

Medicaid Consulting Company Boosts Prospecting Efforts with a 26% LinkedIn Connection Rate



The Who Company

A Medicaid consulting firm dedicated to transforming healthcare by breaking down barriers and improving equitable access for all. With a focus on supporting Medicaid Managed Care Organizations (MCOs), the company sought to **increase visibility** and engage with senior decision-makers in the industry.



The What Challenge

Despite its commitment to innovation, the Medicaid Consulting Company was not well-established in the Medicaid space. The firm needed to **capture the attention** of top-tier decision-makers to drive meetings and projects. They also wanted to **maximize networking opportunities** ahead of key industry events, positioning themselves as a credible and trusted partner.



The Why Strategy

To tackle these challenges, Grey Matter implemented a **targeted prospecting campaign** designed to engage senior decision-makers at Medicaid MCOs. The plan included building connections ahead of industry events to enable personal touchpoints and **ensure visibility**.

Rationale: Tailored messaging and automated bidding strategies addressed the client's need to resonate with local audiences, making campaigns more effective and efficient. This approach **bridged the gap** between underperforming locations and untapped market potential.

Key Actions:

- Identified and connected with a curated list of senior decision-makers using LinkedIn.
- Sent personalized follow-up messages to establish rapport and reinforce credibility.
- Prioritized outreach to industry event attendees to maximize networking opportunities.

Quote

“ Grey Matter and their strategic approach to LinkedIn Prospecting have helped us change how we leverage social media to expand our network and connect with our target market.”

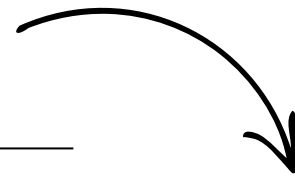
– V.P., Medicaid Consulting Company



The How Tactics

Grey Matter crafted a tailored LinkedIn outreach strategy to boost prospecting and **increase connection rates** for Medicaid Consulting Company. By leveraging detailed audience insights and personalized messaging, the campaign effectively **targeted high-value prospects** and nurtured meaningful connections.

- **Strategic Audience Targeting:** Identified decision-makers within Medicaid-focused organizations using advanced LinkedIn filters, including job titles, industries, and geographic regions. This ensured outreach efforts were focused on prospects with the highest potential for engagement.
- **Personalized Messaging:** Developed tailored connection requests and follow-ups that resonated with each prospect's professional role and organizational challenges. This personalization increased response rates and initiated meaningful conversations.
- **Performance Monitoring and Optimization:** Continuously tracked engagement metrics, such as connection rates and message responses, to refine targeting and adjust messaging strategies for optimal performance.



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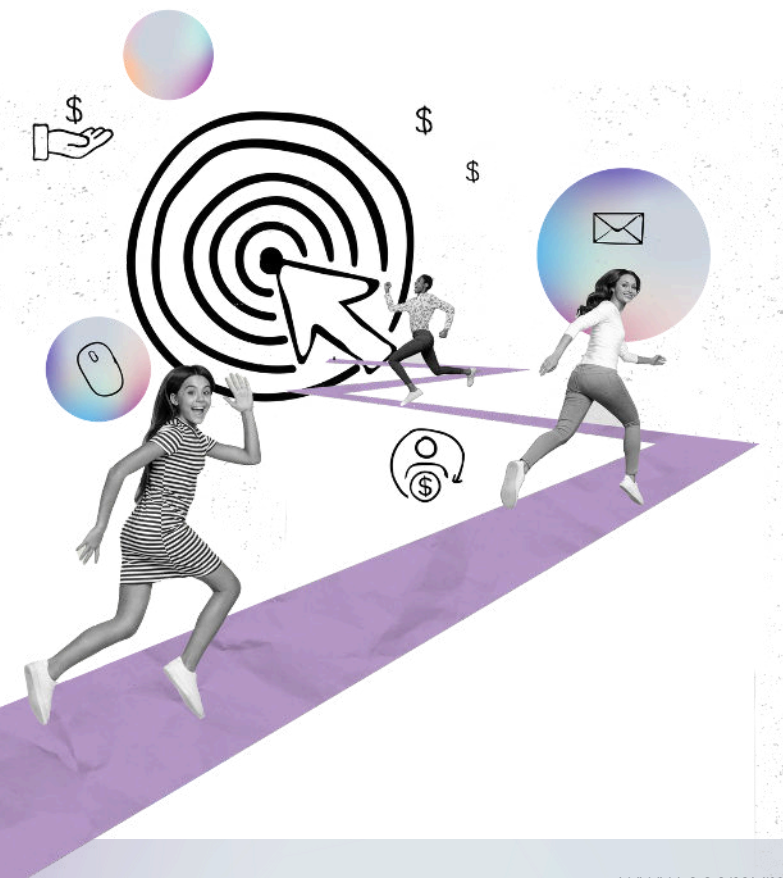
Targeted Prospecting Messages Sent

26%

Accepted Connection Request Rate*
*4-6% above benchmark.

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New Connections for Improved Engagement



The Result Outcomes

The prospecting strategy achieved a 26% connection rate, exceeding industry benchmarks and enabling the Medicaid Consulting Company to significantly expand its network of high-value prospects. By fostering these connections, the **company strengthened its pipeline and laid the groundwork for future opportunities.**

Key Learnings:

- Personalized messaging is essential for breaking through the noise and establishing credibility.
- Optimization is critical for success and adapting strategies to evolving prospect needs.