



ATTRACT & ENGAGE
Smarter Growth Marketing

Online Event

Make LinkedIn Work for you

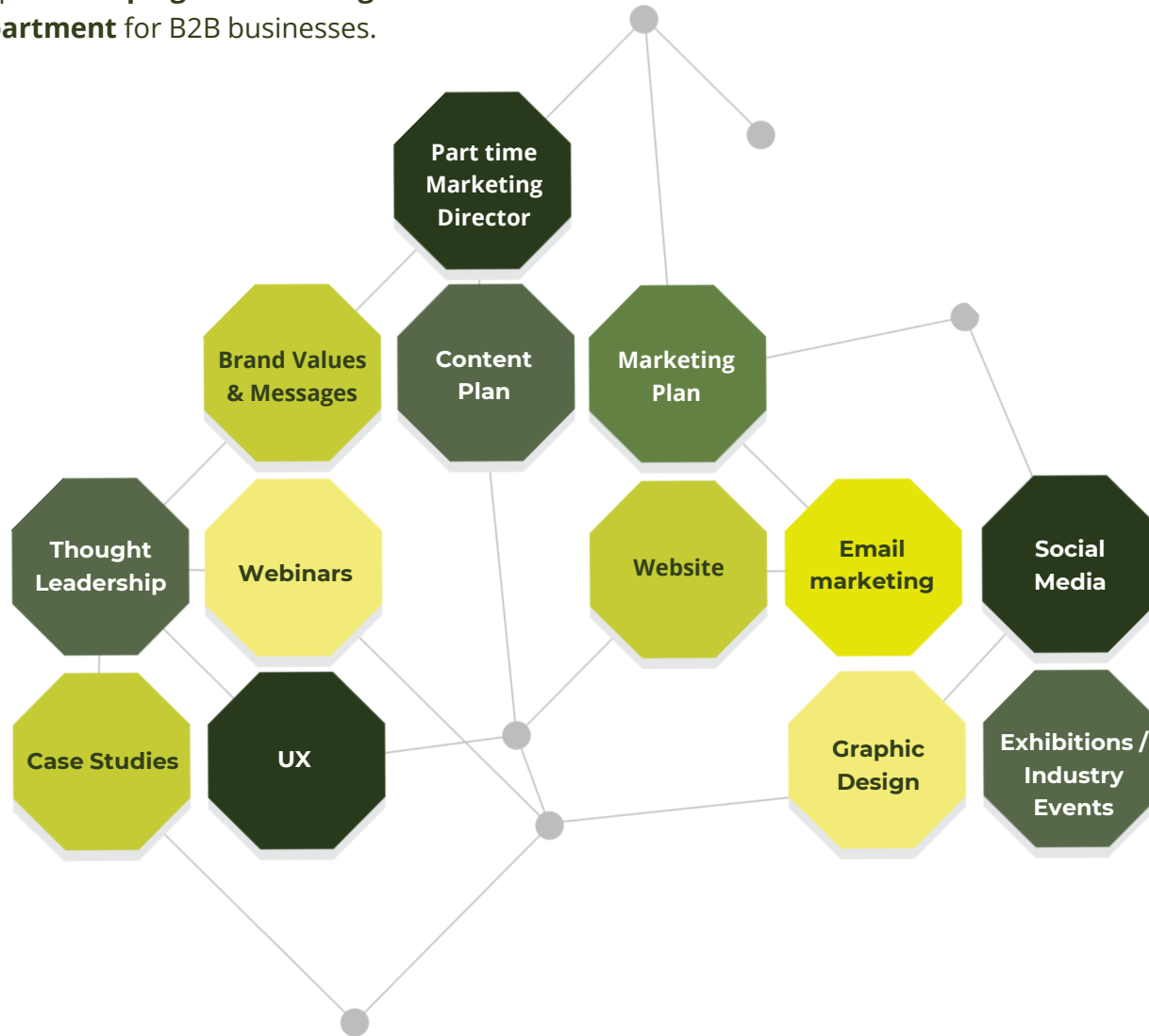
Remo, Tuesday 14th May
1.15 – 1.45pm



EXPERTISE

What we do

We provide a **plug-in marketing department** for B2B businesses.





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What our customers say

We have a proven track record of delivering excellent results for B2B firms.

From construction contractors to maintenance firms, professional service business to manufacturing and everyone in-between.

Here's a selection of some recent client testimonials.



