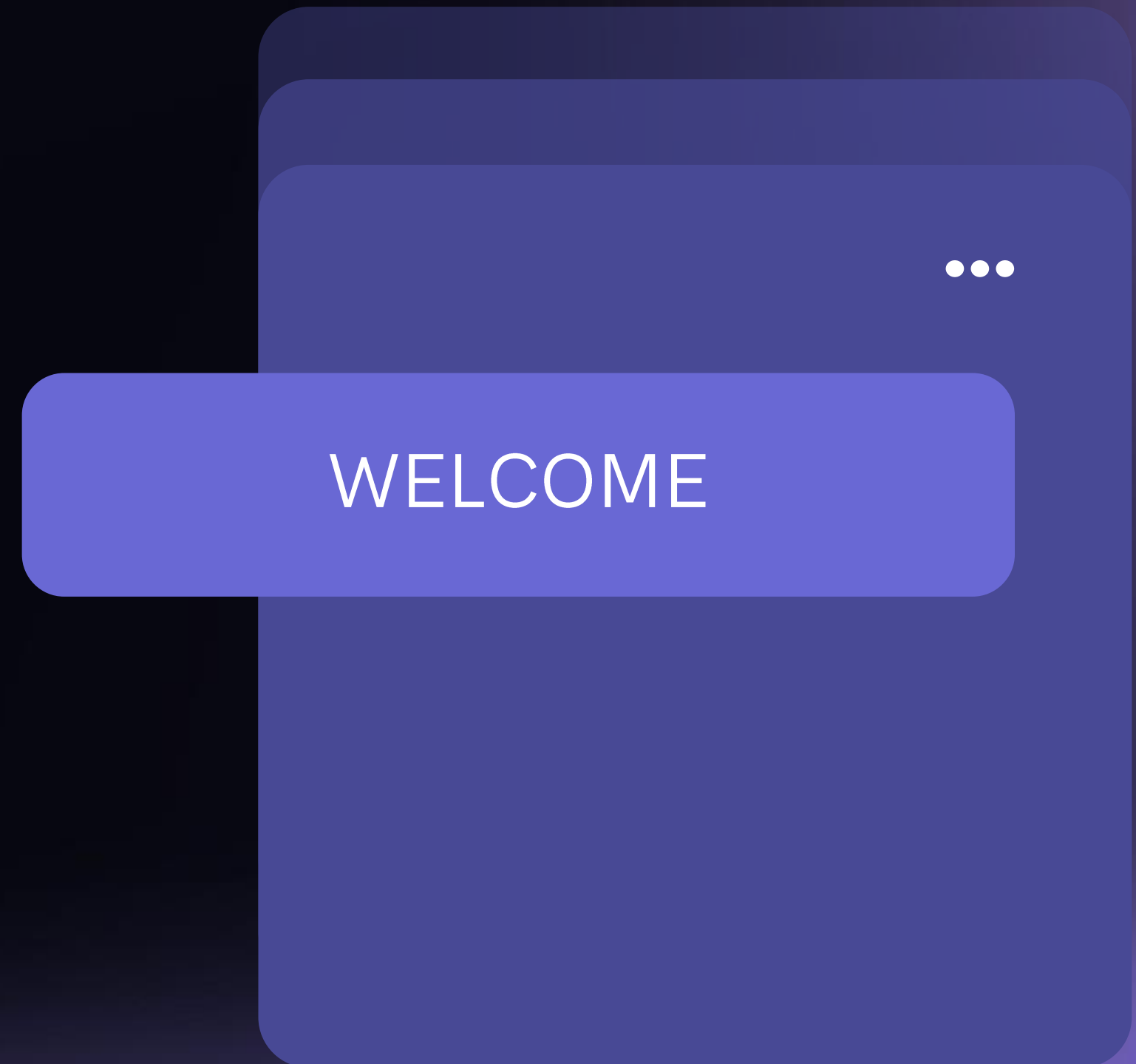


Advanced LinkedIn Funnels

How we help B2B companies scale without paid ads, content or referrals.



Credentials

It's not coincidence, it's pure methodology

50,000+ ATTENDEES · 80+ SPEAKERS · 160+ COUNTRIES · 10+ TRACKS

ADWORLD

2-3 MAY 2022
ONLINE

50,000+ ATTENDEES

OFFICIAL SPEAKER
ADWORLD
2022
OFFICIAL SPEAKER

JAIME PAZMIÑO
MOONROI

50,000+ ATTENDEES · 80+ SPEAKERS · 160+ COUNTRIES · 10+ TRACKS

50,000+ ATTENDEES · 80+ SPEAKERS · 160+ COUNTRIES · 10+ TRACKS

The image is a promotional poster for the ADWORLD 2022 event. It features a central portrait of Jaime Pazmiño Moonroi, a man with dark hair and a beard, wearing a black shirt. The background is a dark red with a grid pattern. The text is primarily white and yellow. At the top and bottom, there are banners with the event statistics: '50,000+ ATTENDEES · 80+ SPEAKERS · 160+ COUNTRIES · 10+ TRACKS'. The main title 'ADWORLD' is in large white letters. Below it, the dates '2-3 MAY 2022' and 'ONLINE' are written. To the right of the portrait, there is a circular logo that says 'OFFICIAL SPEAKER' and 'ADWORLD 2022'. At the bottom of the portrait, there is a yellow banner with the name 'JAIME PAZMIÑO' and another yellow banner below it with 'MOONROI'.



Sustainability, Fashion, SaaS: Global Business Development | Social Media...

Orsola de Castro

21 hours ago

Ignore

Accept

Hi Jaime,

This is Reiting from Taipei. I watched your talk on Ad World and learned a lot from your sharing. Great work! I'd love to connect with you here and perhaps there might be possibilities to collaborate together in the near future.

Regards, Reiting [See less](#)

Reply to Reiting



Head of Sales bei Justaddsugar GmbH

21 hours ago

Ignore

Accept

Hi Jaime,

we don't have a connection, yet. At the moment I'm enjoying your talk on adworld and am very interested in you strategies for LinkedIn. At the moment I'm building a sales organization within an agency an using the sales navigator doing so. Thank you for the input!

BR, Jasper [See less](#)

Reply to Jasper



2R Digital - Full-Service Agency for Digital & Social Media Marketing

Luke Ross-Edwards

21 hours ago

Ignore

Accept

Hi Jaime, Just watched your presentation at AdWorld - great session! May ... See more

Reply to Katrin



Marketing Specialist at Heart Creative

21 hours ago

Ignore

Accept

Hi Jaime! I just saw your presentation at AdWorld. Thank you so much for the great insights! [See less](#)

Reply to Leo



Brand Roadmap Strategist | Creative Leadership Trainer | Guiding...

Bohumil Pokstefl

4 hours ago

Ignore

Accept

Just saw your presentation I am super interested in the topic. If you don't mind let's connect and have a conversation. Thank you Have a beautiful Day! [See less](#)

Reply to Andrea



Marketing Account Manager at Georgia Department of Economic...

21 hours ago

Ignore

Accept

Great presentation today! Never used LinkedIn Sales Navigator. Definitely think my organization could benefit from the tool. [See less](#)

Reply to Alisha



Product Designer | Ecommerce | Marketing Digital | UX/UI

Casey Murray and 2 others

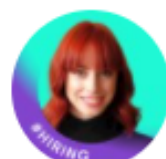
12 hours ago

Ignore

Accept

Hi Jaime!
Amazing presentation today at #AdWorldConference, happy to connect with you here!
[See less](#)

Reply to Jorge Luis



Marketing Director @SuccessFinder | People Potential with Amanda podcas...

21 hours ago

Ignore

Accept

Great talk at Ad World today. I will share with our BD team :)

Reply to Amanda



Helping Companies Scale their Customer Service Operations and Reduce...

Casey Murray and 1 other
2 hours ago

Ignore

Accept

Hey Jaime!

Just saw the replay of your talk at AdWorld and I was stunned by your knowledge of the lead gen space. It was amazing, thank you so much for taking the time to do this. Hope we can connect.

Fingers crossed,
Shai
[See less](#)

Reply to Shai



Andreas Raabe 11:16 PM

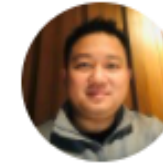
✓ Accepted your InMail

Hey Jaime,
yes I have seen your talk. Great stuff and I think very useful in order to push services on LinkedIn. Already applied some stuff and generated some leads with it. So thanks so much :)



Ryder Haske • 7:56 PM

Hey Jaime, I did, thanks for sharing l your insights! Lots of useful techniques on how to develop B2B business opportunities. Much appreciated!



Next Journey

Jeff Zelaya and 1 other
20 hours ago

Ignore

Accept

Hi Jaime,

Very enjoy to hear your presentation at Ad World Conference. It gives me insight and happy to learn from you to keep me update and upgrade. I`m Ivan from Indonesia, have a consultant company for Brand & Business Development. Hopefully we can get



Alina Francesca Maldera (She/Her) • 1:54 PM

Hi Jamie!

Your Ad World Talk about the 3-Step LinkedIn Funnel was incredibly helpful. It was probably the most rewarding talk I've watched in that conference! 😊



Content and Digital Marketing Lead // Diversity and Inclusion Lead, Telstra...
21 hours ago

Ignore

Accept

Hey, Jaime! Great presentation at AdWorld today. My sales team generally ... [See more](#)
Reply to Ty



CEO
20 hours ago

Ignore

Accept

Hola Jaime,
Estuve hoy en tu charla sobre linked in en AdWorld, excelente exposición.

