
MEMO

TO: All Sales and Customer Support Representatives

FROM: Roshni Verma, Director of Operations

DATE: April 20, 2017

RE: New Required LinkedIn Initiative called *Project Connection*

As part of the digital *Project Connection* initiative, all Officegadgetsexpress.com sales and customer support representatives will now be required to connect with customers via LinkedIn. With nearly 83% of business to business marketers active on LinkedIn, this platform will be an important tool in improving buyer engagement and expanding our consumer base.¹ As such, this initiative is not possible without full employee participation; we are asking all representatives, without a current LinkedIn account, to create a profile by **Friday, April 28 at 5pm**. To help further clarify our transition, this memo will address an overview of *Project Connection*, instructions on navigating LinkedIn, and a breakdown of LinkedIn's benefits compared to other social media.

***Project Connection* emphasizes a strong network and offers incentives to participate**

After failing to reach sales targets last quarter, a competitive analysis of the company and other industry leaders indicated Officegadgetsexpress.com is severely lagging in social media presence. To keep up with competitors' growth, our organization has elected to utilize LinkedIn to establish a credible virtual network with our existing and potential customers. Considering LinkedIn is responsible for more than 80% of a business's leads from social media, representatives can generate new sales opportunities through referrals from current connections using this online social media tool.²

Accordingly, every sales and customer support representative is now responsible for adding all new customers **within one week** of their purchase. We understand this initiative may be a large change for many of you, so we would like to offer incentives in exchange for thoughtful participation in this process. In turn, every employee that generates **at least ten** new customer referrals on LinkedIn this quarter will receive a \$200 bonus and an added \$75 for each of those referrals that become new customers.

Navigating LinkedIn is a simple process and resources are available to guide you

Whether or not you are an avid social media user, utilizing LinkedIn is a simple process and easy to set-up. Upon creating a LinkedIn profile, connecting with customers and attaining referrals can be done in three easy steps:

1. Use the search bar to look up the customer's name and click "Connect."
2. Send your connections a personal message indicating that you appreciate their business and are interested in any referrals that they may have.

¹ ABC Case: "Linking In," 2017.

² Business2Community, 2016.

3. Find new customer prospects through the “Advanced Search” section underneath your profile summary.

To assist you, Officegadgetsexpress.com will hold open “Connection Camps” **every other Friday** where employees can come together to discuss and collaborate about effective LinkedIn practices. These sessions are open to representatives who need additional help using LinkedIn or anyone who would like to share their thoughts on the initiative.

LinkedIn overcomes many common concerns with social media

Not only is *Project Connection* focused on leveraging LinkedIn as a pipeline for new consumers, but it is also geared towards establishing our employee’s professional networks. Figure 1 highlights some common overarching concerns with social media and how LinkedIn overcomes these obstacles. As indicated in the chart, rather than a waste of time, LinkedIn is a business-oriented platform that is easy to use and targeted towards professionals.

Figure 1: *LinkedIn as compared to common concerns about social media*³

Social Media is ...	How LinkedIn compares
“a waste of time”	The average user spends just 20 minutes a week on LinkedIn.
“a passing fad”	LinkedIn has 380 million active users worldwide, making it the second most widely used social media.
“only for millennials”	79% of LinkedIn users are 35 or older.
“confusing”	LinkedIn is listed as one of the top 5 most user-friendly social media platforms.

Should you have any additional questions regarding *Project Connection*, please don’t hesitate to reach out to me personally via email (roshni.verma@oge.com). I appreciate your continued cooperation and participation in this new initiative. Best of luck attaining referrals through LinkedIn, and I hope to see everyone at the first Connection Camp.