



Unlocking LinkedIn!

B2B Growth - strateegiline partner

LinkedInis



- B2B Growth alustas 2019. aastal ja on ainus LinkedInile keskendunud agentuur Baltikumis
- Uus kontor Pariisis
- Kolme aastaga koolitanud 3500+ inimest
- Oleme korrastanud 1000+ isiklikku ja ettevõtte profiili
- Üle 80 isikliku ja ettevõtte konto hallanud
- Kliendid Soomest, Rootsist, Saksamaalt, Prantsusmaalt, Jaapanist, Austriast
- 12-liikmeline meeskond

Mõned meie kliendid:





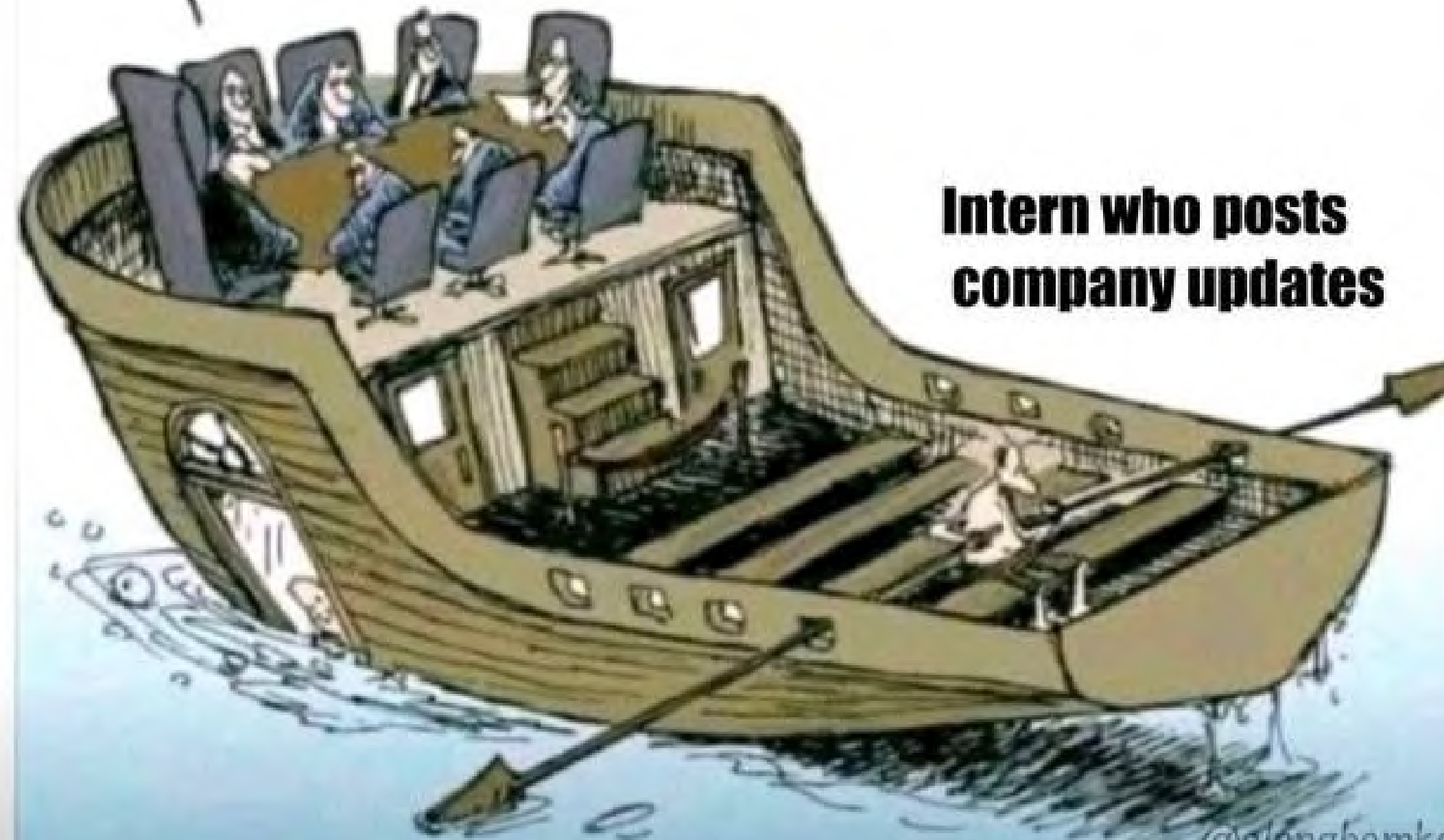
Kokkulepped



LinkedIn on ärivõrgustik, mis on mõeldud teistega suhtlemiseks, väärtusliku info jagamiseks ja uute oskuste õppimiseks. LinkedIn on maailma suurim B2B suhete loomise platvorm. Samuti on see ka üks suurimaid värbamisplatvorme.



LinkedIn doesn't work for us.

