

simpleshow builds relationships with LinkedIn Sales Navigator



“LinkedIn Sales Navigator helps us to reach out to a larger audience in a personalized manner. Our customers appreciate us communicating in a very natural and human-to-human way, and LinkedIn offers the perfect platform for us to do this.”



Filipa Enes
Team Lead Business Development and Inside Sales
simpleshow

Location	Germany, USA
Employees	200+
Industry	Tech



The Challenge

New products demand new solutions

simpleshow is a SaaS platform for creating explainer videos for businesses and organizations, used by companies from different industries all over the world.

Founded in 2008 as a full-service explainer video production company, simpleshow takes complex topics and explains them in a simple way that everyone can understand. In 2016 the company introduced a new SaaS solution to empower clients to create their own videos, simpleshow video maker. The platform has since become the video maker of choice for many of the largest companies worldwide that appreciate the unrivaled ease-of-use, AI-based automated creation process, and creative support.

With the new platform and operating in multiple countries around the world, simpleshow now needed to reach out to a much larger audience. “That’s when we turned to LinkedIn to make the best use of the world’s largest business network for our sales approach”, says Filipa Enes, responsible for the LinkedIn relationship at simpleshow. “Because to close a deal you need at least 8 to 12 touchpoints on the buyer’s journey.”



The solution

Creating valuable touchpoints along the buyer’s journey

The use of the LinkedIn Sales Navigator now allows simpleshow to reach out to more people and to create more relevant, valuable, and personalized touchpoints. But it’s not just the quantity that matters. “Using the information people share on their profiles, we can pursue a much more personalized approach. We can truly focus on the message when contacting potential clients and start conversations in a very human-to-human way”, Filipa Enes explains.

To make sure this approach works, simpleshow provides access to Sales Navigator not only to key account managers, but to everyone involved in the sales process. It’s even included in their onboarding and training process to ensure employees are getting the most out of it. “We see the value of Sales Navigator throughout the sales process. Therefore, to get the maximum benefit from the tool, we want everyone to use it in the way that best suits their work”, Filipa Enes explains. When onboarding new employees, top Users (champions) will explain step by step how to fully utilize the tools. These champions also get first-hand information once new features are implemented. They will then introduce and advocate these within their teams and regions.



The Results

More research before reach-out

The seamless, easy-to-use integration with simpleshow's own CRM system is an important asset. The integration helps everyone at simpleshow working with Sales Navigator – people working in Business Development and Inside Sales as well as Key Account Managers and Customer Success Manager – to fuel the system with more information. “We don't want to send out another unread message”, Filipa points out. Thus, research is key at simpleshow. It is essential to find out: what clients are interested in and what pain points they are experiencing.

LinkedIn offers the best source for this information through LinkedIn members themselves, who put this information on their profiles. This helps to create a better understanding of prospects and clients.

Pre-work, as Filipa Enes puts it, doesn't stop there: simpleshow has used the Sales Navigator to turn information into insights. “We teamed up with marketing to not only develop personas, but also to create concise and valuable messages, which can be directly sent via InMail”, Filipa explains. The results are convincing: “People are more likely to reply when contacted via LinkedIn Inmails than via email.”

Building relationships that last

LinkedIn Sales Navigator also helps to build customer relationships. Filipa Enes explains: “Our customers may work at big companies, but they are all individuals. They appreciate us communicating in a very natural and personalized way, and LinkedIn offers the perfect platform for us to do this. It feels easy to reach out via LinkedIn or to follow up on things – especially when decision making processes involve more people.”

She also points out the value of information shared by LinkedIn members on the business platform: “In my opinion it doesn't harm business to know who you are working with. After all, we are all people and doing business is all about building relationships.”

And even if the deal is closed or a prospect didn't show interest at first, there's still a lot for sales professionals to do to keep the relationship going. Filipa Enes asks: “How else would I be able to know about their worries, their needs, schedule meetings, keep track with their job changes or even their birthdays – all using one tool?” And she concludes: “I would not know how to do it without LinkedIn.”

€1M

revenue connected to LinkedIn Sales Navigator since Jan. 1, 2020

60K+

leads have been generated and contacted via LinkedIn Sales Navigator

3rd

LinkedIn Sales Navigator is the 3rd largest lead source

