

**SOCIALIENCY DIGITAL
ADVERTISING SOLUTIONS**

LinkedIn Lead Generation Case Study



December 2019





PROPOSAL OUTLINE

OBJECTIVE

Socialiency Digital Advertising Solutions

Diska Consulting provides best-in-class services in the field of organizational training for corporates & educational institutes.

They have been looking for an agency to execute digital campaigns to get them more corporate leads.

After a through analysis of the client and the industry , our digital marketing experts suggested LinkedIn Advertising.





WHY LINKEDIN

LinkedIn allows advertisers to specify industry, company size, and job title of the individuals they want to see their display ads.

LINKEDIN CAN HELP YOUR BRAND CONNECT WITH THE WORLD'S LARGEST AUDIENCE OF ACTIVE, INFLUENTIAL PROFESSIONALS.



LINKEDIN ADS

KEY INSIGHTS AND ACTION POINTS

We started with 2 Ads with different creatives and ad copies.

One of which performed very well with

a **CTR** of **0.73%** and generated 7 leads for a budget of Rs. 7000.

Cost per Lead - Rs. 1000





DISKA CONSULTING
Invest in Yourself...

Make your Email Stand out for Right Reasons.

BOOK YOUR SLOT TODAY FOR THE EMAIL ETIQUETTE PROGRAM



DISKA CONSULTING
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EMAIL ETIQUETTE PROGRAM

FOR ORGANIZATIONS AND GROUPS




DISKA CONSULTING
Invest in Yourself...

Does your team fail to write accurate subject line?

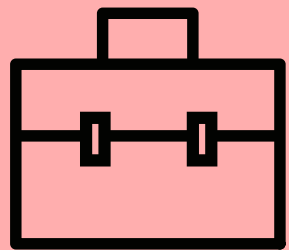
EMAIL ETIQUETTE PROGRAM

Book your Team's Slot Today!



WHY SOCIALIENCY

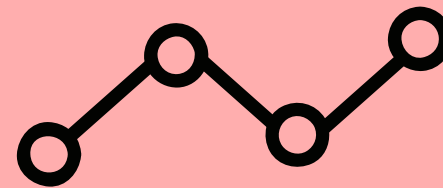
OUR COMMITMENT



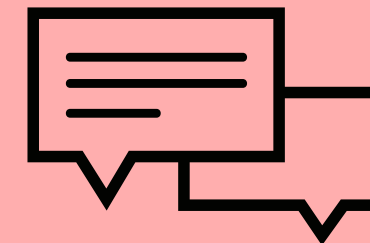
Quality Work



Varied Offerings and Services



Efficiency



Good Customer Relations



Affordable Rates

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