



Rise Through The Ranks - Bonus Gift Offer



Chris J Reed is the Only CEO With A Mohawk! He is also the most recommended LinkedIn marketing entrepreneur on LinkedIn with over 750 LinkedIn recommendations.

Chris is also a three times No.1 International Bestselling Author with his books "Personal Branding Mastery For Entrepreneurs", "LinkedIn Mastery for Entrepreneurs", the No.1 book about LinkedIn on Amazon and "Social Selling Mastery For Entrepreneurs".

Chris has been named an Official LinkedIn Power Profile 2012-2018, has one of the world's most viewed LinkedIn profiles with 55,000 followers and recently won Social Media Entrepreneur of the Year award by CMO Asia/World Brand Congress and Asia's Most Influential Digital Media Professional by them too.

Chris is serial, global entrepreneur having created Black Marketing - Enabling LinkedIn For You, The Dark Art of Marketing - Personal Branding For Entrepreneurs, Mohawk Marketing - TripAdvisor Engagement For You, Chris J Reed Mastery - Masterclasses that Engage, Delight, Educate and Entertain, Social Selling and Spark : LinkedIn + Tinder = Match.





Black Marketing has just won Leading B2B Marketing Agency 2018 by APAC Insider, Asia's Best Brand Award by CMO Asia and Social Media Marketing Agency of the Year Award by Singapore Business Review.



The LinkedIn Thought Leadership and Personal Branding Starter Package - LinkedIn Only

What you get in a nutshell:

1. The Complete Premium Personal Brand Strategy
2. Thought Leadership Strategy
3. Content Marketing Strategy

What you get in details:

1. Premier service to maximise your personal brand and LinkedIn presence.
2. Your personal LinkedIn profile page developed.
3. Increase your personal connections with relevant targeted people with a personalised message.
4. Improve your LinkedIn search ranking organically.
5. B2B content engagement – working with specifically sourced content based on a brief to engage and share relevant news/blog posts.
6. B2B content creation - writing short posts (up to 250 words/1300 characters) and one image
7. B2B video content strategy - sourcing video's that are linked to your personal brand
8. Combining content/video/short posts for maximising engagement.
9. Utilising native video content and business photos from from you from events to engage on LinkedIn
10. Weekly updates and Monthly reports on your account performance.

Pricing and terms:

**SGD\$2,360 per month, no minimum sign up, rolling agreement (U.P. SGD\$2,950)
 SGD\$2,000 per month for 6 months (U.P. SGD\$2,5000)**





The Entrepreneur and CEO Premium Package

What you get in a nutshell:

1. The Complete Premium Personal Brand
2. Thought Leadership
3. New Business Generation
4. Company Branding
5. Content Marketing Strategy
6. Social Selling

What you get in details:

1. Premier service to maximise your personal and your company's LinkedIn presence.
2. Your personal LinkedIn profile page developed and managed.
3. Your LinkedIn company main page created, developed and managed.
4. Increase your personal connections with relevant targeted people with a personalised message.
5. Improve your LinkedIn search ranking organically.
6. B2B content engagement – working with specifically sourced content based on a brief to engage and share relevant news/blog posts.
7. B2B content creation writing a short post (250 words/1300 characters) and one image.
8. Utilising native video content and business photos from events to engage on LinkedIn
9. Combining the above to maximise short posts/videos/content
10. Crafting of personalised messages to engage potential clients through connections (inbound and outbound), congratulations, content engagement, who viewed my profile and who viewed Point Drive
11. Chris Reed will engage and share your personal blogs, personal content and company content with his 55,000+ followers on LinkedIn.
12. Weekly updates and Monthly reports on your account performance.

Pricing and terms:

SGD\$4,760 per month, no minimum sign up, rolling agreement (U.P. SGD\$5,950)

SGD\$3,808 per month, minimum 6-month signup (U.P. SGD\$4,760)





The CEO and Employer Branding Service

What you get in a nutshell:

1. The Complete Premium Personal Brand
2. Thought Leadership
3. Company Employer Branding
4. Content Marketing Strategy
5. Growing your networking and influencing them

What you get in details:

1. Premier service to maximise your personal and your company's LinkedIn presence.
2. Your personal LinkedIn profile page developed and managed.
3. Increase your personal connections with relevant targeted people with a personalised message.
4. Optimising Sales Navigator and Point Drive to engage with your customised content/decks
5. Improve your LinkedIn search ranking organically.
6. B2B content engagement – working with specifically sourced content based on a brief to engage and share relevant news/blog posts.
7. B2B content creation writing short posts (up to 250 words/1300 characters) and one image.
8. Utilising native video content and business photos from events to engage on LinkedIn
9. Using videos to conduct one on one interviews and personalise you
10. Chris Reed will engage and share your personal blogs, personal content and company content with his 55,000+ followers on LinkedIn.
11. Weekly updates and Monthly reports on your account performance.