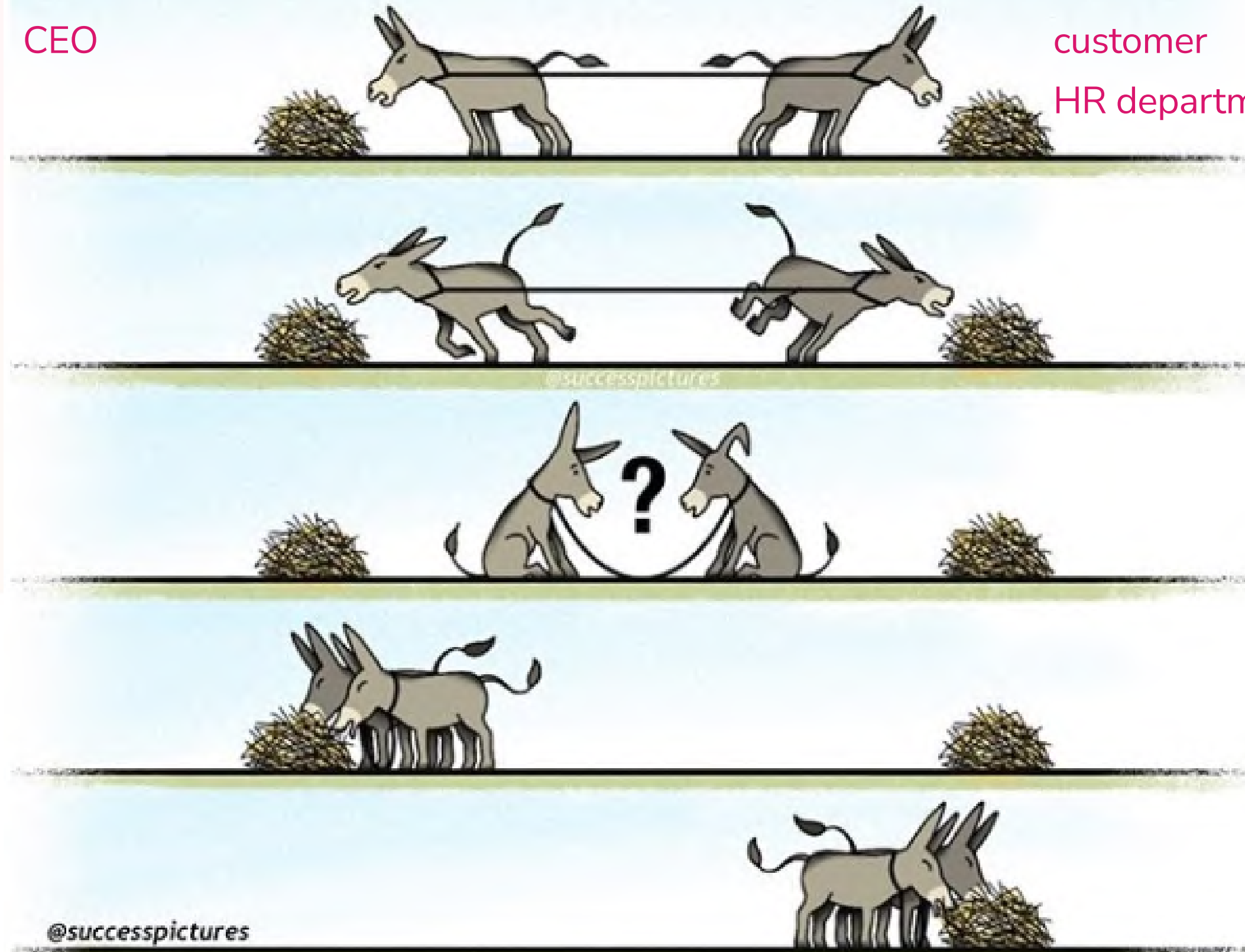


Imagine what we can accomplish when we work together

@successpictures

Sales or
CEO

Marketing or
customer
HR department

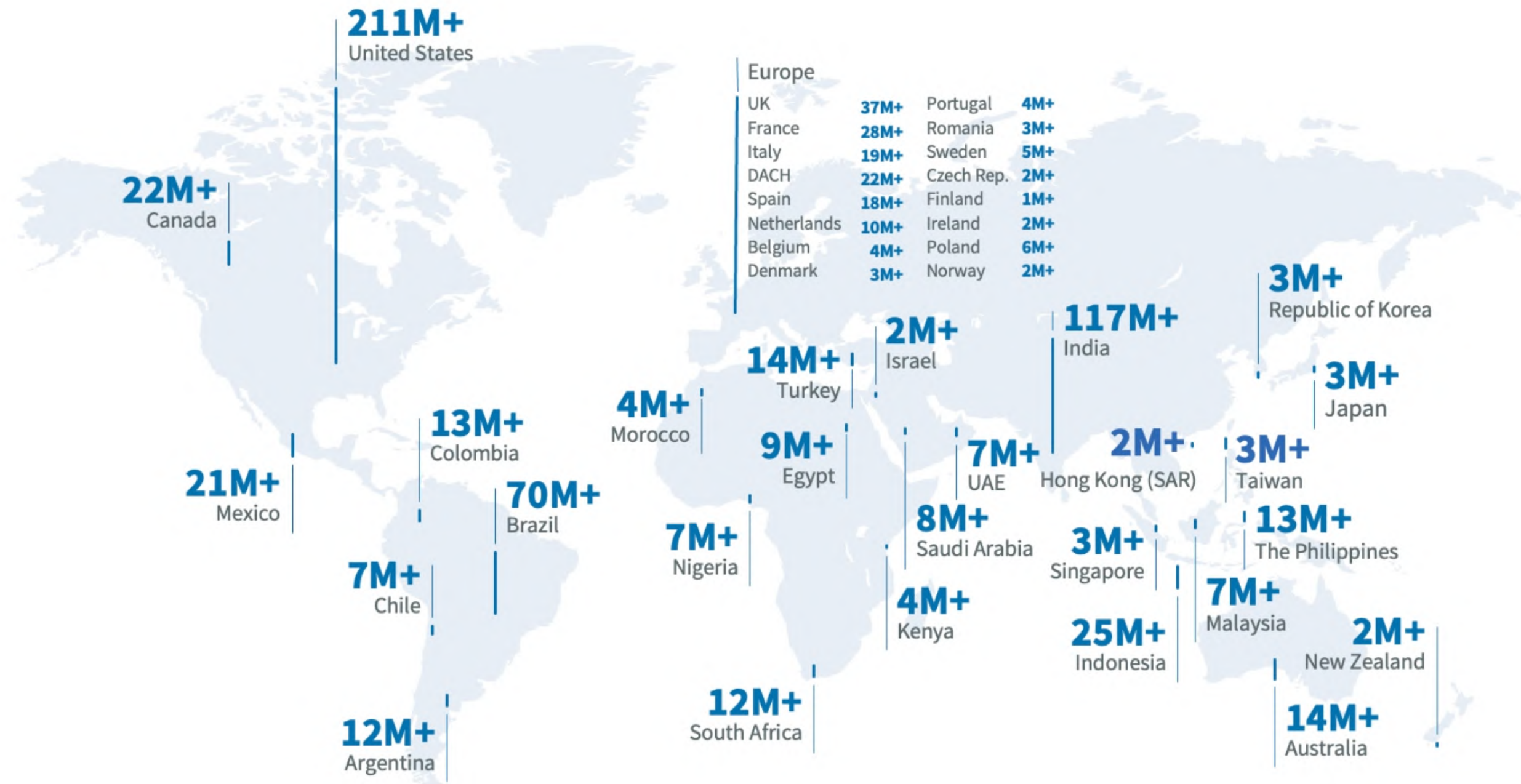


@successpictures





More than 1 billion members in 200 countries and regions worldwide*



*Membership numbers are updated quarterly after Microsoft Earnings

LinkedIn'i statistika



Profiile vaadatakse 3-7 sekundit, mis on Teie sõnum neile?



20 miljonit aktiivset töökuulutust igal nädalal



