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## **Overall Mission of Social Media Team**

The mission of Social Media Team is the following:

- 1) To help BMP attain valuable connections and continue ongoing communication with LinkedIn contacts (company/recruiter & personal accounts).
- 2) Communicate what Blackmore Partners has to offer with regards to deals and other networking opportunities.
- 3) Post articles on LinkedIn and record updates on the Nurture Campaign
- 4) Maintain Executive Database on Infusionsoft along with maintaining campaigns.

## **Process Document for Social Media Team**

*Go to Google Docs, find the excel document named Social Media Daily Report. After clicking on the “Report” tab, you can see all daily tasks.*

### **1. Status updates & article posting**

*Team members must post currently pertinent articles on the LinkedIn & Facebook. The platform with which we do this is Hootsuite, and the source we use is Zero Hedge.*

- LinkedIn username: [gerald.odwyer@blackmorepartnersllc.com](mailto:gerald.odwyer@blackmorepartnersllc.com)  
LinkedIn password: Argyle1010
- Facebook username: [gerald.odwyer@blackmorepartnersllc.com](mailto:gerald.odwyer@blackmorepartnersllc.com)  
Facebook password: 919Blackmore
- Hootsuite username: [geraldodwyer@blackmorepartnersinc.com](mailto:geraldodwyer@blackmorepartnersinc.com)  
Hootsuite password: 919Blackmore

#### **How to update the statuses:**

- Go to [zerohedge.com](http://zerohedge.com) and ascertain an interesting article, from the last 36 hours, which is both positive for the PE field and interesting for readers to read.
- Log into Hootsuite, go to “My Dashboard” and click “Compose message...”
- Copy-paste either an introductory or interesting paragraph in quotations in the text box.
- Paste the URL of the Zero Hedge article on “Add a link...” and shrink the URL into the text.
- Unselect Twitter and select Facebook & LinkedIn.
- Autoschedule the sharing of the article.

### **2. LinkedIn Invitations & Responses**

To find messages and invitations, click the “Inbox” tab on the top menu bar.

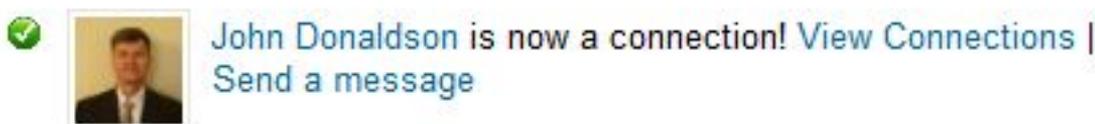


### Invitation



Before accepting an invitation, you have to go through his profile and decide whether the person is qualified to become a connection. If the candidate is a C-level executive, click “accept”. If the candidate is recent graduate, click “ignore”.

After clicking accept, click Send a message:



To decide which template response to send:

- Go to Infusionsoft and paste

the candidate's name in the search bar.

If the person is not on Infusionsoft:

- Go to Google Documents, and find the document named **“LinkedIn Accepting Invitations and responding to messages template.”**

Hi XXXXX,

Thanks for reaching out. I am very impressed with your background and professional experience.

I recommend that you opt into our system to stay up to date with the countless opportunities offered by Blackmore Partners. By opting into our system, you will be up to date with different positions (Board Positions and Senior Management Roles) in portfolio companies and events offered by Blackmore. Please click on the following link:

<https://iw313.infusionsoft.com/app/form/blackmore-partners-webform>

We will be in touch.

Regards,

Gerald

- **Make sure to personalize each message with the candidate's first name** and press “Send Message.”

If the person is on Infusionsoft, check his stage and send a corresponding template. **Make sure to personalize each message with the candidate's first name.**

- Update the number of invitations that you accepted on tracking sheet.

#### Messages

- Select **Messages** tab at the top of the profile page.
- Scroll down the page until you see Messages, clicking on each “new” message indicated by a highlighted (**BOLD**) heading.
- Reply to each message appropriately, where applicable.
- To find some appropriate replies to messages, go to Google docs and find **“Process Doc-FAQ LinkedIn Inbox”**.
- Update the number of new messages that were sent to us on the tracking sheet.
- Update the number of messages that were a reply to one of Gerald's message on tracking sheet.