Vi en tu pagina web que tienes para agendar reuniones de exploración. Lo hare ya que me gustaría explorar algunas oportunidades.

saludos desde Panama [See less](#)



Vincent Huygens • 4:09 PM

Just saw your talk

Crazy valuable, needed that for my outreach 😊



1



Worked With





Patrick Wind - Ads Accelerator & Mastermind



Pedro Antunes - LLB Media Agency



Yan Vispo - Info-productor & Mentor



Mauro Campani - Consultor



Epsilon
technologies

Daniel Devai - Data Intelligence Service



ScalingPro.io

Manel Gomez - Paid Ads Service



encuentra24.com

Wendy Jordan - Real State Marketplace




B.

Eduardo Paiz - Consultoría Legal

Track Record

| MON | TUE | WED | THU | FRI |
|------------------------|----------------------|----------------------|----------------------|------------------------|
| 30 | 31 | 1 | 2 | 3 |
| Discovery <-> Clicbout | | | | Discovery <-> Clicbout |
| Discovery <-> Clicbout | | Réunion de 20 minute | | |
| Réunion de 20 minute | | Réunion de 20 minute | | Discovery <-> Clicbout |
| | Réunion de 20 minute | Réunion de 20 minute | | |
| | Réunion de 20 minute | | Réunion de 20 minute | |



Tarik @ Clicboutic

Réunion de 20 minutes audit

🕒 20 min

📄 Informations sur la conférence en ligne fournies à la confirmation.

Excellent choix ! Cet appel va m'aider à mieux comprendre votre business, les problèmes que vous rencontrez avec votre site PrestaShop et comment nous pouvons vous aider. Je pourrai ensuite répondre à toutes vos questions.

A la fin de notre appel, vous devriez être en mesure de décider si notre service répond à vos besoins !

[Paramètres des cookies](#)

Sélectionnez la date et l'heure

mai 2022

| LUN. | MAR. | MER. | JEU. | VEN. | SAM. | DIM. |
|------|------|------|------|------|------|------|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

🕒 Heure d'Europe centrale (20:51) ▼

Track Record

| MON | TUE | WED | THU | FRI |
|-----------------------------------|---|---------------------------------|---|--|
| 1 | 2 | 3 | 4 | 5 |
| | | | | |
| | Yolanda <> [Descubrim 9:30 - 10:30am | | Wendy Jordan <> [Desc 10:15am, https://us06v | |
| | | | | Think&Else <> [Descub 12pm, https://us06web |
| Younix <> [Descubrimie 1 - 2pm | | | | |
| | | Paloma <> [Descubrim 2 - 3pm | | |
| | | | | |



JORGE MONTESINOS

Selección de fecha y hora

mayo 2022

| LUN. | MAR. | MIÉ. | JUE. | VIE. | SÁB. | DOM. |
|------|------|------|------|------|------|------|
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

45 min

Los detalles de la conferencia web se proporcionan en la confirmación.


Nuestra llamada tendrá lugar via Zoom, te comparto los detalles:

Unirse a la reunión Zoom
<https://zoom.us/j/3199659749?pwd=MEFRbXdnUUpwMGNyWXRZYUhoWE9jZz09>

ID de reunión: 319.965.9749

Track Record

| 1 | 2 | 3 | 4 | 5 |
|--|---|--------------------------------|--|--|
| | | | | |
| | | | Monoril <> [Descub 9am, https://us06w | |
| Roinster <> [Descub 10:30 – 11:30am | | | | |
| | | | | Adelie <> [Descubri 12pm, https://us06v |
| Odisea <> [Descubri 2 – 3pm | | Kristu <> [Descubri 2 – 3pm | | |
| | | | | |



Escuela De Media Buyer

Chema Espejo

Reunión Asesoría Gratis

Las horas están en (GMT+02:00) Madrid Time

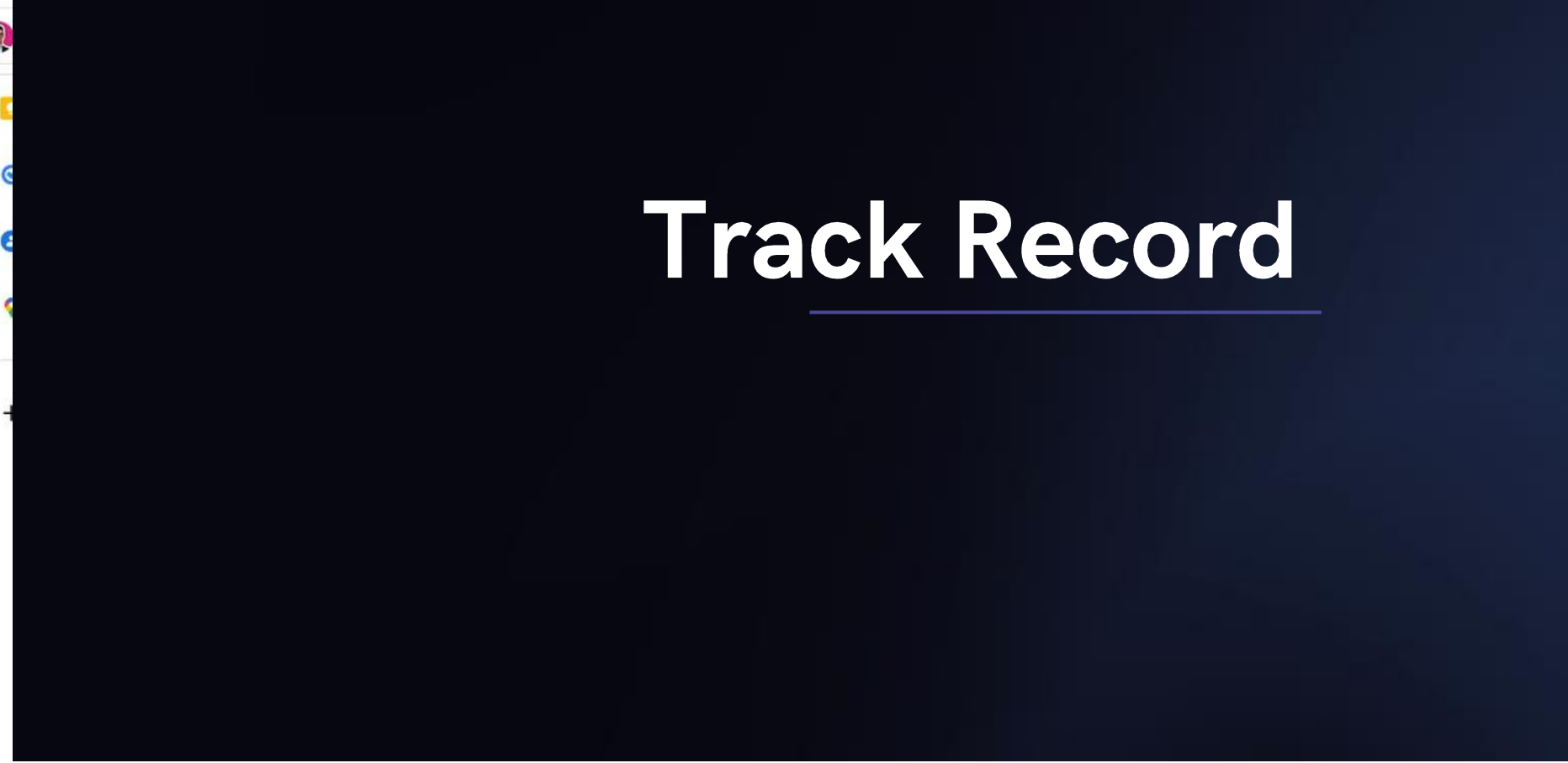
| MAYO 2022 | | | | | | |
|-----------|----|----|----|----|----|----|
| l | m | m | j | v | s | d |
| | | | | | | 1 |
| 2 | 3 | 4 | 5 | 6 | 7 | 8 |
| 9 | 10 | 11 | 12 | 13 | 14 | 15 |
| 16 | 17 | 18 | 19 | 20 | 21 | 22 |
| 23 | 24 | 25 | 26 | 27 | 28 | 29 |
| 30 | 31 | | | | | |

| | | | |
|-------|-------|-------|-------|
| 10:00 | 10:30 | 11:00 | 11:30 |
| 12:00 | 12:30 | 13:00 | 13:30 |

Calendar interface showing a weekly view for July 2022. The calendar is set to New York time (GMT-04). The week spans from Monday, July 18th to Sunday, July 24th. The interface includes a search bar, navigation arrows, and a 'Crea' button. The calendar grid shows various events such as 'Studio', 'Meeting', 'Zoom meeting', and 'Allattamento'.