"The A&E team are a joy to work with and have consistently produced excellent work in support of our brand & performance initiatives."

**Sam Roberts,
Marketing Director**



"I'm thrilled we found Attract & Engage as early as we did in our planning process. They skilfully supported us with strategic communications advice and helped shape our thinking."

Steffan Battle, Interim MD



"After deciding to outsource our marketing to A&E, their delivery has been truly excellent."

Roland Archer, Sales Director



"A&E has made a huge difference to our online presence. We now have several new clients due to their work."

Charlie Butler, Director



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AGENDA

What's in store?

1. What makes an effective LinkedIn profile?
2. Content > Clients: My 4-step process
3. FAQs









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#1 Profile

What makes an effective LinkedIn Profile?




Jill Willis 


Co-Founder of Attract & Engage | B2B Marketer | BITA | Author | Comms Strategist | Host of Made in Essex: The Podcast 



Attract & Engage · Hall Mead
Billericay, England, United Kingdom

500+ connections

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Providing services
Social Media Marketing, Marketing Consult...
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Ground Control

Award-winning external maintenance provider.
National coverage all year round!

Environmental Services · Billericay, Essex ·
18K followers



 **Jay & 27 other connections work here**

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About



Ground Control is a leading external maintenance business and biodiversity expert committed to enhancing and improving the physical environment. We have a strong commitment to ...see more




Annette Andrews (She/Her) · 1st


Founder of Acaria Coaching & Consulting | Speaker | HR Consultant | Executive Coach | Mentor | Mediator | Non Executive Director & RemCo Chair.

Acaria Coaching & Consulting Ltd · Henley Business School
United Kingdom

 [Book me to speak!](#) 

14,232 followers · 500+ connections

 Lauren Nance, Kim Wheatley, and 30 other mutual connections

[Message](#) 



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#2 Content

How to turn LinkedIn content into clients

ATTRACT



Jill Willis • You
Co-Founder of Attract & Engage | B2B Marketer
| BITA | Author | Comms Strategist | Host of M...
1mo • Edited •

👉 We are not She-EOs, certainly not Bossbabes, and never Girlbosses 👈

...see more



👍❤️ Bridie Cunningham and 44 others 4 comments

ENGAGE



Ground Control
17,563 followers
2mo •

Our Senior Procurement Manager **Javier Roig**, explains how Ground Control aims to achieve ambitious, **SBTI**-verified carbon net zero targets by 2038. ...see more



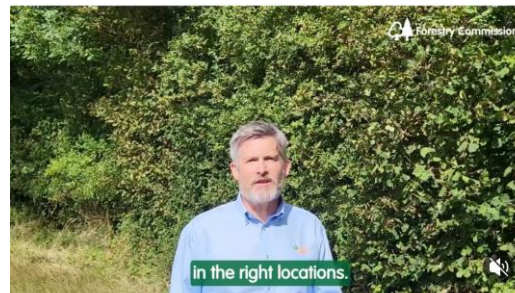
Ground Control reposted this



Forestry Commission
86,542 followers
3mo •

+ Follow

Chris from **Ground Control** is part of our wonderful network of Woodland Ambassadors. His advice is to "act now" for climate and biodiversity. ...see more



👍❤️ You and 57 others

5 reposts

CONVERT



Crannull Lead Generation for Con...
1,413 followers
2W •

A fantastic first quarter for Crannull 🙌

✓ Over 80,000 calls

...see more

80,000

calls in the construction
sector made

1,785

sales leads
generated



LEAD GENERATION FOR CONSTRUCTION &
THE BUILT ENVIRONMENT

👤 You and 12 others

2 reposts

#2 CONTENT

Content > Clients

A 4-step roadmap to ensure that when your target customer is ready to act, you are front of mind.

Define

Set your target audience
Identify their pains, problems & fears
Consider users, decision makers and influencers in the decision-making unit.

Attract

Posts that capture attention.
20% of content.
Aim to get lots of likes.

Engage

Posts that solve a problem.
70% of content.
Aim for comments & check that people are perceiving value.

Be consistent

Don't stop. Do more

Convert

Content that gives people proof of your results.
10% of content.
Hand off process to BD / commercial or sales.



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QUESTIONS PLEASE?

FREE GUIDE

More you'd like to understand?
Our 10-point marketing & PR
checklist for built environment
businesses is available to
download.

Visit www.attractandengage.co.uk
for your copy.





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Thank you



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