#### **Deleting LinkedIn Connections**

1. Go to “My Network” and access all of Gerald's connections
2. Delete all individuals who are not C-level executives, VPs or foreign people. Don't delete past interns

### **3. Voicemails**

**Purpose: To direct voicemails to the appropriate person.**

use the link to check it [business.comcast.com/myaccount](http://business.comcast.com/myaccount)

username: geraldodwyer@blackmorepartnersinc.com

password: 4802NBroadway

Note: You must use internet explorer to check this account.

Check the account by clicking on the messages in bold, play the message, and handle the call or forward to the appropriate person email address.

After checking the messages **DELETE** all the old messages.

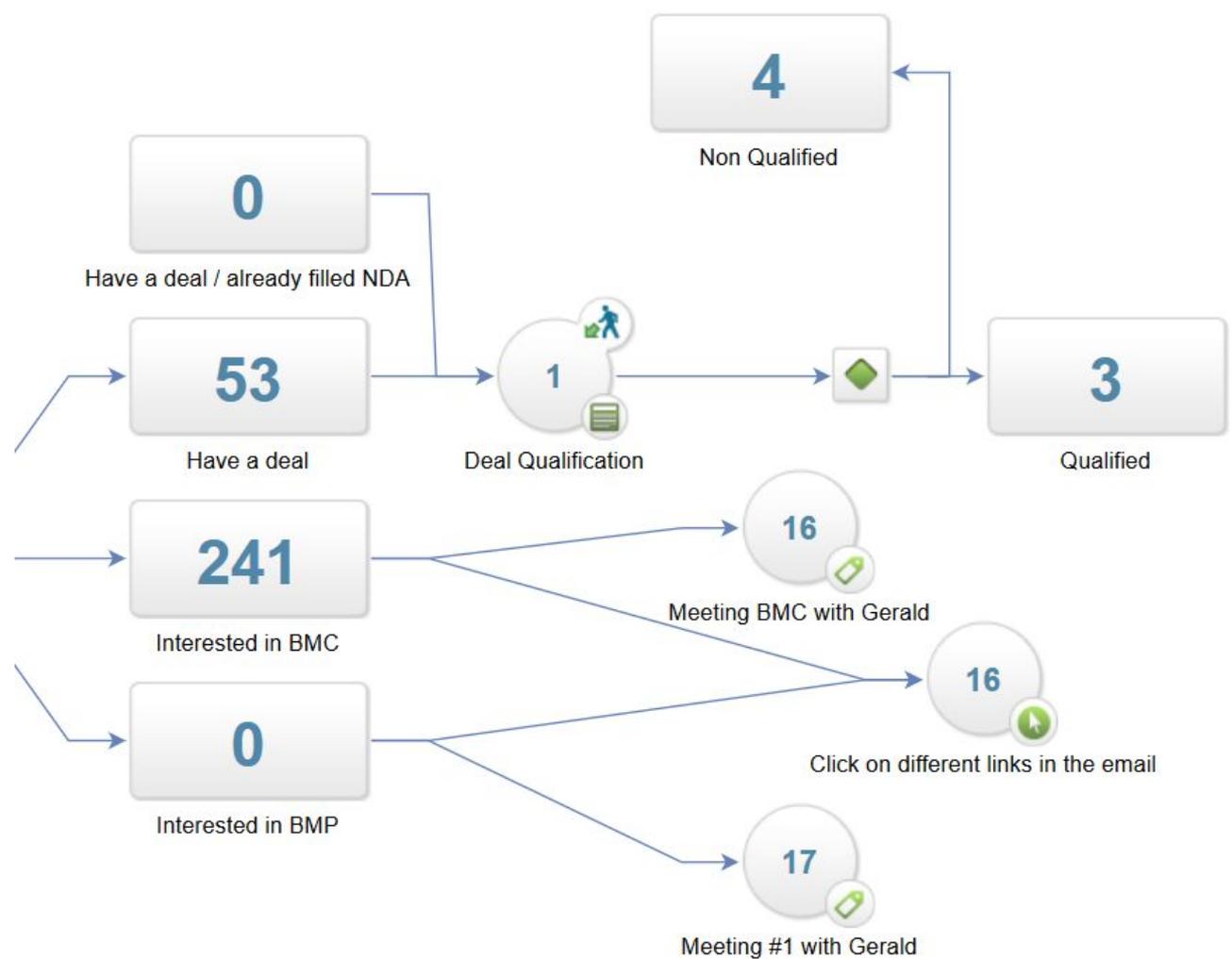
To access all voicemail options, including changing the voicemail, press \*99 on main phone