Calendar Data (July 2022):

| Day | 18 | 19 | 20 | 21 | 22 | 23 | 24 |
|--------------|-----------------------------------|-----------------------------------|-------------------------------------|--|-------------------------------|-------------------------------|-------------------|
| 2 AM - 8 AM | | | | Bologna - Emanuele (8AM - 10PM) | | | |
| 3 AM - 9 AM | Studio (9 - 10AM) | Studio (9 - 10AM) | Studio (9 - 10AM) | Studio (9 - 10AM) | Studio (9 - 10AM) | Studio (9 - 10AM) | Studio (9 - 10AM) |
| 4 AM - 10 AM | Meeting Risenti Rot (10AM - 12PM) | Riunion Le (10 - 11AM) | LinkedIn O (10 - 11AM) | Meeting GeoClever, 10 | LinkedIn Outreach (10 - 11AM) | LinkedIn Outreach (10 - 11AM) | |
| 5 AM - 11 AM | Meeting Riccardo Ter | Content Creation (11AM - 12:30PM) | LinkedIn C. Chiama Lo (11AM - 12PM) | Content Creation (11AM - 12:30PM) | | | |
| 6 AM - 12 PM | | | | | | | |
| 7 AM - 1 PM | Studio (1 - 2PM) | Studio (1 - 2PM) | Studio (1 - 2PM) | Studio (1 - 2PM) | Studio (1 - 2PM) | Studio (1 - 2PM) | Studio (1 - 2PM) |
| 8 AM - 2 PM | Meeting Davide Ser (2 - 5PM) | Meeting Loussine (2 - 4PM) | Meeting Meeting A (2 - 5PM) | Meeting Time (2 - 3PM) | Meeting Riunione Z (2 - 6PM) | Content creation (2 - 5PM) | |
| 9 AM - 3 PM | Riunione Zoom di Shi | Riunione Zoom Luca | Meeting Gabriele, 3:3 | | | | |
| 10 AM - 4 PM | Zoom meeting invitat | LinkedIn Outreach (4 - 5PM) | | MasterMind Q&A con Patrick Wind (3:30 - 5PM) | | | |
| 11 AM - 5 PM | | Allattamento (5 - 7PM) | | Allattamento (5 - 7PM) | TEAM NTDA, 5PM | | |
| 12 PM - 6 PM | Visita medica, 5:30PM | | Riunione Zoom Games | | | | |
| 1 PM - 7 PM | | | | | | | |
| 2 PM - 8 PM | Studio | Studio | Studio | Studio | Studio | | |



Calendar interface showing a weekly view for September 2022. The calendar is set to New York time (GMT-04). The week spans from Monday, September 19th to Sunday, September 25th. The interface includes a search bar, navigation arrows, and a 'Crea' button. The calendar grid shows various events such as 'Studio', 'Meeting', 'Zoom meeting', and 'Allattamento'.

Calendar Data (September 2022):

| Day | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
|--------------|--------------------------------|---------------------------------|------------------------------|--|------------------------|-----------------------|------------------|
| 2 AM - 8 AM | Studio (8 - 9AM) | Studio (8 - 9AM) | Studio (8 - 9AM) | Studio (8 - 9AM) | Studio (8 - 9AM) | Allattamer (8 - 10AM) | Studio (8 - 9AM) |
| 3 AM - 9 AM | LinkedIn O (9 - 10AM) | LinkedIn O (9 - 10AM) | LinkedIn O (9 - 11AM) | LinkedIn O (9 - 11AM) | LinkedIn O (9 - 11AM) | | |
| 4 AM - 10 AM | Meeting Meeting O (10AM - 1PM) | Meeting ADA, 10AM (10 - 11AM) | | | | | |
| 5 AM - 11 AM | [R] WIG + Formazione | LinkedIn Outreach (11AM - 12PM) | | | | | |
| 6 AM - 12 PM | Shipmatic <> NTDA, 1 | Pedro el mejor closer | | | | | |
| 7 AM - 1 PM | Studio (1 - 2PM) | Studio (1 - 2PM) | Studio (1 - 2PM) | Pranzo Jar (1 - 2PM) | Studio (1 - 2PM) | Studio (1 - 2PM) | Studio (1 - 2PM) |
| 8 AM - 2 PM | Meeting Edizione1 (2 - 6PM) | | Meeting Pigreco, 2 (2 - 4PM) | Meeting Time (2 - 3PM) | Meeting Time (2 - 6PM) | | |
| 9 AM - 3 PM | Francesco Pelle <> Ni | | Laura Zambotto <> Ni | | | | |
| 10 AM - 4 PM | | | | MasterMind Q&A con Patrick Wind (3:30 - 5PM) | TEAM NTDA, 4PM | | |
| 11 AM - 5 PM | Wagmi <> NTDA, 5PM | | | Webinar Ada Partner, 5 | | | |
| 12 PM - 6 PM | | Allattamento (5:30 - 7:30PM) | | Allattamento (5:30 - 7:30PM) | | | |
| 1 PM - 7 PM | | | Meeting Traent, 7PM | | | | |
| 2 PM - 8 PM | Studio | Crypto Tim | Studio | Crypto Tim | Studio | Crypto Tim | Studio |

Calendar interface showing a weekly view for September 2022. The calendar is set to New York time (GMT-04). The week spans from Monday, September 19th to Sunday, September 25th. The interface includes a search bar, navigation arrows, and a 'Crea' button. The calendar grid shows various events such as 'Studio', 'Meeting', 'Zoom meeting', and 'Allattamento'.

Calendar Data (September 2022):

| Day | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
|--------------|--------------------------------|---------------------------------|------------------------------|--|------------------------|-----------------------|------------------|
| 2 AM - 8 AM | Studio (8 - 9AM) | Studio (8 - 9AM) | Studio (8 - 9AM) | Studio (8 - 9AM) | Studio (8 - 9AM) | Allattamer (8 - 10AM) | Studio (8 - 9AM) |
| 3 AM - 9 AM | LinkedIn O (9 - 10AM) | LinkedIn O (9 - 10AM) | LinkedIn O (9 - 11AM) | LinkedIn O (9 - 11AM) | LinkedIn O (9 - 11AM) | | |
| 4 AM - 10 AM | Meeting Meeting O (10AM - 1PM) | Meeting ADA, 10AM (10 - 11AM) | | | | | |
| 5 AM - 11 AM | [R] WIG + Formazione | LinkedIn Outreach (11AM - 12PM) | | | | | |
| 6 AM - 12 PM | Shipmatic <> NTDA, 1 | Pedro el mejor closer | | | | | |
| 7 AM - 1 PM | Studio (1 - 2PM) | Studio (1 - 2PM) | Studio (1 - 2PM) | Pranzo Jar (1 - 2PM) | Studio (1 - 2PM) | Studio (1 - 2PM) | Studio (1 - 2PM) |
| 8 AM - 2 PM | Meeting Edizione1 (2 - 6PM) | | Meeting Pigreco, 2 (2 - 4PM) | Meeting Time (2 - 3PM) | Meeting Time (2 - 6PM) | | |
| 9 AM - 3 PM | Francesco Pelle <> Ni | | Laura Zambotto <> Ni | | | | |
| 10 AM - 4 PM | | | | MasterMind Q&A con Patrick Wind (3:30 - 5PM) | TEAM NTDA, 4PM | | |
| 11 AM - 5 PM | Wagmi <> NTDA, 5PM | | | Webinar Ada Partner, 5 | | | |
| 12 PM - 6 PM | | Allattamento (5:30 - 7:30PM) | | Allattamento (5:30 - 7:30PM) | | | |
| 1 PM - 7 PM | | | Meeting Traent, 7PM | | | | |
| 2 PM - 8 PM | Studio | Crypto Tim | Studio | Crypto Tim | Studio | Crypto Tim | Studio |

Track Record

The image displays a Notion workspace for a CRM system, organized into several databases. The left sidebar shows the workspace structure, including a main database '[IT] Sales CRM LinkedIn' and various sub-databases for sales and content. The main view shows a grid of contact records, each with a name, company, and email address. The records are grouped into columns representing different stages of the sales process: 'Riscrivi' (Rewrite), 'Lead', 'Chiamata telefonica' (Phone call), and 'Meeting Opening'. Each record includes a value of '\$0.00'. Below this, another database view shows deal pipelines with columns for 'Losing' (\$7,200.00), 'Proposta mand' (Proposal) (\$32,200.00), 'Contratto mand' (Contract) (\$11,200.00), and 'Da risentire' (To be renegotiated) (\$24,900.00). Each deal record includes a name, company, and value. The right sidebar shows a list of private databases, including 'Goals', '[IT] Sales CRM LinkedIn', and various sales and content-related databases. The bottom of the image shows a dark blue gradient background with a white question mark icon.

| Stage | Name | Company | Email | Value |
|---------------------|-------------------|------------------------------|---------------------------------|--------|
| Riscrivi | Carlo Simoni | Nicola Turla | | \$0.00 |
| Lead | Giampaolo Conti | Giampaolo Conti (Consulente) | giampaolo.conti@finanzaconti.it | \$0.00 |
| Chiamata telefonica | Stefano Ciampella | Esteteam | | \$0.00 |
| Meeting Opening | Marco DeVecchi | Faberbee SRL | marco.devecchi@faberbee.com | \$0.00 |

| Deal Stage | Name | Company | Value |
|----------------|---------------------|----------------------------------|-------------|
| Losing | Entis Group | Entis Group | \$7,200.00 |
| Proposta mand | Edoardo Brosky | Brosky | \$2,800.00 |
| Proposta mand | Mike Tonni | Mike Tonni formatore immobiliare | \$12,000.00 |
| Proposta mand | Lorena Air Guardian | Air Guardian | \$10,200.00 |
| Contratto mand | Daive Semprini | Senpai | \$1,800.00 |
| Contratto mand | Claudio D'Alessio | Green JIM | \$7,000.00 |
| Contratto mand | Federico D'annunzio | Traent | \$2,400.00 |
| Contratto mand | Paolo Necchi | ABC production | |
| Da risentire | Gianandrea Rottigni | Luxon | \$3,500.00 |
| Da risentire | Angelo Mosca | Manduco | \$3,000.00 |
| Da risentire | GeoClever | GeoClever | \$4,200.00 |
| Da risentire | Enrico Ceci | Gamest | \$7,200.00 |