Pricing and terms:

SGD\$3,960 per month, no minimum sign up, rolling agreement (U.P. SGD\$4,950)

SGD\$3,168 per month, minimum 6-month signup (U.P. SGD\$3,960)





Personal PR For You Premium Service

What you get in a nutshell:

1. The Complete Premium Personal Brand Strategy
2. Thought Leadership
3. Speaking Engagements
4. Personal PR on radio, TV, in newspapers and online
5. Content Marketing Strategy

What you get in details:

1. Premier service to maximise your personal brand and LinkedIn presence.
2. Your personal LinkedIn profile page developed.
3. Increase your personal connections with relevant targeted people with a personalised message.
4. Improve your LinkedIn search ranking organically.
5. B2B content engagement – working with specifically sourced content based on a brief to engage and share relevant news/blog posts.
6. B2B content creation - writing to your brief and posting thought leadership articles to position you as thought leader in your industry with specialised and general media.
7. Reposting these on LinkedIn “as seen in X publication”
8. Reposting these as long form articles/blogs on LinkedIn
9. Reposting these blogs as a short post (250 words/1300 characters) and one image.
10. Gaining you media exposure on radio, TV, newspapers, YouTube, podcasts and online for interviews that can then re shared on LinkedIn
11. Creating a YouTube channel for your events/interviews and using that content on LinkedIn
12. Sourcing events for you to speak at and then amplifying these on LinkedIn
13. Utilising native video content and business photos from events to engage on LinkedIn
14. Using videos to conduct one on one interviews and personalise you
15. Chris Reed will engage and share your personal blogs, personal content and company content with his 55,000+ followers on LinkedIn.
16. Weekly updates and Monthly reports on your account performance.

Pricing and terms:

SGD\$3,160 per month, no minimum sign up, rolling agreement (U.P. SGD\$3,950)
SGD\$2,368 per month, minimum 6-month sign up (U.P. SGD\$2,960)





The Social Selling Service

What you get in a nutshell:

1. The Complete Premium Personal Brand Strategy
2. Thought Leadership
3. New Business Generation
4. Content Marketing Strategy
5. Social Selling

What you get in details:

1. Premier service to maximise your personal LinkedIn presence.
2. Your personal LinkedIn profile page developed and managed.
3. Increase your personal connections with relevant targeted people with a personalised message.
4. Improve your LinkedIn search ranking organically.
5. B2B content engagement – working with specifically sourced content based on a brief to engage and share relevant news/blog posts.
6. B2B content creation - short post (250 words/1300 characters) and one image.
7. Utilising native video content and business photos from events to engage on LinkedIn
8. Crafting of personalised messages to engage potential clients through connections (inbound and outbound), congratulations, content engagement, who viewed my profile and who viewed Point Drive
9. Weekly updates and Monthly reports on your account performance.

Pricing and terms:

SGD\$3,960 per month, no minimum sign up, rolling agreement (U.P. SGD\$4,950)

SGD\$3,168 per month, minimum 6-month signup (U.P. SGD\$3,960)





The Job Seekers Service

What you get in a nutshell:

1. The Complete Premium Personal Brand Strategy
2. Outreach to potential employers
3. Content Marketing Strategy

What you get in details:

1. Premier service to maximise your personal LinkedIn presence.
2. Your personal LinkedIn profile page developed and managed with a view to it being more easily found and more focused to give them impression that you are open to employment opportunities.
3. Your CV rewritten to match your LinkedIn profile to make it more attractive to future employers
4. Increase your personal connections with relevant targeted people with a personalised message that will focus on maximising your employment opportunities
5. Improve your LinkedIn search ranking organically.
6. Utilising native video content and business photos from events to engage on LinkedIn
7. B2B content engagement – working with specifically sourced content based on a brief to engage and share relevant news/blog posts.
8. Analysing and researching the right targets based on your employment brief
9. Crafting of personalised messages to targeted key approved decision makers using your profile to discuss employment opportunities
10. Weekly updates and Monthly reports on your account performance.