93% B2B turundajatest kasutab LinkedIni orgaaniliseks turunduseks



80% kasutajatest on juhtivad ettevõtte äriotsustel



70% otsivad tööd läbi telefoni



Teie profiilid on nagu **kodulehed**, optimiseerige need vastavalt oma ideaal kliendile

Source: <https://blog.hootsuite.com/linkedin-statistics-business/>



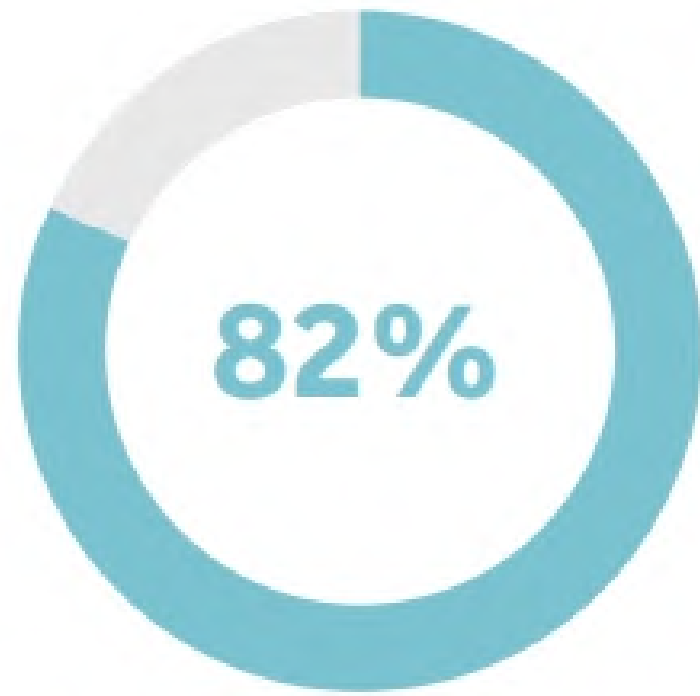
LinkedIn kasutajad Baltikumis

- Eesti. 302 000 Ettevõtteid. 14 000+. Tööpakkumisi. 4 056
- Läti. 420 000 Ettevõtteid. 9 500+. Tööpakkumisi. 3 609
- Leedu. 580 000 Ettevõtteid. 16 000+. Tööpakkumisi. 5 516



