

Why LinkedIn?



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**91% of execs rate LinkedIn
as a primary source of
Industry Content**



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**Yet, only 3% of
members post 1x week
or more**



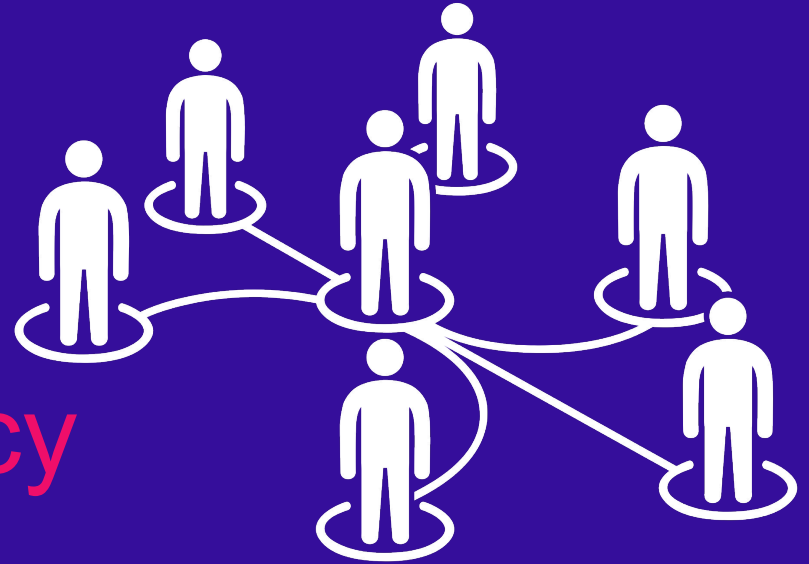
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**90% B2B decision
makers never
respond to outreach**



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Exploring Employee Advocacy



**It costs 5x more
to attract new
business**



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**76% of buyers are ready
to have a social media
conversation with
potential providers.**



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53% of customer loyalty is driven by a salesperson's ability to deliver unique insight, easily done through social media.



**Companies with socially
engaged employees are
58% more likely to attract
top talent and 20% more
likely to retain them**



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53% of customer loyalty is driven by a salesperson's ability to deliver unique insight, easily done through social media.



**Employee Advocacy
enables you to tap into
your warm networks and
build peer to peer
relationships with your
target companies.**



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How?

1. Identify Your Target Companies
2. Establish your Employee Network
3. Create content, post and build relationships through peer to peer connection using LinkedIn



Questions?

*Scan
me*



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T H A N K Y O U



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