

  
**strategically**

  
**convincing**

  
**connected**





## INCREASE YOUR REVENUE WITH UP4D


Improve your revenue situation, by creating more leads, conversions, and through the smart processes of the up4d Digital Business Development.

## DIGITAL BUSINESS DEVELOPMENT?





Social Business Development is a set of best practices for efficient revenue generation via social media. The major differences between social business development and marketing are primarily found on the process level.

  
**24+**  
 Countries

  
**200+**  
 Projects

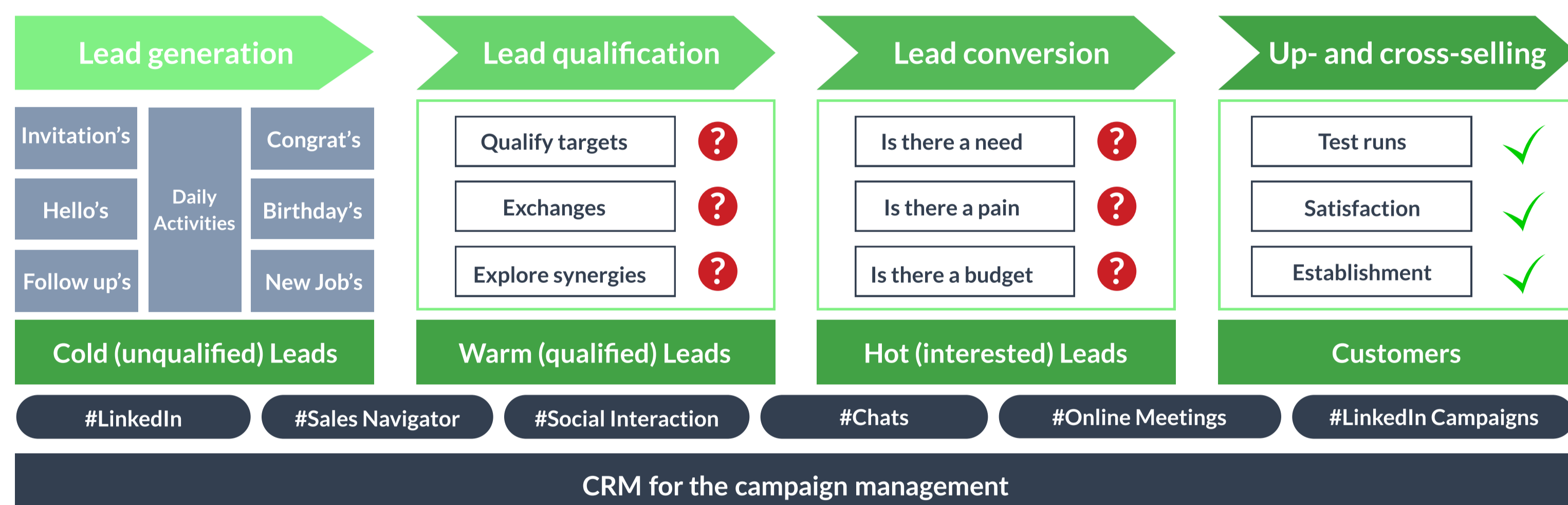
  
**10+**  
 Years experiences

## WHY UP4D-DIGITAL BUSINESS DEVELOPMENT?

 <b>WE ARE</b> 10 years of digital experience in developing global markets.	 <b>ADVANTAGES</b> Benefit from a well established LinkedIn process landscape.	 <b>EXPERTISE</b> up4d is an expert in using LinkedIn and Sales Navigator.	 <b>SUSTAINABILITY</b> Ensure and improve your venture team maturity.
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## HOW DIGITAL BUSINESS DEVELOPMENT WORKS?

Just generating endless new leads is not an effective way to develop new customers.