022

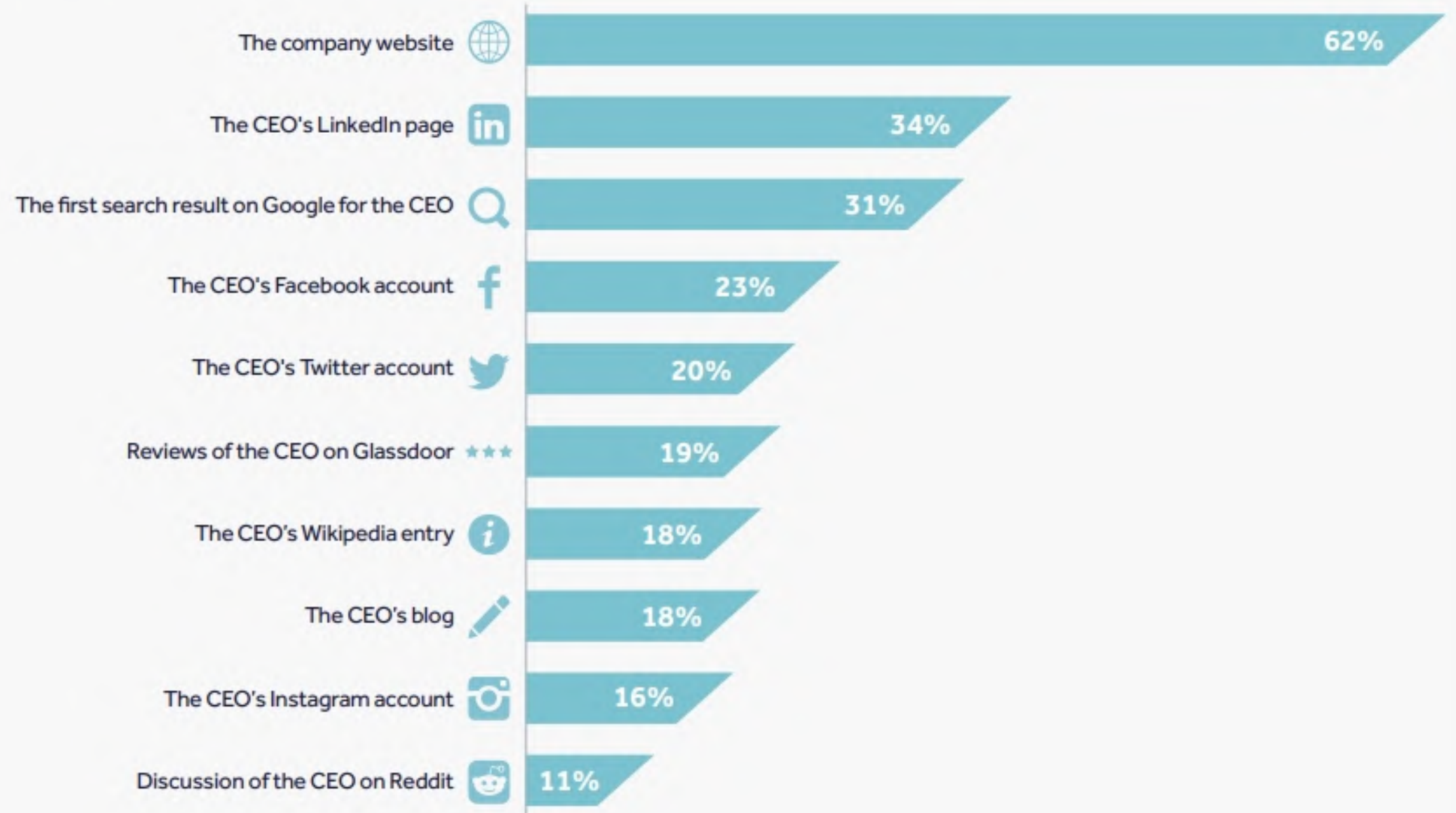
Source: Brunswickgroup



82%

of employees will research a CEO's online presence when considering joining a company

When learning more about the CEO of a company you would potentially consider joining, which of the following sources would you check?



Source: [Brunswickgroup](#)



Ettevõtte kellel on positiivne tööandja bränding saavad **2x rohkem kandidaate**, kui negatiivse kuvandiga

Ettevõtte kellel on tugev tööandja bränding on **43%** väiksemad värbamis kulud

Negatiivse või mitte olesmasoleva tööandja brändinguga organisatsioonid maskavad üle **10% rohkem värbamisele**

LinkedIn Talent Blog, What Is Employer Branding and How Can It Grow Your Business?



Mida talendid soovivad:

**Talendid soovivad, et nad töötavad
organisatsioonis, mis läheb nende väärtuse,
missiooniga ja visiooniga kokku**



Inimene peab nägema teie ja ettevõtte nime
7-9x, enne kui usaldama hakkab



Inimene peab nägema teie ja ettevõtte nime
7-9x, enne kui usaldama hakkab



90% klientidest, töötajatest ja partneritest
tulevad nende seast, kes kunagi ei reageeri ega
kommenteeri



1-6 inimest on seotud B2B tehingutega

Tegevuste mõju postitustele



Mõõteühik : 1 "näitamine" ehk postituste nähtavus

Tegevus (engagement)	Mitu näitamist postitusele juurde annab
Reaktsioon	1
Repost oma mõtetega	3
See more	5
Save	8
Instant Repost	10
Kommentaariid	15



Küsimusi?

Ettevõtte konto võimalused



- Ehitada ettevõtte brändi
- Uute kolleegide meelitamiseks
- Ettevõtte kommunikatsioonikanal
- Koostööpartnerite usalduse võitmine

Milleks ettevõtte konto?



Achieve the best possible



Quantive

Achieve your full potential.

Software Development · OKR Software · Denver, Colorado · 37K followers · 201-500 employees

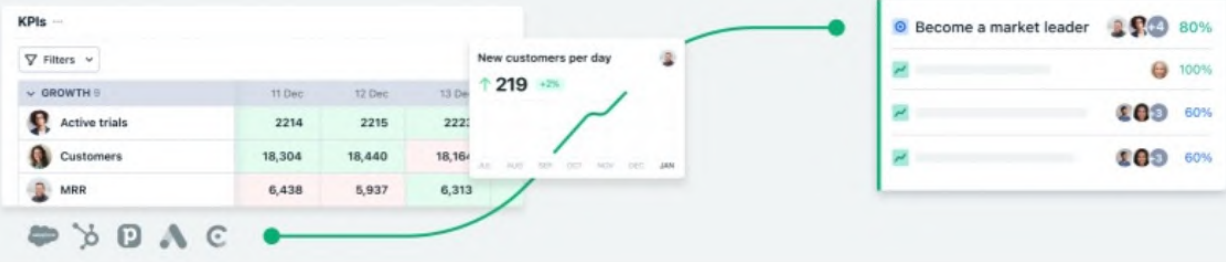
 Reelika & 12 other connections follow this page

 Used by Societe Generale and 20 featured customers

+ Follow

Message

...



