

WHAT IS HPE?

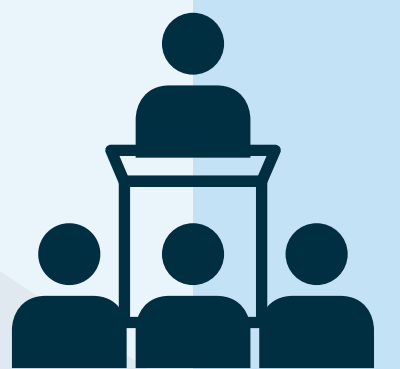
HYPER PERSONALIZED ENGAGEMENT

A LINKEDIN MARKETING SOLUTION THAT
DELIVERS INFLUENCE, INSIGHT & LEADS

1

DEFINING YOUR TARGET AUDIENCE: CUSTOMERS/PROSPECTS

- Customer, prospect accounts and the people in those accounts that can **influence** or buy your products/services.
- These are the **industry individuals** that influence your customers/prospects from outside the company.



2

LISTENING FOR "BUYER INTENT LANGUAGE"

- Words used by your audience when **purchasing** or when they are unhappy with their current solution.
- Listen to **likes, shares, comments,** and **posts** on LinkedIn.
- **Machine Learning** will monitor your audience for intent language so you know when the prospect is ready to engage.



3

ENGAGEMENT

- Based on the **Buyer Keywords** used and your connection level (1st, 2nd, 3rd, Group) HPE tells you whom to engage with, their personality, method of engagement, content, and **persuasion** ideas that give you the highest probability of engagement in the social selling process



4

SAS SERVICE SECURE, SCALABLE & COST-EFFECTIVE.

- The service assures you **never miss a potential lead** on LinkedIn, giving your people more time for talking to prospects, not randomly scrolling on LinkedIn.