## 4. Infusionsoft Campaigns

### Nurture Campaign

The Nurture Campaign is used to track New deal flow via a Deal Qualification form that executives have to fill out. This is to track the number of new executives who have deals, so they can be contacted manually via email from one of the interns.

- Check the Have a deal Block to see the number of executives who have clicked on have a deal and filled out a deal form.
- This is followed by sorting them into groups of individual who qualify for deals, and individuals who do not qualify for deals.
- Both these executives are contacted separately by email to discuss further details.



## **5. Pepdigest**

www.pepdigest.com is a newspaper which bring all the new acquisitions made by Private Equity firms on companies in the US market.

With our managing director, Gerald O'dwyer, we work on finding these new acquisitions in order to «propose » our services to these PE firms. Some of them buy companies but they still need C-Level executives to run them.

In each news you'll see on the website, you'll find the name of the Private Equity firm, the name of the acquired company, and the name of the persons involved in the transaction. Our job here is to identify these three capital information, and then, find the email of the PE's managing director who worked on the transaction. Then, we send an email to this person in order to explain him what we do, and to ask him if he's interested in our database of thousands of executives.

So here are the steps you have to follow:

- 1) Go to www.pepdigest.com, go the «transactions» and then, « new platform »
- 2) On « new platform », you will find all the news related to PE transactions on companies. We focus on the majority stake. Please make sure you pick up the news carefully (“acquire”, “buy”, “purchase”, “pick up” preferred, but pay attention to news titled with “invest”). Make sure all the news you picked are real acquisitions but not just investments in equity or part of the company.
- 3) Read the whole article and find:
  - The name of the PE involved
  - The name of the company bought
  - The name of the managing director, or the partner who worked on it
- 4) Go to the Private Equity firm website and find the email of the person in « our team » or in « team ».
- 5) Go to Google Drive,  
Connect with this username: blackmorepartners  
Password: Argyle1010  
Search « Pepdigest project» folder and you will find a document called « pepdigest project ». Make sure the new information you add have not already been created by other interns.
- 6) Go on Gerlad's llc account and send the “email template” which you can find in the “Pepdigest project” folder, and attach the document called “Blackmore Partners service overview”.  
The email subject is the name of the company acquired.

**Dear XXXX (first name of the managing director),**

**This is Gerald O’Dwyer, Managing Director of Blackmore Partners. We recently discovered your acquisition of XXXX (company acquired) and would like to congratulate you on this success.**

**As you may know- Blackmore Partners serves as both a Private Equity independent sponsor and intermediary. We bring deals to our PE capital partners and help develop them with the assistance of several industry experts.**

**Additionally, we have our own in-house Talent Acquisition team that has a proven track record for finding first-rate talent in many industries- including XXXX (industry of the company acquired).**

**We would like to inquire about your potential or current hiring needs regarding your recent acquisition of XXXX (company acquired) or any other projects. Blackmore can offer an array of C-level executives with deep industry knowledge that we believe would make strong candidates.**

**I would like to invite you for a 15 minute phone call to discuss our current deal-flow and formally introduce you to our talent acquisition services.**

**Please let me know any available time you have to discuss these services. I look forward to hearing from you and will follow up in a few days via an Outlook appointment.**

**Thank you,  
Gerald O'Dwyer  
Managing Director  
Blackmore Partners**