

# Shaping the future of modern sales

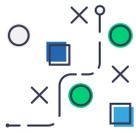
SALES STRATEGY • DIGITAL PRESENCE • QUALITY EXECUTION

Skaled is a B2B sales consultancy focused on helping organizations and the people that work there reach their full potential.

## Digital Presence for Sales Leaders & Teams

Intentional digital presence is the act of generating impact through meaningful dialogue with buyers and **connecting you to a network of potential business**. Our team of results-driven digital strategists help organizations compete in a digital-first world by **deploying an intentional and connected content strategy** to grow their audience and position their teams as industry thought leaders in the eyes of their buyers.

Our digital presence services are designed to help your entire sales force, from the Chief Sales Officer down to your individual sellers, leverage their expertise and intellect in the digital space to create trusted relationships with potential buyers. After **crafting a custom digital strategy**, our team of results-driven digital strategists will train your team on how to effectively use social platforms and data to **drive engagement and generate leads**.



Digital Presence Strategic Planning & Optimization



Content Development



Content Delivery and Activation



Audience Development and Engagement

## The Skaled Approach

We believe that **strategy without execution is a waste and execution without strategy is inefficient**. To help organizations and the people that work there reach their full potential, you must combine a **modern sales strategy and intentional digital presence with quality execution**.

## Standard Engagement

### Phase 1

#### Formal Intake & Assessment

Our intake process ensures we understand your team & culture, target audience, and buyer journey to develop a plan that will amplify your digital presence and produce measurable results.

### Phase 2

#### Tactical Planning & Execution

After establishing the goals of the engagement, together we'll map out a clear project roadmap.

Execution is where the bulk of the work happens. We'll work hand-in-hand with your team to implement a comprehensive digital presence strategy tailored to your goals.

### Phase 3

#### Evaluate, Support, & Iterate

Our mission is one of service and performance. After execution and implementation, we'll routinely meet to evaluate success and iterate as determined.

## Case Study & Testimonial

### What we did

Skaled implemented content and audience development strategies to connect Evolved Media to their target audience, drive leads and build organic engagement.



EVOLVED MEDIA

### Results in the first 2 weeks

**2X**

Post Views Doubled

**19%**

Audience Increase

**15**

New Leads

**4**

New Deals

**\$45,000**

In Closed Deals

**86%**

Engagement Increase



The Skaled team mapped out a comprehensive strategy and helped us make much better use of our content in many new forms. They then showed us how to execute and optimize for our audience. The metrics popped right away and new business quickly followed. Skaled is the real thing.

Dan Woods, CEO, Evolved Media

## Our Clients

Luminary

Juniper Square

EVOLVED MEDIA

NewsCred

Bolton LABS

Gsyncle

Creative Signals

altru.

textio

DO\$H