€1M LinkedIn Full Funnel



Agenda

- LinkedIn Lead Generation At Scale
- Cold LinkedIn Funnel
- Retargeting LinkedIn Funnel Automations
- Advanced KPIs Dashboard



Problems We Solve

1. Dependency

Stop relying on paid ads, content and referrals as source of business

2. Inconsistency

Put and end to slow sales processes, up and downs and empty pipelines

3. Quality

You don't need to impact on everybody but on the decision makers

3 Pillars Of €1M LinkedIn Funnel

1

Sniper Approach Lead Search

Create hyper segmented lists

2

Automation With Personalisation

Generate conversations at scale

3

Advanced Tracking & KPI Reports

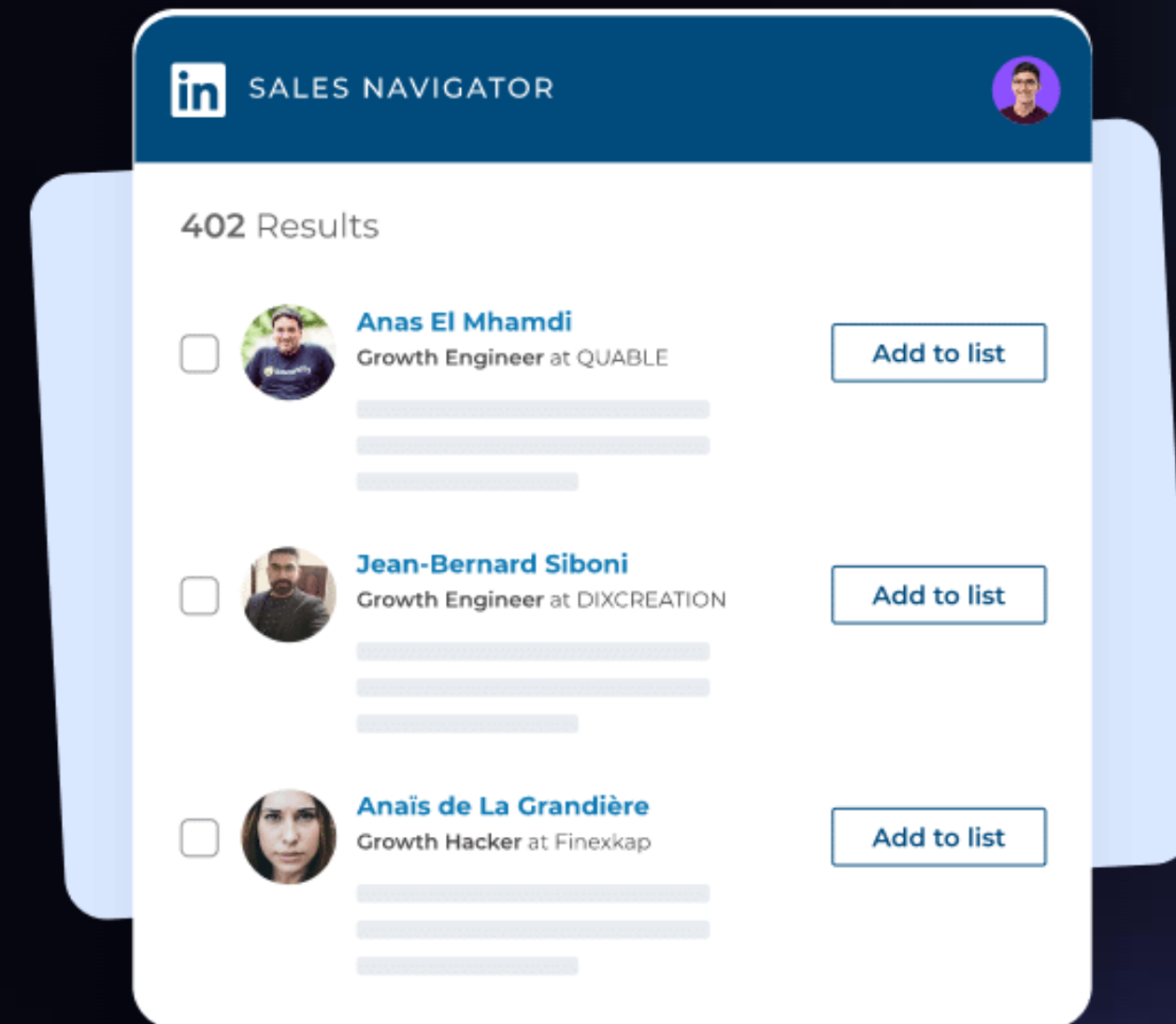
Stay accountable to your KPIs

LinkedIn Lead Generation At Scale

1

Sniper Lead Target Approach

It's not about the quantity but the quality of your lists



Quality Over Quantity

The screenshot displays the LinkedIn Sales Navigator interface. At the top, the navigation bar includes 'SALES NAVIGATOR', 'Home', 'Lists', 'Saved searches', 'Messaging', and 'Admin'. A search bar is present with the text 'Search for leads and accounts' and an 'All filters' button. Below the search bar, there are tabs for 'Lead results' and 'Account results', along with a 'Save search' button. The left sidebar contains a 'Filters' section with a 'Clear (6)' button. The filters are categorized as follows: 'Custom Lists' (with a plus sign), 'Past Lead and Account Activity' (with a plus sign), 'Geography' (with 'Included:' and buttons for Austria, Belgium, Germany, Netherlands, Sweden, and Switzerland, and a 'Within: Region' dropdown), 'Relationship' (with buttons for '2nd Degree Connections', 'Group members', and '3rd Degree+ Connections'), 'Company' (with a plus sign), 'Industry' (with 'Included:' and buttons for 'Apparel & Fashion' and 'Luxury Goods & Jewelry'), and 'Company headcount'. The main content area shows a summary of 486 total results, with sub-statistics: 25 changed jobs in the past 90 days, 97 posted on LinkedIn in the past 30 days, and 24 shared experiences with the user. Below this, there are three profile cards for 'Cornelia Broqvist', 'Egbert Egbers', and 'Arturo Carrero', each with a 'Message' button and a '1 List' indicator.

List size between 500 - 1,000

Decision makers only

Advanced Search Filters

The screenshot shows the LinkedIn Sales Navigator interface with the 'Account' tab selected. The 'Company attributes' section is expanded, and three filters are highlighted with red boxes: 'Annual revenue', 'Technologies used', and 'Job opportunities'. The 'Spotlights' section is also expanded, showing 'Job opportunities' and 'Recent activities'. The 'Workflow' section is partially visible, showing 'Companies in CRM' and 'Saved accounts'.

0 filters applied Pin filters

Company attributes

| | |
|--|----------------|
| Annual revenue + | + |
| Company headcount + | + |
| Company headcount growth + | + |
| Headquarters location + | + |
| Industry + | + |
| Number of followers + | + |
| Department headcount + | + |
| Department headcount growth + | + |
| Fortune + | + |
| Technologies used + | + |

Spotlights

| | |
|----------------------------------|----------------|
| Job opportunities + | + |
| Recent activities + | + |