- Home
- About
- Product
- Posts
- Jobs
- People
- Insights



Xybion Digital

Digitize - Transform - Innovate | Your Process - Your Way

Software Development · Princeton, New Jersey · 37K followers · 201-500 employees

+ Follow

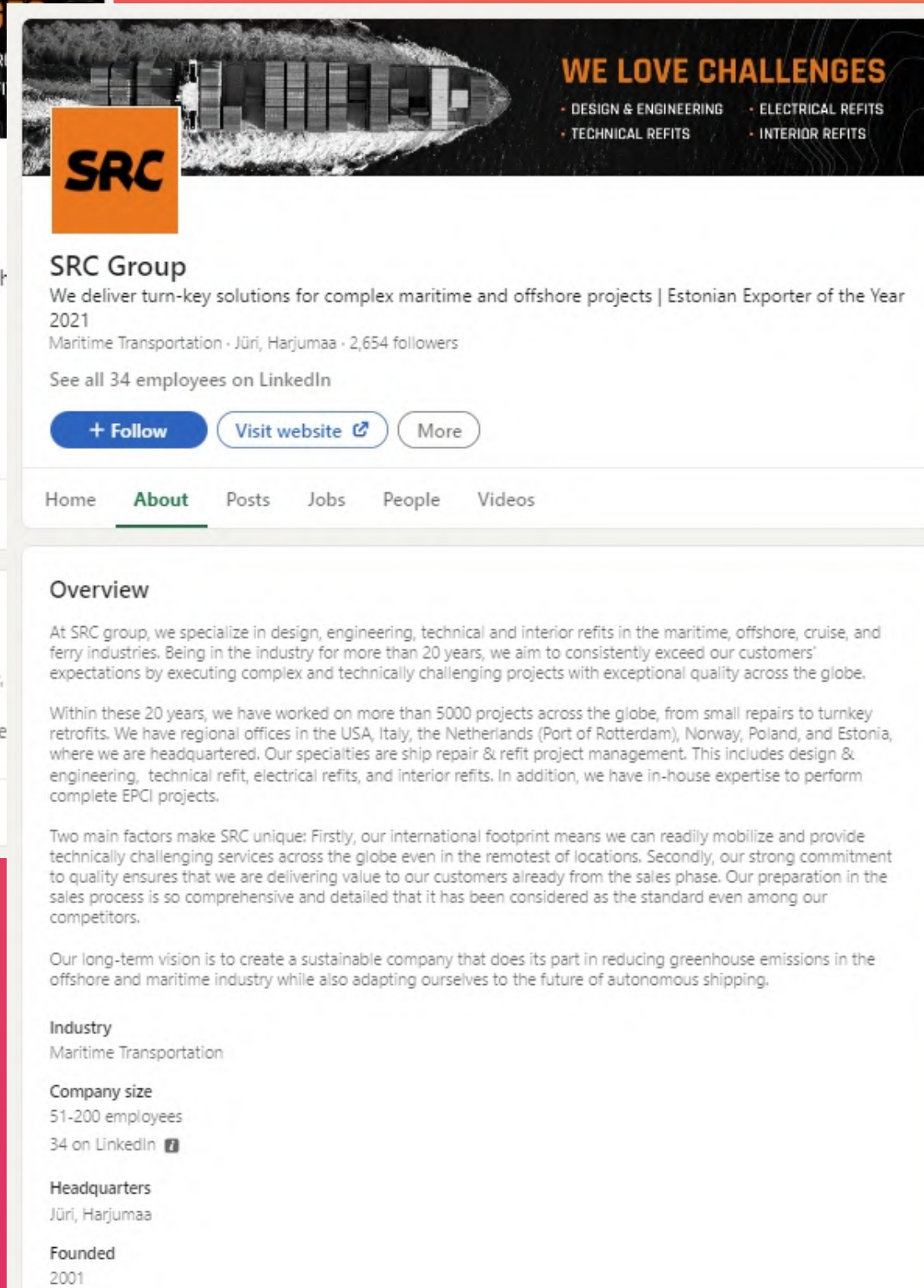
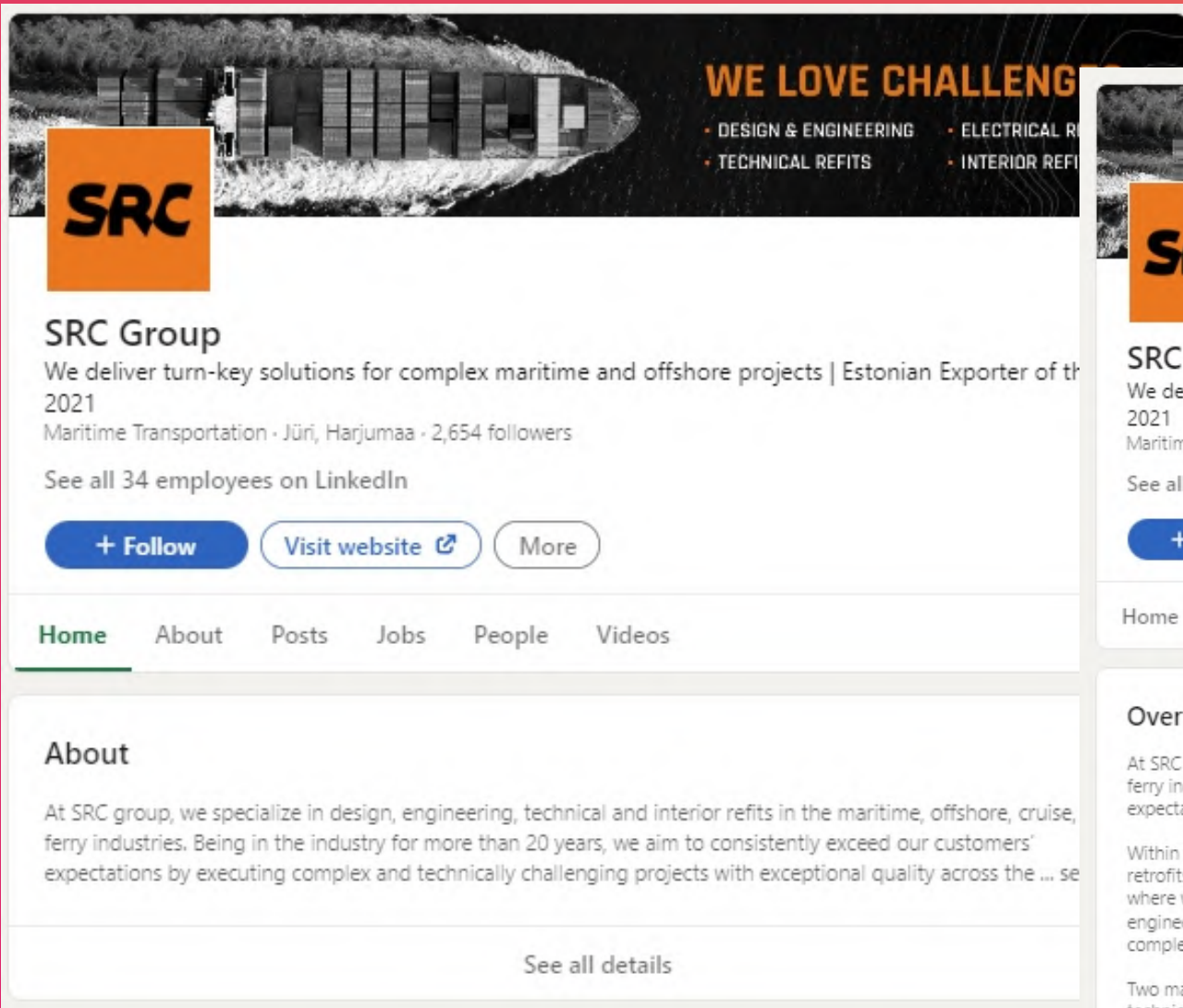
Message