Pricing and terms:

SGD\$1,560 per month, no minimum sign up, rolling agreement or one off as agreed (U.P. SGD\$1,950)





(Simpler Personal PR service for those who already have our BM LinkedIn service)

Personal PR For You Premium Service

What you get in a nutshell:

1. Personal PR on radio, TV, in newspapers and online
2. Speaking Engagements
3. PR amplification on LinkedIn

What you get in details:

1. B2B content creation - writing to your brief and posting thought leadership articles to position you as thought leader in your industry with specialised and general media.
2. Reposting these on LinkedIn "as seen in X publication"
3. Reposting these as long form articles/blogs on LinkedIn
4. Reposting these blogs as a short post (250 words/1300 characters) and one image.
5. Sourcing events for you to speak at and then amplifying these on LinkedIn
6. Gaining you media exposure on radio, TV, newspapers, YouTube, podcasts and online for interviews that can then re shared on LinkedIn
7. Creating a YouTube channel for your events/interviews and using that content on LinkedIn
8. Using videos to conduct one on one interviews and personalise you
9. Weekly updates and Monthly reports on your account performance.

Pricing and terms:

SGD\$2,360 per month, no minimum sign up, rolling agreement (U.P. SGD\$2,950)

SGD\$1,888 per month, minimum 6-month sign up (U.P. SGD\$2,360)





LinkedIn Revamped Service

What you get in a nutshell

1. The Complete Premium Personal Brand Revamp Strategy
2. Thought Leadership
3. Content Marketing Strategy
4. Company page revamp

What you get in details:

1. One off service to revamp your LinkedIn profile
2. Your personal LinkedIn profile page developed and filled in
3. Improve your LinkedIn search ranking organically through keyword SEO organically
4. B2B content engagement – showing you how you curate and share content
5. B2B content creation - demonstrating how you create and share content
6. Showing you how utilising native video content and business photos from events to engage on LinkedIn works
7. Showing you how using videos to conduct one on one interviews and personalise you enhances your personal brand
8. Working on scripts for all interactions from outgoing personalised invitations to incoming to congratulations to inmails should you need them
9. Service includes briefing meeting, profile mockup submission, 2nd meeting to agree changes, change everything to your satisfaction thereafter and final handover meeting

Pricing and terms:

SGD\$1,560 per person (maximum time one month) (U.P. SGD\$1,950)





Consultancy Services

LinkedIn Marketing, Social Selling, Personal Branding and Social Media Consultancy

Chris himself will work with you and you and senior team on all of the above aspects or specific parts of them.

\$1,250 per hour or by project or retainer to be agreed.





Mohawk Marketing - TripAdvisor Engagement For You

For those of you who in hospitality, who run/own venues for business use whether it's a leisure venue, hotel, villa, bar, restaurant, cafe, MICE space or any other space we now have a service for you too.

Mohawk Marketing combines TripAdvisor with LinkedIn to ensure that you are maximising your B2B marketing and revenue generation.

If you are not managing your own TripAdvisor pages we can do that for you. If you are but wish to outsource it we can do that for you too. Our USP is that we then share these reviews on LinkedIn and engage through LinkedIn's Sales Navigator to find new clients for you.

Marketing your venue on LinkedIn to 600 million affluent professionals

Once we start managing your TripAdvisor page or even if we don't we shall still use your great TripAdvisor reviews to market your venue to business customers on LinkedIn who will look to book your venue for corporate hospitality/corporate accommodation/corporate private dining/team building/client nights.

We help you market your venue to the business community in your country and region through Sales Navigator through your personal profile and also through your company page on LinkedIn.

Fees range





Masterclasses

We provide LinkedIn, Personal Branding, Social Selling, Content Marketing, Employer Branding and Employee Engagement Focused Masterclasses, Workshops, Talks and Emcee services

Overview of Masterclass session:

Based on all three of his No.1 International Bestselling Books “LinkedIn Mastery For Entrepreneurs”, “Personal Branding Mastery For Entrepreneurs” and “Social Selling Mastery for Entrepreneurs” Chris’s Masterclasses engage, delight, educate and entertain,

Learn from the only LinkedIn Power Profile Winner 7 years running on how you can transform your LinkedIn to achieve all of your objectives in a professional context and enable your company to achieve their objectives too.

What you get in details:

1. Your team will be trained on all aspects of LinkedIn relevant for their roles.
2. Your team will be shown LinkedIn best practices, getting the most out of the LinkedIn social media platform.
3. Every part of LinkedIn can be demonstrated, enabling your team full practical use straight after the session.
4. We customise and personalise the workshop to your requests and needs.
5. We also go through every single person's profile in the workshop demonstrating what they should and should not be doing in a very engaging and interactive way





You may also check out the 750 recommendations that Chris has received about his LinkedIn masterclasses, workshops, talks and what Black Marketing has done for clients on his clients. Feel free to contact anyone on this list and ask them directly how engaging, interactive, inspirational and educational my sessions are.