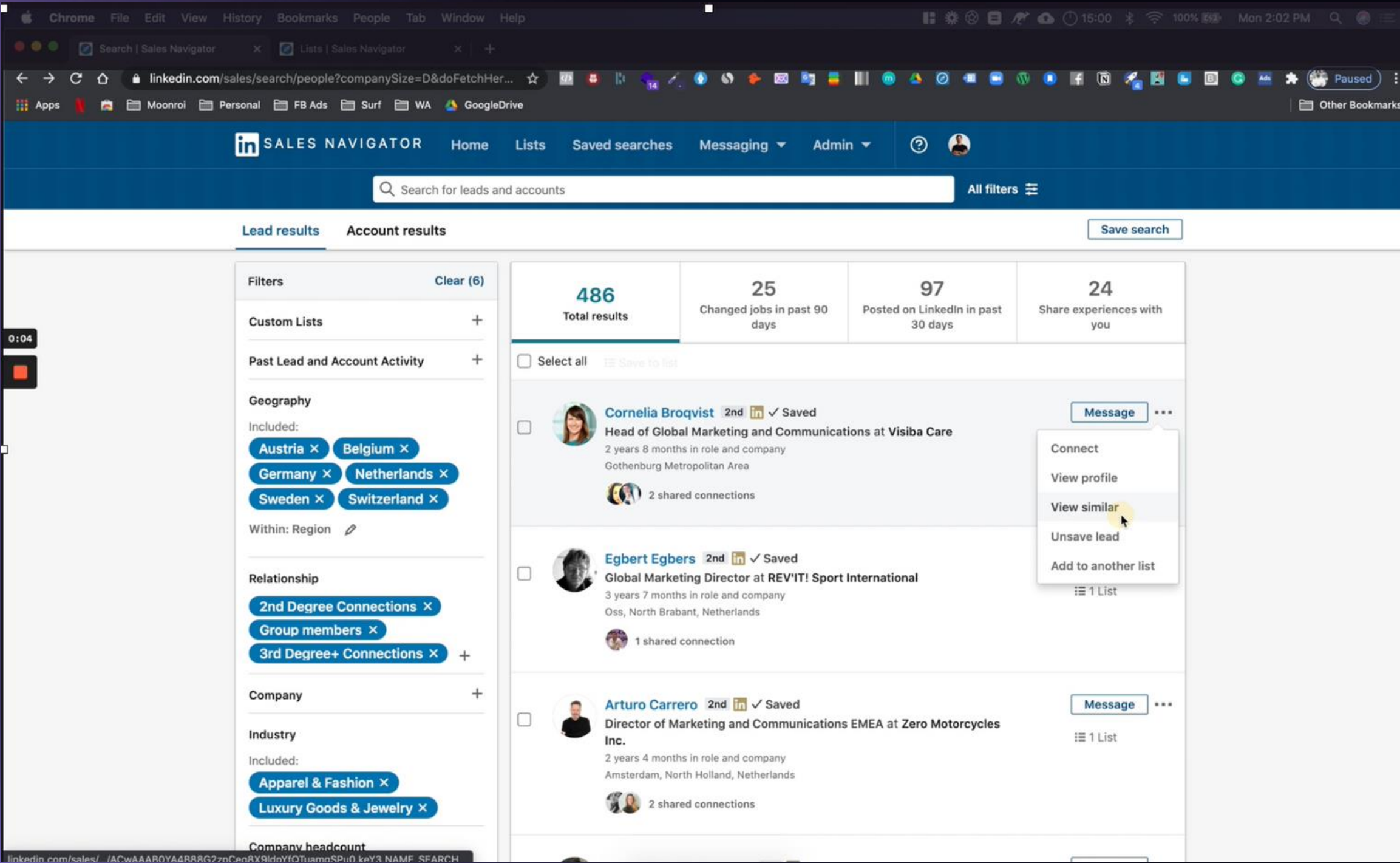
Workflow

| | |
|------------------------------------|----------------|
| Companies in CRM + | + |
| To enable filter, upgrade contract | |
| Saved accounts + | + |

Target companies per yearly revenue

Figure out the technologies they use

Search Expansion



Create LAL Audiences from profiles

Use this at an account and lead level

Automate Search Results

SALES NAVIGATOR Home Accounts Leads Messaging Admin Referrals

Search Lead filters + Account filters + Saved searches

| Name | New results | Last viewed on |
|--|-------------|----------------|
| decision makers-law practice-2/3-spain | 158 new | 8/27/2022 |
| Genturi test | 363 new | 8/25/2022 |
| Lean Apps Lead Search | 602 new | 8/12/2022 |
| UK-MARKETINGSERVICES-CEO/FOUNDER | 540 new | 7/31/2022 |
| Italy [Pet Services] | 185 new | 7/26/2022 |
| Italy [Sports] | 88 new | 7/21/2022 |
| Spain E-commerce - owner - 1-50 Test | 265 new | 7/18/2022 |
| Lead Search Test | 623 new | 7/6/2022 |
| Lead Search Ecuador 2 | 330 new | 8/3/2022 |

SALES NAVIGATOR Home Accounts Leads Messaging Admin Referrals

Search Lead filters + Account filters + Saved searches

Lead lists My saved leads (515) + Create lead list

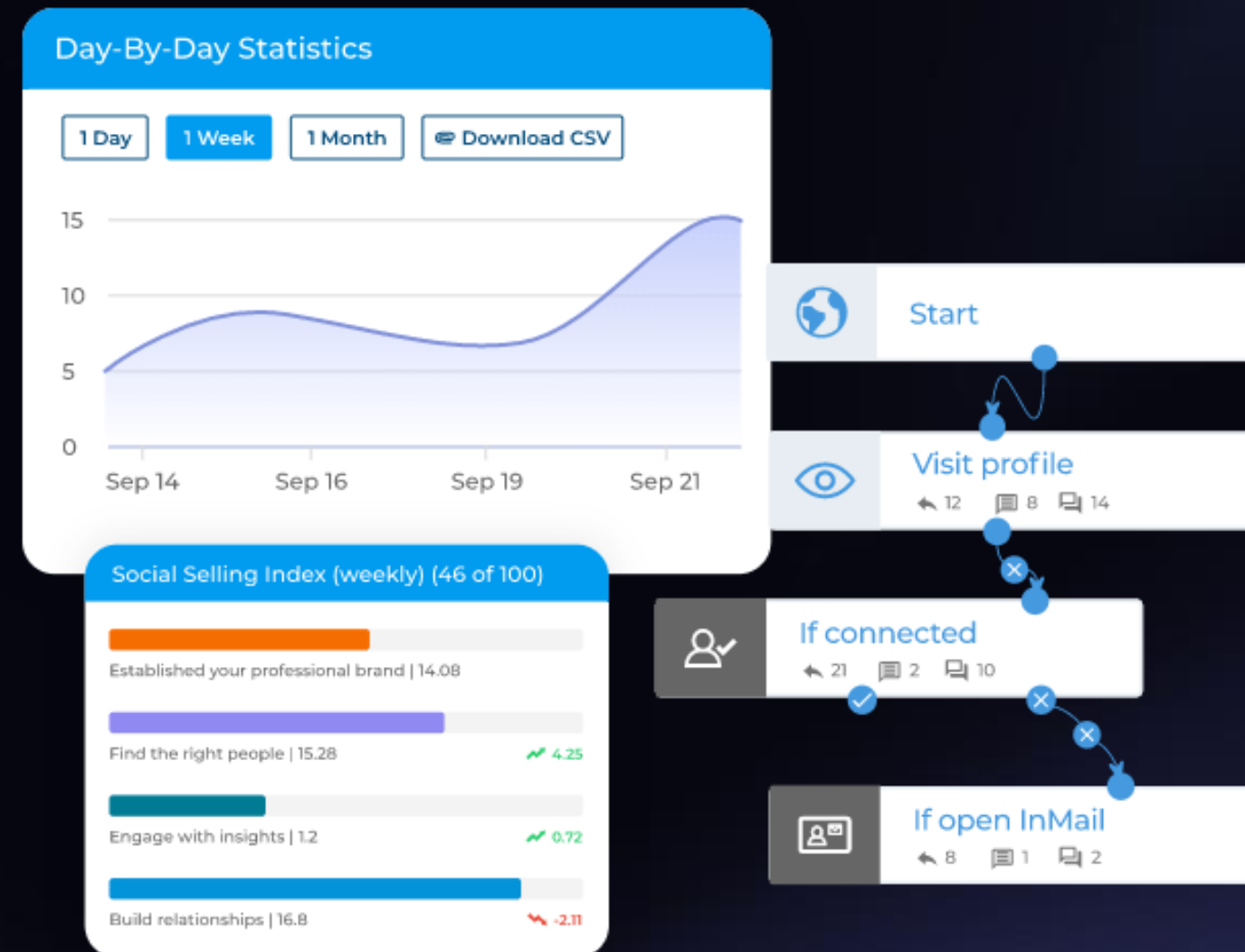
| Name | Leads | Last updated |
|---|-------|--------------|
| Recommended Leads System generated | 100 | 9/17/2022 |
| Saved on LinkedIn.com | -- | 8/31/2022 |
| Lean Apps | 200 | 8/3/2022 |
| Priority List | 4 | 7/18/2022 |
| TEST PEOPLE ROMAN | 25 | 6/1/2022 |
| PERSONAS ECOM | 25 | 5/23/2022 |
| YT PEOPLE TEST | 25 | 5/20/2022 |
| LEADS TECH | 24 | 5/16/2022 |

Cold LinkedIn Funnel

2

**Build Real Connections
With Your Prospect**

You never sell your product or
service on LinkedIn inbox



LinkedIn CRM



🏠 > Search

Sales navigator search: Spain/Founder/2nd3rd/1-10/consultingservices Filter Actions Searches: 12 Add New Search

Enter filter words Filter on tags Filter on status Enter filter words Filter search type

Filter on campaign Assignment filter

| <input type="checkbox"/> | Picture | Name | Occupation | Company | Status |
|--------------------------|---------|--------------------------|---|---|------------------|
| <input type="checkbox"/> | | Marcelo Fernández | CEO & Co-Founder Soporte Web and VR Projects - Google Partner - Google Top Contributor 2017/2018 - Google Product Expert 2019 - Epic MegaGrant 2020 - Oculus Start Member | Soporte Web | New Contact |
| <input type="checkbox"/> | | Ezequiel Bello | CEO and Co-Founder | Feelin | Connect Requeste |
| <input type="checkbox"/> | | Ignacio Muñoz | CEO.Founder | IMConsulting | Connect Requeste |
| <input type="checkbox"/> | | Engels Arce | Fundador, Director General | GOOLNICA | Connect Requeste |
| <input type="checkbox"/> | | Gonzalo Aguado | Founder & CEO / Digital Director & Advertising / International Coach | Gonzaloaguado.com | Connect Requeste |
| <input type="checkbox"/> | | Cristina Rojas Rodríguez | LinkedIn Workshops and Webinars for companies | Estrategias de marketing para emprendedores & startups Cristina Rojas | Connect Requeste |
| <input type="checkbox"/> | | Mauro León | Founder & CEO | Take Care Sports | Connect Requeste |

Test Funnel Box 2500
Sales navigator search

test2 2500
Sales navigator search


Spain/Founder/2nd3rd/1-10/consult ingservices 2068
Sales navigator search

Spain/Founder/2nd3rd/1-10/consult ingservices 2203
Sales navigator search

Spain | E-commerce - owner - 1-50 1715


Type Of Flows

1 Choose campaign type — 2 Set campaign details — 3 Choose template / new




Connector

Used to extend your list of contacts and introduce you to new people




Messenger

Used to message people you have already connected with.