## DIGITAL BUSINESS DEVELOPMENT IN A NUTSHELL



## DIGITAL BUSINESS DEVELOPMENT AS A SERVICE

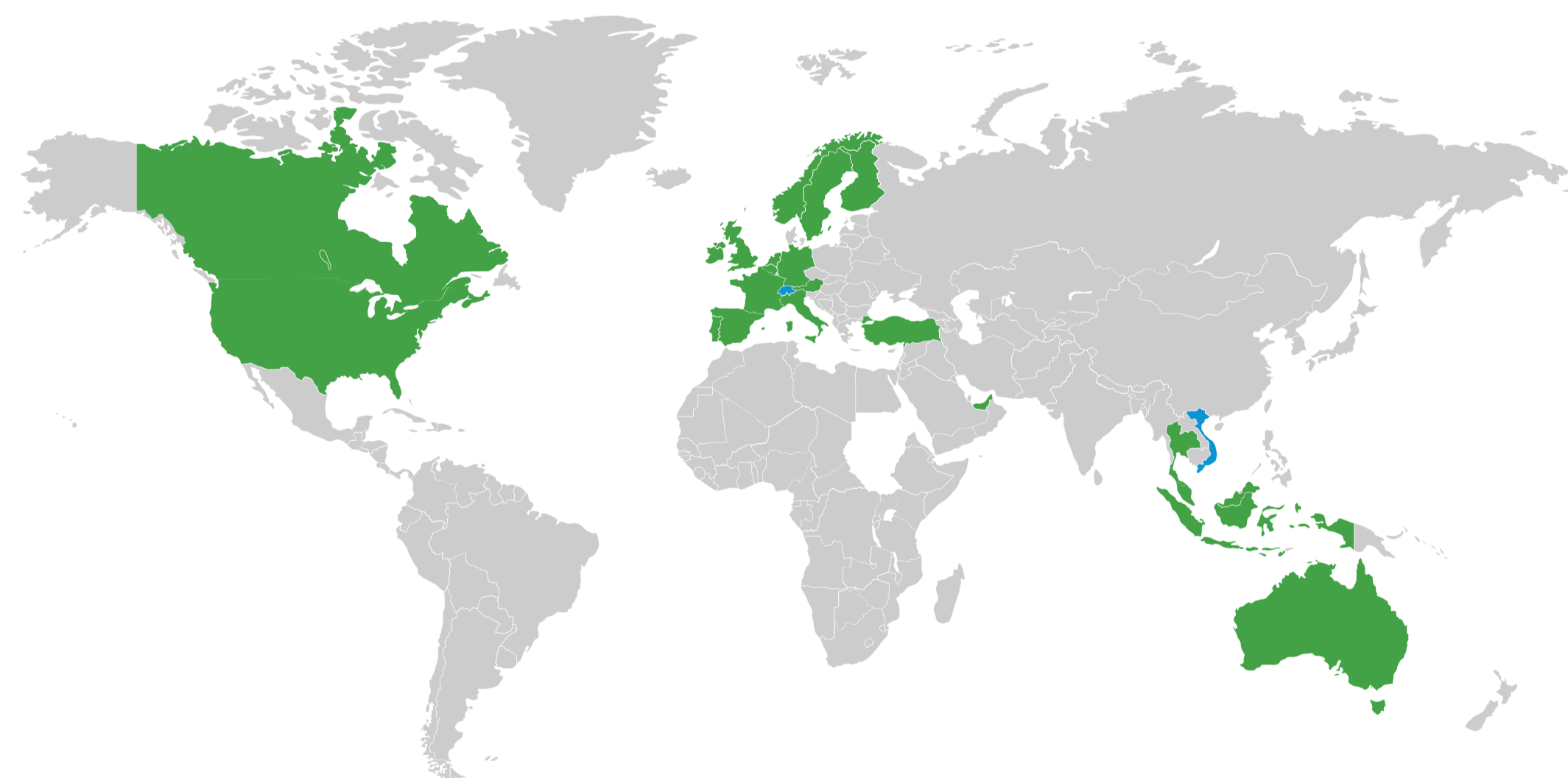
Take a seat, on your exciting sales journey to finding on a digital way customers, partners and much more.

<b>DBD - EXCHANGE</b> <ul style="list-style-type: none"> <li>Free of charge</li> <li>A 30-minute demo exchange about what is Digital Business Development</li> <li>Helpful proposals on how you should improve on your Digital Business Development activities</li> </ul> <p><b>FREE</b></p> <p>Start Investor Tender</p>	<b>1 MONTH - DBD - TEST RUN</b> <ul style="list-style-type: none"> <li>550 up4d credits for one month test run</li> <li>Your LinkedIn Profile and Social SEO optimization</li> <li>20 hand crafted invitations, per working day, through Sales Navigator</li> <li>Working daily, welcomes your new connections and attracts them to a social interaction.</li> <li>Developing 4 posts: design, content, posting and broadcasts for an efficient distribution in your network</li> </ul> <p><b>ENTRY OFFER</b></p> <p>Start DBD - TEST RUN</p>	<b>TAILOR MADE - DBD</b> <ul style="list-style-type: none"> <li>Time and material based, requires an up4d credit budget for a period of time</li> <li>Deep LinkedIn profile and Social SEO optimization</li> <li>Deepened introductions to Digital Business Development</li> <li>Tailor made standard activities</li> <li>Tailor made lead qualification and lead conversion activities</li> <li>Tailor made post and broadcast (distribution) activities</li> <li>Your desired campaign support on demand</li> </ul> <p>Start Tailor Made DBD</p>
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[Price List](#) → 
 [Express Exchange on demand 30' for €45](#)
[Remote Mentoring on demand 60' for €85](#)
[Schedule an e-appointment](#) →

## WHERE, UP4D EMPOWERS VENTURES?

up4d offers digital business development acceleration services for ventures, and these are the regions where we have our highest experiences.



## DIFFERENCE BETWEEN MARKETING AND BUSINESS DEVELOPMENT

**MARKETING - B2C**  
**Who does Marketing help?**

- Business to consumer
- Sales through credit-cards
- E-commerce - SaaS / PaaS

**BUSINESS DEVELOPMENT - B2B**  
**Who does Business Development help?**

- Business to business sales
- High-price offers
- Technology producers

## LET'S START NOW



**Initially**

- Let's know each other's
- Goal definition
- Handshake



**Onboarding**

- Onboarding call
- Kick-off call
- Launch the work



**Work on progress**

- Weekly meetings
- Monthly retrospectives
- Continuous improvements

Schedule a remote meeting

Let's talk with us