Chris J Reed’s 750 LinkedIn Recommendations

<https://ptdrv.linkedin.com/70wy3js>

Chris J Reed’s LinkedIn Profile:

<https://www.linkedin.com/in/b2bsocialmarketing/>

Chris wrote the No.1 International Best Selling book about LinkedIn and will share his experience, knowledge and experience on every detail of how to use LinkedIn specifically covering tips on what to do and what not to do across the four main pillars of LinkedIn success:

- Personal Branding
- Employer/company branding
- Content marketing/thought leader elevation
- Sales Navigator and messaging

You will learn everything that Chris has learnt by building up his LinkedIn marketing agency, Black Marketing - Enabling LinkedIn For You and The Dark Art of Marketing - Personal Branding For Entrepreneurs. You will also learn what Chris has been named as an Official LinkedIn Power Profile 2012-2018, the only marketing entrepreneur to win this accolade for this many years.

Chris will also pass on all his tips of how he has one of the world's most viewed LinkedIn profiles with 55,000 followers, recognised as the region's top social seller and one of the world's top 100 bloggers on LinkedIn. Chris recently won Social Media Entrepreneur of the Year by CMO Asia/World Brand Congress and Most Influential Social Media Professional

Black Marketing is also an Award Winning Business winning Asia’s Best Brand in 2018, Social Media Marketing Award by Singapore Business Review, Small Business Rising Star and been nominated for The Agency of The Year by Marketing Magazine and Social Media Influencer of the Year by Mumbrella.

Pricing and terms:

SGD\$5,560 for 90 minute session (U.P. SGD\$6,950)
SGD\$11,960 per half-day session (U.P. SGD\$14,950)





We also run full day training courses covering all aspects of B2B social media, social selling, personal branding, content marketing, leadership and LinkedIn: price on request.



Social Selling Masterclass conference or event or service

Social Selling 2018 was held on September 14th at Microsoft HQ with 10 keynotes and 10 workshops and sold out to 400 customers with 6 sponsors. We achieved everything through social selling through LinkedIn.

We can do the same for you.

Social Selling from the No.1 International Bestselling Author of 'Social Selling Mastery for Entrepreneurs" and the founder of Black Marketing The World's Most Recommended LinkedIn Marketing Agency enables you to do everything in Social Selling to achieve your sales and marketing goals including showing you:

- Everything that you ever wanted to know about Sales Navigator
- Everything you ever wanted to know about LinkedIn
- How you can use Social Selling to drive a professional business
- How you can use Social Selling to drive a consumer business
- How you can use Social Selling in hospitality
- How you can use Social Selling in financial services
- How you can use Social Selling to develop your personal branding
- How you can use Social Selling to enhance your employer branding
- Why presentations are key to your social selling success
- Why videos are key to your social selling success
- Why Social Selling is a goldmine for start-ups
- Why Social Selling is key to your tech business
- How storytelling is key to your Social Selling Success
- How to be a World Class Social Leader
- How to use Social Selling in the entertainment industry
- Driving loyalty through Social Selling





We either do it all for you or show you can you can do it through masterclasses or a full day conference.



Measurements of Success

All our services and solutions uses LinkedIn as a platform to measure engagement and success. LinkedIn provides a transparent overview of your profile and how it is performing among your connections and professions.

By signing up for our LinkedIn Branding solutions and services, you will receive weekly ad-hoc and monthly in-depth report of our efforts for you covering:





There are 10 points of measurements that will be reflected in the report:

1. Your connections (increased new connections you have made).
2. Leads generated for you.
3. Profile impressions (Number of views of your profile as a result of our marketing services).
4. Blog/Short Posts views
5. Video/Photo/Infographic impressions
6. Weekly search appearances
7. Impressions of your curated content on your personal LinkedIn Profile.
8. Engagement of your content on LinkedIn: likes/shares/comments.
9. Social Media Value on LinkedIn the world's most expensive social media platform to purchase adverts on.
10. Four Social Selling Index (SSI) parameters measured against: 1) People in your Industry and 2) People in your Network
 - ❖ Establish your professional brand
 - ❖ Find the right people
 - ❖ Engage with insights
 - ❖ Build relationships

Plus Personal PR KPI's include:

1. Media coverage gained for your thought leadership
2. Speaking appearances (PR)
3. Interviews
4. Awards
5. Books
6. YouTube views/followers
7. Paid for engagements

Video charges:

- Video supplied and edited by you - no charge
- Videos supplied and edited by us - charged based on duration and complexity
- Videos done by us: \$1k per shoot max 2 hours long which should generate 5-10 videos of 30 seconds - 2 mins long
- Videos at events / panel / networking events e.g. of you speaking \$750 per shoot. Max 1 hour at event. Generate teasers of 30 seconds + full length.
- Infographics \$500 each
- Animated video - quote on brief





Blogging charges:

- Blogs supplied by you - no charge
- Blogs written with 3 changes - \$950 per blog (up to 1,000 words)