Campaign Builder

Use the campaign builder to create more advanced flows like visiting, following, endorsing before sending a connection request or InMailing your prospect.




Open-InMail campaign

You can send an Open InMail to people who are not in your network but have Premium Account on LinkedIn and you have not had conversation before




Group campaign

This campaign is used to message members of a certain LinkedIn group.




Event invite

You can send invites to contact of your for the chosen event you either created or are an attendee



Inbound campaign

Use the inbound visitors campaign in order to contact all visitors of your profile.



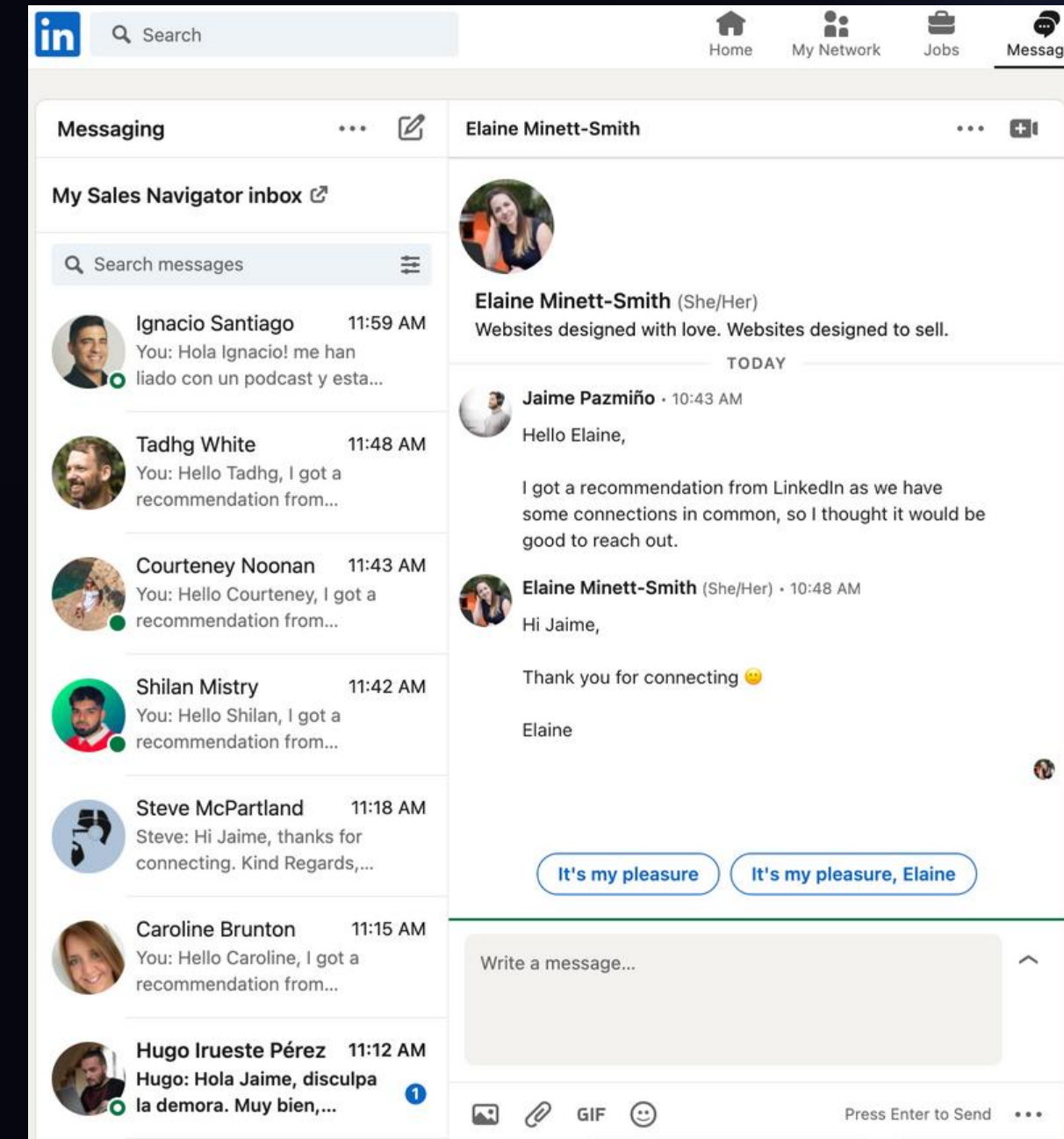
Recovery campaign

This campaign is used when you want to collect people who have been messaged in a certain period and you lost them from your campaign.

Connection Campaigns



Connect with 75 - 80 people per day



Use it as a conversation generator

AVOID AT ALL COSTS

Approach

WhatsApp Style Conversation

• Sell your product or service from minute 1

• Send people to an external landing page

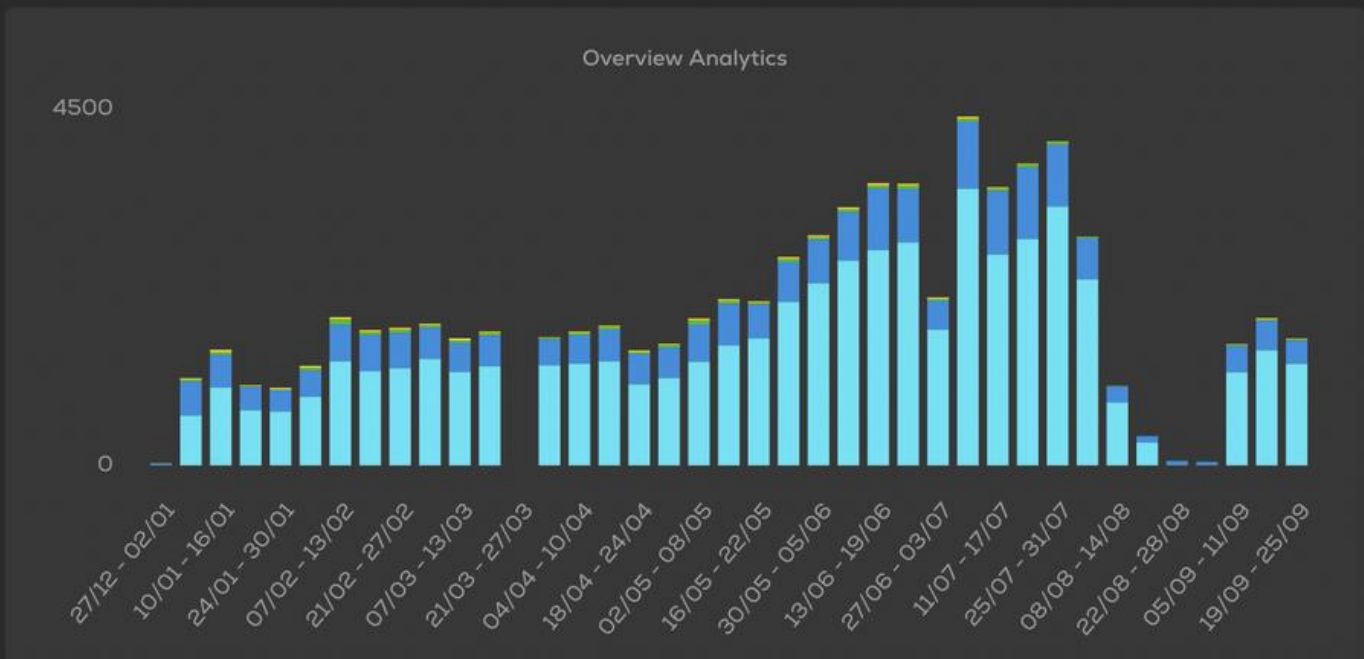
• Ask for feedback, reviews or complements

• Spamming people with questions

LinkedIn + Emails

Overview Campaigns Users Channels 01 Jan 2022 - 21 Sep 2022

| | | | | | |
|----|-----------------------|----------------------|---------------------|---------------------|-------------------|
| 📧 | 🤔 21229 Sent | 😊 40.25% 8545 Opened | 😄 3.93% 834 Clicked | 😁 2.93% 623 Replied | 😍 0% 0 Interested |
| 🌐 | 🤔 0 Visit Invite Sent | 😊 0% 0 Opened | 😄 0% 0 Invite | 😁 0% 0 Replied | 😍 0% 0 Interested |
| ☎️ | 🤔 0 Call | | | | 😍 0% 0 Interested |
| 🔥 | 🤔 0 Api Task | | | | 😍 0% 0 Interested |



Top users

| | | | | | |
|----|-----------------------|----------------------|---------------------|---------------------|-------------------|
| 📧 | 🤔 21229 Sent | 😊 40.25% 8545 Opened | 😄 3.93% 834 Clicked | 😁 2.93% 623 Replied | 😍 0% 0 Interested |
| 🌐 | 🤔 0 Visit Invite Sent | 😊 0% 0 Opened | 😄 0% 0 Invite | 😁 0% 0 Replied | 😍 0% 0 Interested |
| ☎️ | 🤔 0 Call | | | | 😍 0% 0 Interested |
| 🔥 | 🤔 0 Api Task | | | | 😍 0% 0 Interested |

in Glad to connect {first_name} I've been following your content and I'm so impressed with all you've accomplished.