...

- Home
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- Insights

Kuidas peaks välja nägema

- Taustapilt annab hea ettekujutuse nende missioonist.
- Pealkiri töötab kenasti koos taustapildiga ja annab ettevõttest parema ülevaate.
- About tekst räägib missioonist, sellest, mida nad teevad, kellega koos töötavad ja nende tulemustest.



Isiklikud profiilid

Isikliku konto võimalused



- Ehitada isiklikku brändi ja tugevat kontaktivõrgustikku
- Otsida müügikontakte
- Värvata õigeid inimesi
- Leida rahvusvahelisi mentoreid ja eksperte
- Leida uusi koostööpartnereid ja investoreid
- Leida rahvusvahelisi ajakirjanikke
- Saada rahvusvaheliselt oma valdkonna arvamusiidriks

New York City Metropolitan Area · [Contact info](#)

Heiner Oberkamp and Dima Syrotkin  are mutual connections

 Connect

Save in Sales Navigator

More

As a seasoned P&L leader, President, Board Member in the life sciences and technology sectors, I bring over 25 years of experience in delivering value to customers, shareholders, and employees. I am passionate about digital transformation, AI/ML driven innovation, strategic partnerships, and operational excellence. I have helped global companies driving growth and innovation using right strategy and technology usage....

...see more

A circular portrait of Dr. R. K. Singh, a middle-aged man with dark hair and glasses, wearing a white shirt. The background of the portrait is a light blue gradient.

- 3rd

Princeton, New Jersey, United States · [Contact info](#)

 **Message**

Save in Sales Navigator

More



The Wharton School

An entrepreneurial senior executive with 25+ years of in-depth experience in the global Life Sciences, Healthcare and Services industry in strategic management, business development, investments and new ventures creation, M&A and Buy-outs.

Most recently was the President & CEO of Science Center in Philadelphia focused on creating, incubating ...see more



Ardi Oja

Co-founder and CEO at Estonian Organic Protein Cooperation

Tõstamaa, Pärnu, Estonia · [49 connections](#) · [Contact info](#)



Estonian Organic Protein Cooperation

To access this option again, select "Open to" below.



Open to ▼

Add profile section ▼

More...

Profile Strength: **Intermediate**



Executing challenging maritime and offshore projects www.src.ee


 SRC Group
 TalTech – Tallinn University of Technology

Alex Vainokivi · 2nd
Marketing Coordinator at SRC Group | Providing turn-key solutions for complex maritime and offshore projects
Tallinn, Harjumaa, Estonia · [Contact info](#)

291 connections

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About

I have been working in the maritime industry for the last 7 years mainly in technical roles. Most recently, I worked as a technical project manager at SRC group and am now as a marketing coordinator. At SRC, we provide turn-key solutions for complex maritime and offshore projects.

[...see more](#)

Executing challenging maritime and offshore projects www.src.ee


 SRC Group AS

Vadim Latkin · 3rd
Board Member/CCO, SRC Group AS | Strategic international business developer | Corporate governance | Networker
Estonia · [Contact info](#)

500+ connections

[Connect](#) [Message](#) [More](#)

About

It's a fast-paced world, and I'm a fast-paced thinker. In the ship repair business, you've got to think on your feet. That's what I've been doing for nearly 20 years at SRC. I know the industry.

