

Insights and integrations in Sales Navigator bolster Startup Grind's pipeline



Location: San Francisco, CA | No. of Employees: 11-50 | Industry: Events Services



“Now that we’re fully onboarded on Sales Navigator, we can’t imagine it any other way. It makes the prospecting process so much easier, especially for my team. It’s a necessity, I’d say, for any sales team to have.”

Lindsay Markel
Senior Partnerships Manager, Startup Grind



Challenge

- Startup Grind is a business that focuses on helping other businesses grow, through events and community-building for startups and entrepreneurs.
- Hosting more than 30 million companies, LinkedIn is a key platform for identifying and engaging with potential clients and partners. With a prospecting approach driven by insight and data, Startup Grind wanted to level-up its targeting and research.



Solution

- About six months ago, the team at Startup Grind upgraded from LinkedIn Premium to Sales Navigator. The platform opens up a new world of business details to help spark and direct conversations.
- “It’s just the most accurate, up-to-date data that you can be using as you’re looking to prospect,” opines Lindsay Markel, Startup Grind’s Senior Partnerships Manager.



Results

- Startup Grind’s model is supported by continual expansion of its client and partner ecosystem. Sales Navigator has lent a major assist on this front. Across 10 licenses, the team has saved more than 2,300 leads since implementing the platform.
- The biggest difference-maker, according to Markel, is the relative rate of response (16%) with LinkedIn’s messaging tool, which healthily outpaces the company’s emailing efforts. “There are responses we are able to get there that we’re not able to get on email. That’s one metric that we’re constantly looking at.”

16%

response rate via LinkedIn InMail

2,300

leads saved across 10 Sales Navigator users in six months

Doing more with less

- Beyond the improved results with Sales Navigator, Markel is impressed with how efficiently her team is able to achieve them.
- “It increases productivity,” she says. “It’s time-saving to have access to the right information. From what I know, no one’s had a hard time learning the platform and making it a part of their day-to-day.”

Scoring big wins

Alex Gordon-Furse, Director of the Global Startup Program for Startup Grind, shares this story of a successful experience with Sales Navigator: “For each new campaign I spend a long time working out which combination of search criteria will get me the best search result because I know that once I have it, I have a very high chance that there are some future partners in there. Having done that for the consumer goods market, within minutes I found the right contact for my campaign and was able to connect with him directly and set up a meeting, which eventually led to a great partner deal.”

Powering up the sales toolkit

- Even though they’ve seen superior results with LinkedIn InMail compared to email, Startup Grind isn’t abandoning this tried-and-true mainstay tactic. In fact, they’ve improved the efficacy of email as a selling tool by combining it with Sales Navigator, via the Gmail and Outreach integrations.
- “That definitely helps make it even more efficient, to have all of our data compiled in the other platforms that we’re using,” says Markel.



“Across the board, I think Sales Navigator makes our lives easier, and helps us understand that we’re reaching out to the best people possible.”

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Senior Partnerships Manager, Startup Grind