugins

*Take advantage of plugins*

LinkedIn is a great tool for lead generation on its own, and it becomes even more powerful when you integrate complementary add-ons. Here are four worth tapping into:

**Stakeholder(s):**

**Rapportive:**
This is a handy tool for Gmail users who browse in Firefox or Chrome. After downloading, run it to get a list of any LinkedIn profiles, Twitter handles, Skype accounts, and more, that have been created with the emails addresses in your contacts. Then, use Rapportive to build your network by sending personalized LinkedIn invites directly from your inbox.

**LinkedIn Connection Revealer:**
Sometimes it can be tough to spot influencers on LinkedIn. Their audience could be anywhere from 501 to 501,000, and their profile will still display “500+ connections.” So how do you spot well-connected power users? With LinkedIn Connection Revealer. This tool will tell you exactly how big of a network all your first level connections have. From there, engage with users who travel in big circles, and try to leverage their platform to promote your product or service.

**Headlinr:**
Without a great headline, your post, sponsored story, ad, etc., won’t get clicked. That means no traffic to your landing page. Headlinr, a paid plugin for the Google Chrome browser, will automatically generate hundreds of popular headline combinations that contain keywords you specify. If your post is about video marketing trends, type in “video marketing trends” to get compelling titles that will compel people to click through.

**LinMailPro:**
This Chrome extension allows you to automatically find and invite every person who has recently viewed your profile — which will make implementing tip number one a whole lot easier. With it, you can send a personalized message to those who have looked at your profile, and even tag them to sort your new connections into a list of potential customers you can deliver marketing messages to.

3. ProFinder

*Sign up for LinkedIn’s new ProFinder service*

An exciting new service LinkedIn has been quietly rolling out is “ProFinder.” As a freelancer or independent professional, signing up is a must. Inspired by freelance-finding websites like Upwork and Fiverr, this new offering allows businesses to take advantage of LinkedIn’s vast amount of user data to find highly recommended pros for any job. To become part of ProFinder, you’ll need an exceptional profile that shows off your skills. According to LinkedIn, it should include:

- A professional profile photo
- A title relevant to the service you want to be found for
- A summary filled with your accomplishments
- Several recommendations that cite your skills, describe your role in a project, and include a relevant date
- Links to long-form content you’ve published on LinkedIn

**Stakeholder(s):**

**Upwork**
Freelancers

**Fiverr**
Independent Professionals
4. Company Content

*Ask employees to post your company’s content*

You’ve been searching tirelessly for some powerful brand advocates to share your company’s blog content and case studies, and they were sitting right in front of you the entire time.

**Stakeholder(s):**
**Companies**

**Employees:**
Data shows that 50% of all employees already post to social media about their employers, so why not ask them to share updates related to your brand that can generate traffic and leads?

**Dynamic Signal:**
Companies like Dynamic Signal help companies do just that by allowing marketers to pick and queue up company-approved content that employees can share in just a few clicks.

**Travis Wright:**
According to strategist Travis Wright, because people tend to listen to their social connections more than official marketing campaigns, techniques like this can result in 5 times more traffic, and 25% more leads.

5. Discoverability

*Make yourself discoverable*

Search engine optimization isn’t just for Google. On LinkedIn, making yourself easily discoverable and touting your experience has the potential to boost the number of opportunities you have to sell your products or services. Here are a few things you can do to boost the likelihood that happens:

**Stakeholder(s):**
**Graphic Designers**:
If you’re a graphic designer, and someone in your area needs help to create a logo, you want to be the person who pops up when they search “graphic designer near me.”

5.1. Completeness

*Make your profile is complete*

Make sure your profile is 100% complete — or as LinkedIn calls it — “All-Star” status.

5.2. Work Experience

*Chronicle all your relevant work experience, complete with clear job titles and descriptions that prove you know your stuff.*

5.3. Keywords

Incorporate keywords into your profile.

Determine which keywords you want your profile to rank for, and search them. Click on the top search results and pay attention to where those keywords are placed in those professionals’ profiles. Then, follow their example by incorporating them into your profile in a similar way.
5.4. Anchor Text

Include anchor text in your links in your profile.

Stakeholder(s):

Graphic Designers:
As a graphic designer, relevant text like “My Graphic Design Website” will help you get found more times than “My blog” will.

5.5. Groups

Join more groups.

Stakeholder(s):

Search Engines:
When search engines like Google crawl a page to determine how it should be ranked on SERPs, in most cases they take into account all its text.

Prospective Clients:
Since the groups you’re a member of are displayed on your profile, their names will help you rank for relevant searches that your prospective clients are conducting.

5.6. Recommendations

Request recommendations.

Some experts believe that 10 or more will boost your profile’s search engine ranking.