📧 Knock knock ... Now you're supposed to say "who's there?". Just kidding {first_name}

Retargeting LinkedIn Funnel

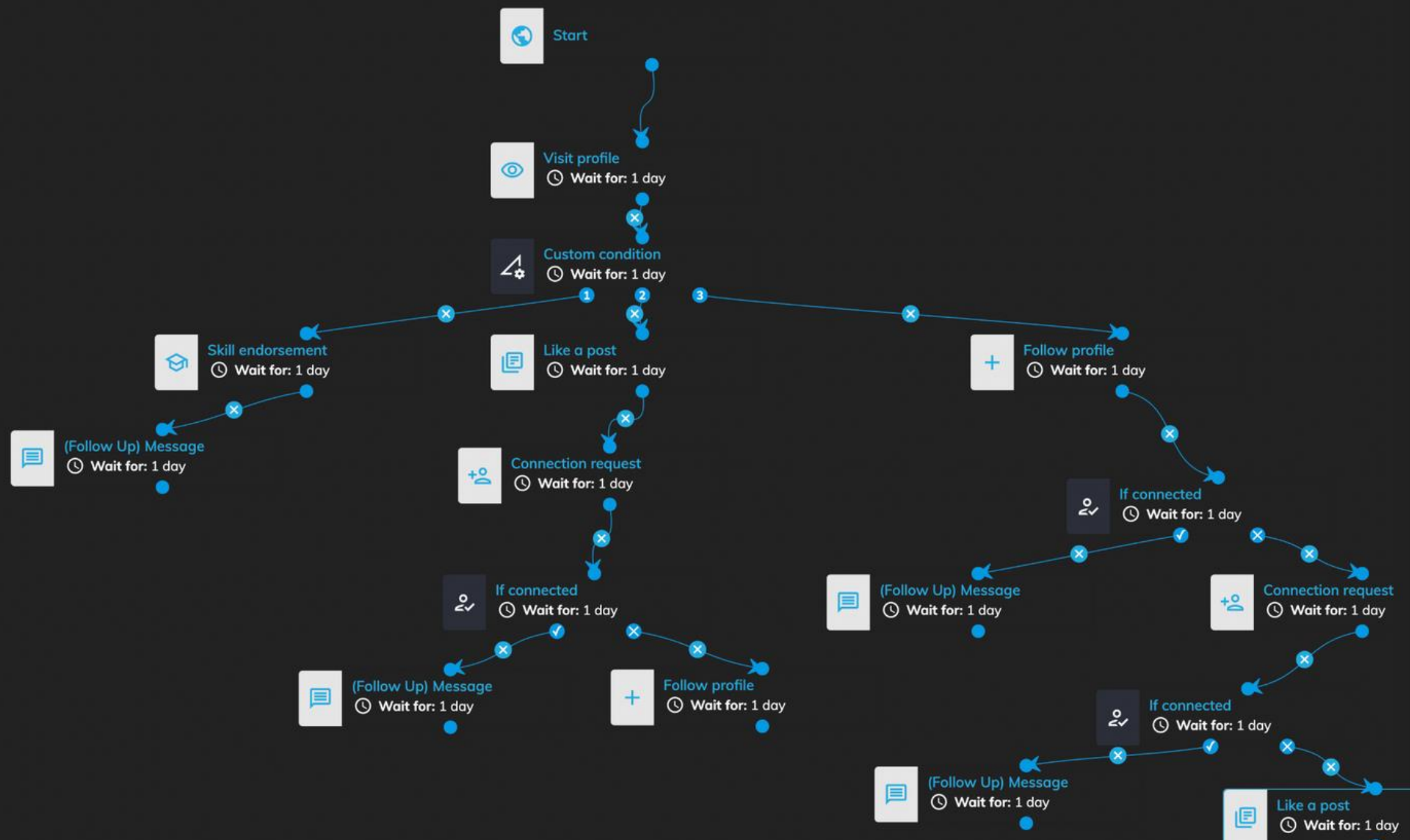
3

Engage With People That Shows Interest

Bring them one step closer to their decision

The image shows two overlapping screenshots from a LinkedIn automation tool. The left screenshot, titled 'Actions', lists several actions: 'Visit profile', 'Follow profile', 'Follow company', 'Skill endorsement', 'Connection request', '(Followup) Message', 'Open InMail', and 'Like a post'. The right screenshot, titled 'Connection request', shows a template for a connection request. It includes a 'Time delay' field set to '30 min' and a 'Body' field with the text: 'Hi {first_name}, We are both attending Automation Expo Connect. Would you please add me to your conn'. Below the body text are several green buttons for dynamic content: '{first_name}', '{last_name}', '{job_title}', '{company_name}', 'Hyperise', and 'Dynamic Place'.