Communication and client-relations are essential when managing diverse international turn-key projects. The competition is cut-throat, which means I constantly strategize and negotiate while developing the business globally.

Along with Estonia, we have entered the market in the Netherlands, the USA and Norway.

There's never routine, so I learn and develop every day. It's exciting and pushes me to be more creative and innovative.

My biggest success has been securing the contract for retrofitting one of the world's biggest RO/PAX ferries, Sijja Europa, to an offshore accommodation vessel for Chevron Oil. As the main project manager, I led 850 workers from all over the world.

Try Pitch

If you're looking to work with someone who thinks outside the box to create successful fast-reaction projects, get in touch.

Executing challenging maritime and offshore projects www.src.ee


 SRC Group AS
 Estonian Business School

Hannes Lilp · 2nd
22+ Years in the maritime and offshore industry | CEO and Chairman of the Board at SRC Group | Nominated as top 3 industrialists of Estonia
Estonia · [Contact info](#)

500+ connections

[Connect](#) [Message](#) [More](#)

About

Actively working within the maritime and offshore industry for the last 22+ years, I am the CEO and founder of SRC Group. We are specialized in the execution of complex EPCI projects to the maritime, offshore, and cruise, and ferry industries. In addition to my role in SRC I am also a board member at the Support Foundation for Kuressaare Hospital. I am a passionate business developer and strategic planner!

Some key highlights of my professional career:

- I was 23 when I established the SRC Group as a small ship repair company. At the time, I was still a student at the Estonian Maritime Academy.
- A few years later, I bought Ilmarine, one of Estonia's oldest and biggest machine building and steel construction companies at that time with 10 000 m2 production area. I made a successful exit after restructuring it.
- At the age of 27, I established a ship newbuilds' company where we started to build mid-size tankers and product carriers.
- During the 2007-2009 recession, I had a learning experience in change management when one of the group's subsidiaries went bankrupt.
- Understanding the need for further education, I completed my Executive MBA from Estonian Business School in 2016.
- I was nominated as Industry Person of the Year in Estonia in 2021.
- One of the top 3 finalists for Entrepreneur of the Year by Ernst & Young Estonia in 2022.

SRC Group has grown to be a strong player in the marine and offshore industry. We have a global footprint. Companies in several countries like Norway, Poland, the Netherlands, Estonia, Italy, and a regional office in the USA. We are executing complex EPCI projects globally.

SRC Group executes repairs, retrofit projects, is specialized in to short lead time conversions and complex tailored conversions with strength in Engineering, Technical, Electrical, and Interior refits. The group has successfully completed more than 5,000 projects across the world, from small repairs to big retrofits.

We were awarded Exporters of the Year in Estonia, and Äripäev, a leading business newspaper in Estonia, has ranked us No. 1 in the machinery and metal industry.

- Ühtne välimus kõigile
- Lehe külastajad saavad kohe aru, millega nad tegelevad ja millist väärtust nad pakuvad
- Inimese pikem kirjeldus annab temast palju parema ülevaate



Sisulooma LinkedInis

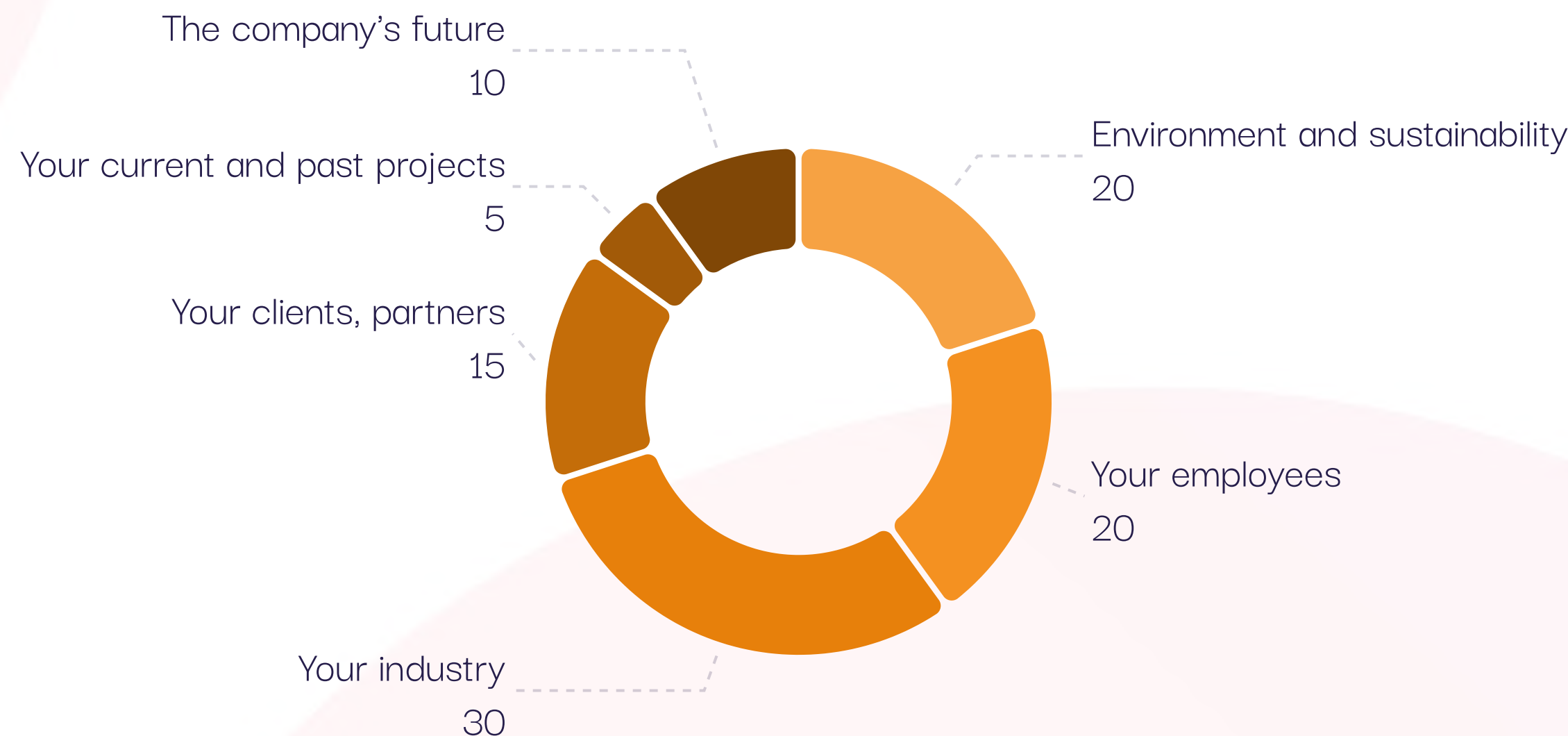


Teemade jaotus LinkedInis

Postituse teemad peavad olema erinevad, et mitte ainult endast rääkida.

Kui ettevõtte postitab ainult oma projektidest või üritab liiga palju müüa, kaob publikul huvi.

Võimalikult palju postitada harivat sisu, mis toetab ettevõtte missiooni ja visiooni.





Sisuloome näidisplaan

ESMASPÄEV Kolleegi tutvustus	TEISIPÄEV	KOLMAPÄEV Praeguse projekti info	NELJAPÄEV	REEDE	LAUPÄEV	PÜHAPÄEV
ESMASPÄEV	TEISIPÄEV Vasta KKK-le	KOLMAPÄEV	NELJAPÄEV Üritus, kus osalete	REEDE	LAUPÄEV	PÜHAPÄEV
ESMASPÄEV Huvitav/lõbus fakt ettevõtte kohta	TEISIPÄEV	KOLMAPÄEV Asjakohased uudised	NELJAPÄEV	REEDE	LAUPÄEV	PÜHAPÄEV
ESMASPÄEV	TEISIPÄEV Tuleviku plaanid	KOLMAPÄEV	NELJAPÄEV Ettevõtte taustalugu	REEDE	LAUPÄEV	PÜHAPÄEV

Korralikud postitused

https://www.linkedin.com/posts/src-group-as_projectmanagement-engineering-design-activity-6991287097634504704-Knzd?utm_source=share&utm_medium=member_desktop

- Kindel formaat
- Õiged inimesed välja toodud
- Kasutame õigeid #

SRC Group
2,654 followers
1mo •

On Friday, we were visited by [Andreea Strachinescu](#), the head of the Maritime Innovation, Marine Knowledge and Investment unit in the [European Commission](#); Kaupo Läänerand, Deputy Secretary General for Maritime at the Ministry of Economic Affairs and Communications; Tarmo Ots from the Ministry of Economic Affairs and Communications; and Hele Karilaid from the Ministry of Foreign Affairs.

The event was organized by the [Ministry of Economic Affairs and Communications for Estonia](#) in an effort to introduce innovative and sustainable solutions of the Estonian maritime industry on a European level.

We were delighted to discuss the industry's future and present our guests with SRC's innovations for the [#marine](#) industry. In more detail, we discussed our remote-controlled fairlead locking system and the integration of alternative fuels. The majority of our business volume comes from the Green Shift and companies that want to achieve environmental targets by making their vessels more sustainable.

Thank you to our guests for the interesting discussions!

[#sustainability](#) [#shipsandshipping](#) [#europeancommission](#)



https://www.linkedin.com/posts/src-group-as_marine-sustainability-shipsandshipping-activity-6985493564453478400-WlvA?utm_source=share&utm_medium=member_desktop

SRC Group
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SRC is always up to date and able to perform and manage even the most and demanding EPCI projects. Learn about the services that we are providing around the globe:

Technical refits

We always aim to maximize value for our customers. With in-house engineering, [#projectmanagement](#), procurement, logistics, and technical resources, we offer our clients turnkey EPCI solutions for technical refit projects.

Design and Engineering

Our experienced project management and [#engineering](#) team can promptly respond to complex requirements that require innovative and tailored solutions. Whether your need is related to a cruise vessel or a complex workboat project, our experts can provide support in structural and mechanical design, ship systems, or interior design at all times.

Interior refits

We utilize the latest innovative solutions for interior [#design](#) to visualize the projects before execution. For example, we often use 3D scanning to form a so-called "point cloud" that lets our designers visualize a 3D model with 3D goggles. We have a comprehensive track record with interior refits for restaurants, theatres, casinos, and cabins on various vessels.

Electrical refits

We rely on a skilled team of electrical engineers and specialists ready to carry out all scopes of electrical works and refits. Our services include but are not limited to electrical drawings, cable tray routing, equipment installation, and onsite support.

Our key strength lies in our flexibility and ability to execute these projects around the globe, wherever the client wishes. Contact us for more information!

[#maritime](#) [#offshore](#)



Võta meiega
ühendust!

Aitame Sul
LinkedInis
efektiivselt
tegutseda!



Indrek Põldvee

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indrek@b2bgrowth.eu