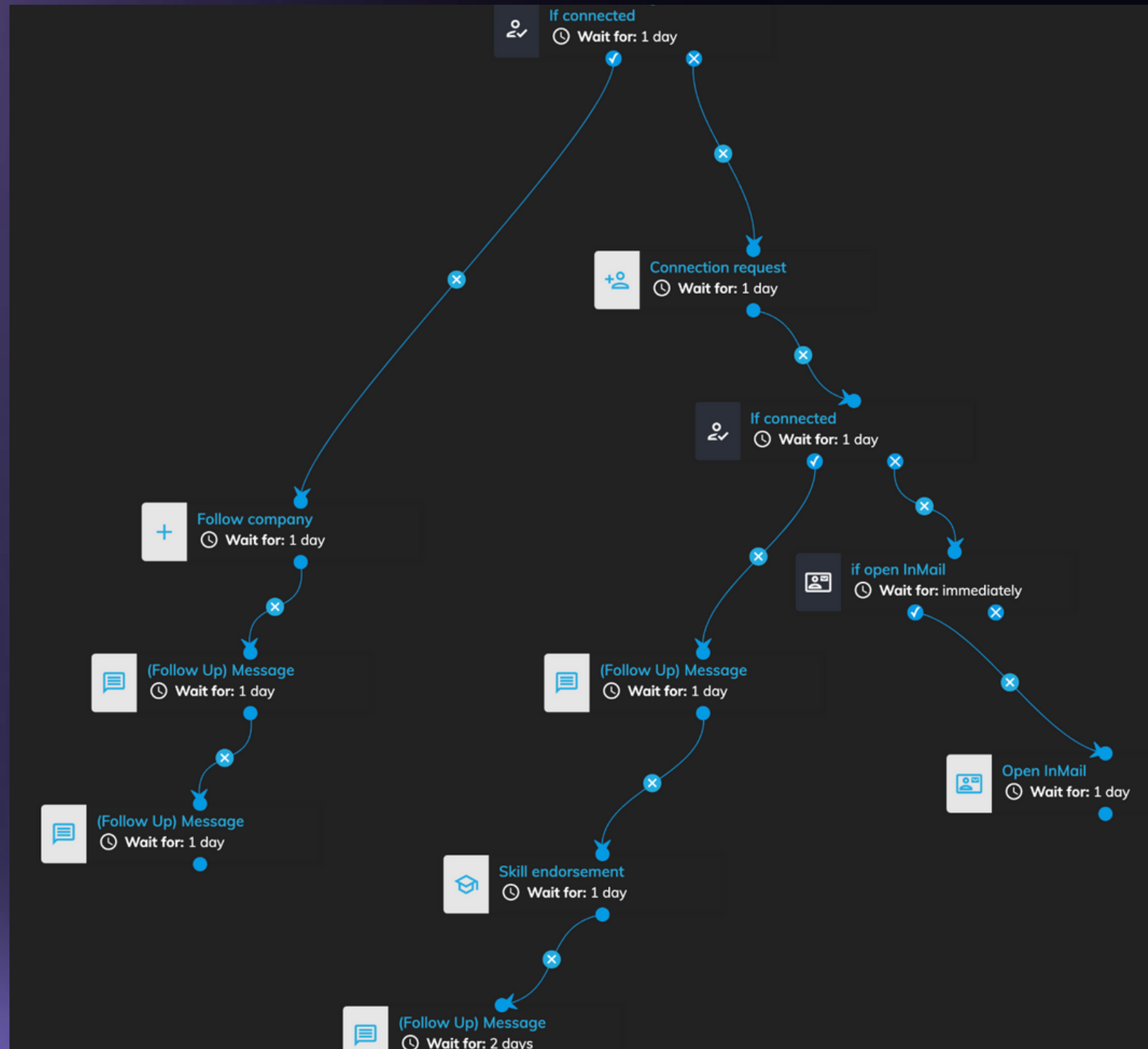
Engagement Flow



Follow up with social engagers

Bring them one step closer to the call

Nurturing Flow



Connect with other people from the team

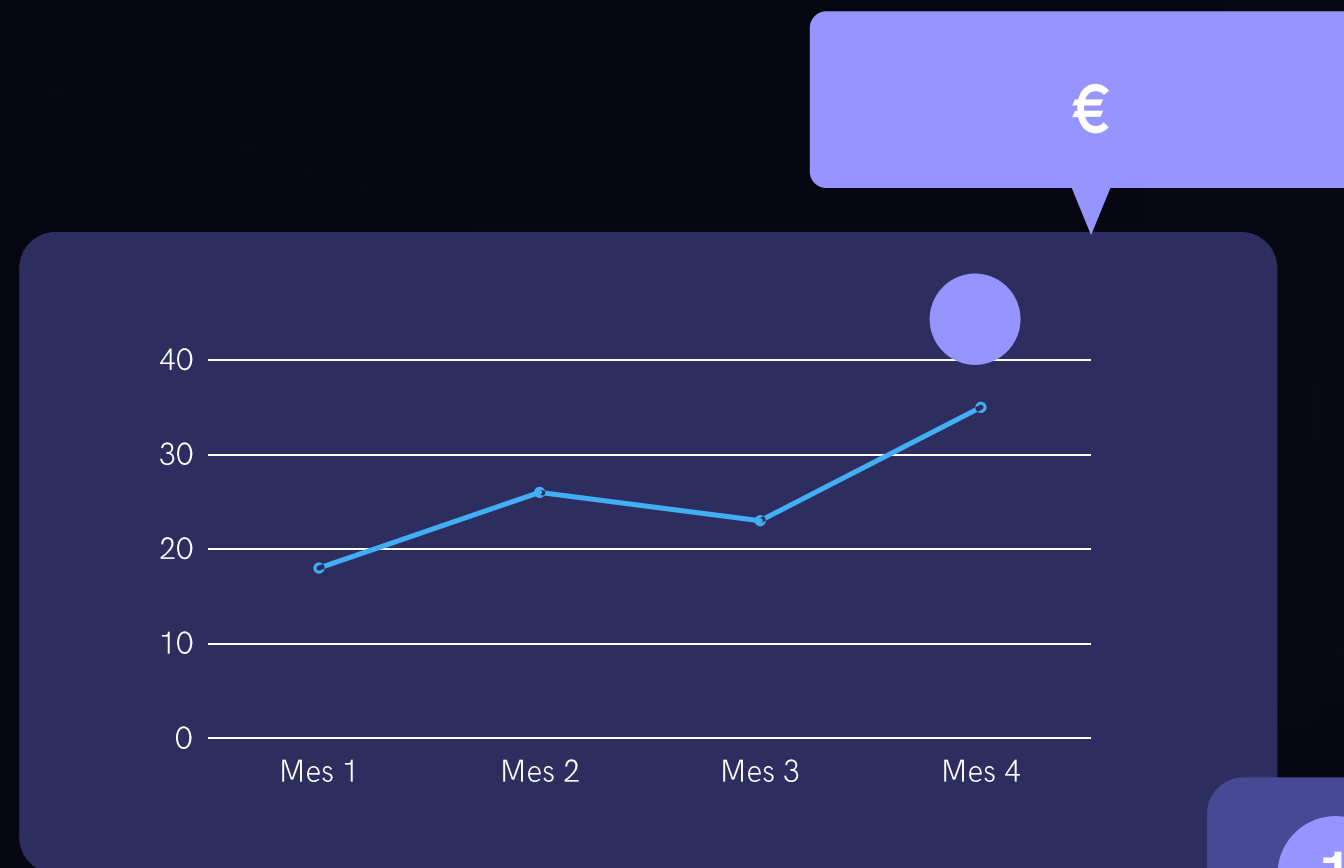
Engage with your prospects profiles

Advanced KPIs Dashboard

4

Track Every Single Step Of
Your Funnel

Stay accountable to your metrics
and scale



1 Calls scheduled

2 Opportunities closed

General Dashboard

- Company follows
- Connected (489)
- Connected Without Campaign (22)
- Connection Requests (1235)
- Emails
- Endorsements
- Event invites
- Event messages
- Follow up
- Follows
- Group messages
- Open InMails
- Post likes
- Replied Connection Message (242)
- Replied Other Message
- Profile visits
- Welcome Message





Custom Coded
1 Page Report

1 click campaign and account report

Easy optimisation and scalability

Integrations



LinkedIn CRM

Sales CRM

Sales CRM

[Discovery Ignacio] Ca...
Published 3 months ago

zapier On

Trigger
1. Invitee Created in Calendly

Action
2. Send Channel Message in Slack

Action
3. Create Lead in Close

Sales Pipeline Close

Expected: All Time | Sales | All Leads | All Users

| DECISION CALL | ON HOLD | WON |
|--------------------------|-------------------------|---------------------------|
| 16 OPPORTUNITIES | 3 OPPORTUNITIES | 39 CLOSED |
| ANNUALIZED VALUE €62,964 | ANNUALIZED VALUE €3,000 | ANNUALIZED VALUE €379,748 |

- Aitor Vidal**
€3,000 30%
- Revenue & Marketing Solutions**
30%
- The Funnel Box**
€3,000 monthly
Closed on 11/8/2022
- Science & Marketing**
30%
- Leslie**
€3,000 30%
- Younix**
€1,500 monthly
Closed on 4/8/2022
- Gentueri**
€5,000 60%
- Linda Corsten**
50%
- Basil Issa**
€3,000
Closed on 22/8/2022
- Bio-pedics**
€1,250 monthly
50% on 18/8/2022
- Bolder Legal Consulting**
€3,000
Closed on 8/7/2022
- Grupo Isven**
€3,000
60% on 22/8/2022
- Wendy Jordan**
€3,000
Closed on 8/7/2022
- Ciedo**
€3,000 30%
- Vincent Huygens**
€3,300
Closed on 18/5/2022

GIVEAWAY

01

60 DAYS FREE TRIAL LINKEDIN SALES NAV
(Save €160)















The image shows the LinkedIn Sales Navigator logo. The word "LinkedIn" is in a bold, black, sans-serif font, with the "in" part enclosed in a teal square. Below it, the words "SALES NAVIGATOR" are written in a white, all-caps, sans-serif font. The background is a blue gradient with a network of white lines and dots, representing a social network.

LinkedIn
SALES NAVIGATOR

GIVEAWAY

02

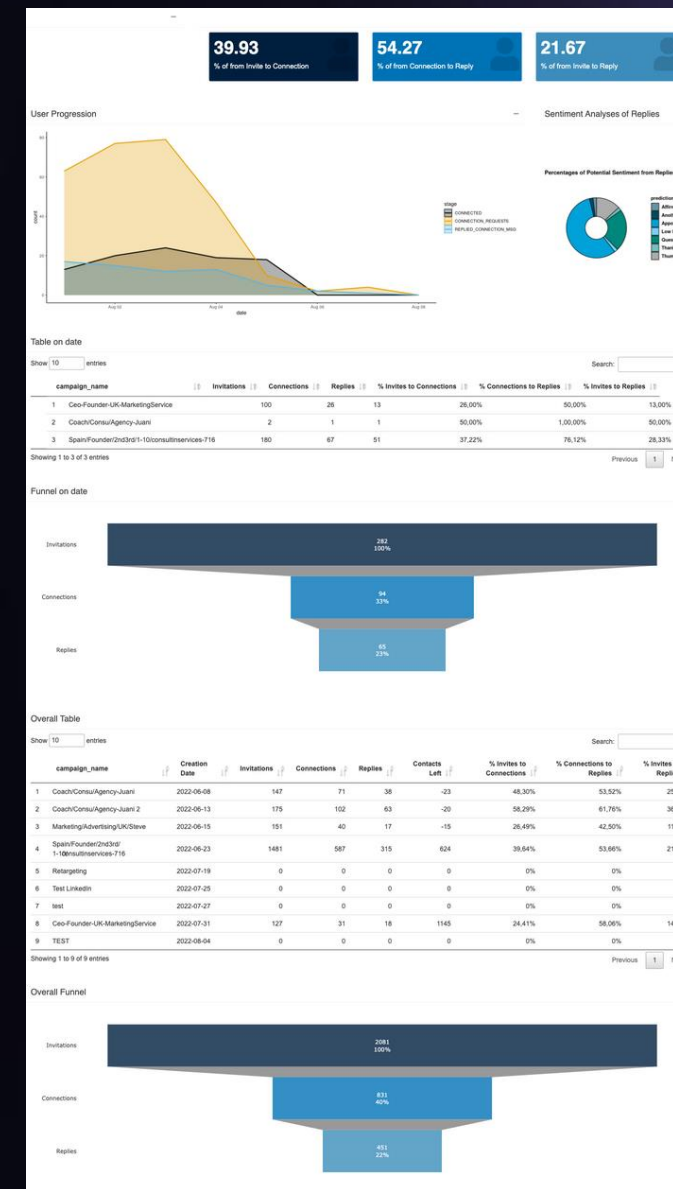
ACCESS TO OUR FUNNEL TEMPLATES (3 years of engineering)

| Type | Title | Description | Actions |
|---------|-----------------------------------|--|---|
| Builder | Contact new people (x) | This flow is designed to outreach your target audience with messages and emails. The flow is basic but powerful |   |
| Builder | Custom Condition (x) | This campaign is designed to produce output based on whether the lead views your profile back. Custom conditions include: those who have visited your profile but did not connect, those who visited your profile and did connect, and those who connected without visiting your profile |   |
| Builder | Email flow (x) | Flow which is focused on getting in contact through email with the prospect |   |
| Builder | Full flow (x) | Outreach using all options - connection request, InMail & emails |   |
| Builder | Inmail flow (x) | Flow for prospects you would like to outreach via Open InMail or connection requests |   |
| Builder | Message those in your network (x) | This is a flow designed for outreach to people who are already in your network using messages and skill endorsement |   |
| Builder | Nurture flow (x) | This flow helps you to nurture your prospects whilst outreaching them through connection requests or Open InMails |   |

GIVEAWAY

03

ACCESS TO 1 PAGE REPORT (Custom coded)



GIVEAWAY

01 ACCESS TO 1 PAGE REPORT

02 ACCESS TO OUR FUNNEL TEMPLATES

03 ACCESS TO 1 PAGE REPORT

GIVEAWAY

www.moonroi.co

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