

LinkedIn for Lead Generation

Dr. Michelle Post, SMS



Lessons to Learn

- ✓ Why LinkedIn?
- ✓ Create a Strategy
- ✓ Optimize Your LinkedIn Profile
- ✓ Optimize Your Status Updates
- ✓ Use LinkedIn Groups to Build Your Network & Relationships
- ✓ Use Slideshare to Show Expertise
- ✓ More Strategies for Lead Generation
- ✓ Resources



Why Use LinkedIn For Your Business?

1 in 3 professionals on the planet are LinkedIn users.



There are two new LinkedIn users every second.

433,000,000

~~350,000,000~~

Number of LinkedIn users.

April 2016



The geographical reach of LinkedIn:
200 countries

Build Networks Through Effective Relationships

LinkedIn is a place where hundreds of millions of professionals from around the world start conversations, connect and network. Don't make the mistake of trying to sell without first creating a strong relationship.

41%

Number of users who believe that LinkedIn has helped them build new relationships with potential customers.

89%

Number of users who find LinkedIn useful in growing their network and developing their business.

38%

Number of users who believe that LinkedIn has helped increase face-to-face networking effectiveness.

Why LinkedIn?

Start With Your LinkedIn Profiles

Importance of a full LinkedIn profile



If your profile is 100% complete you're 40% more likely to receive opportunities.



Only 51% of LinkedIn users have a complete profile.

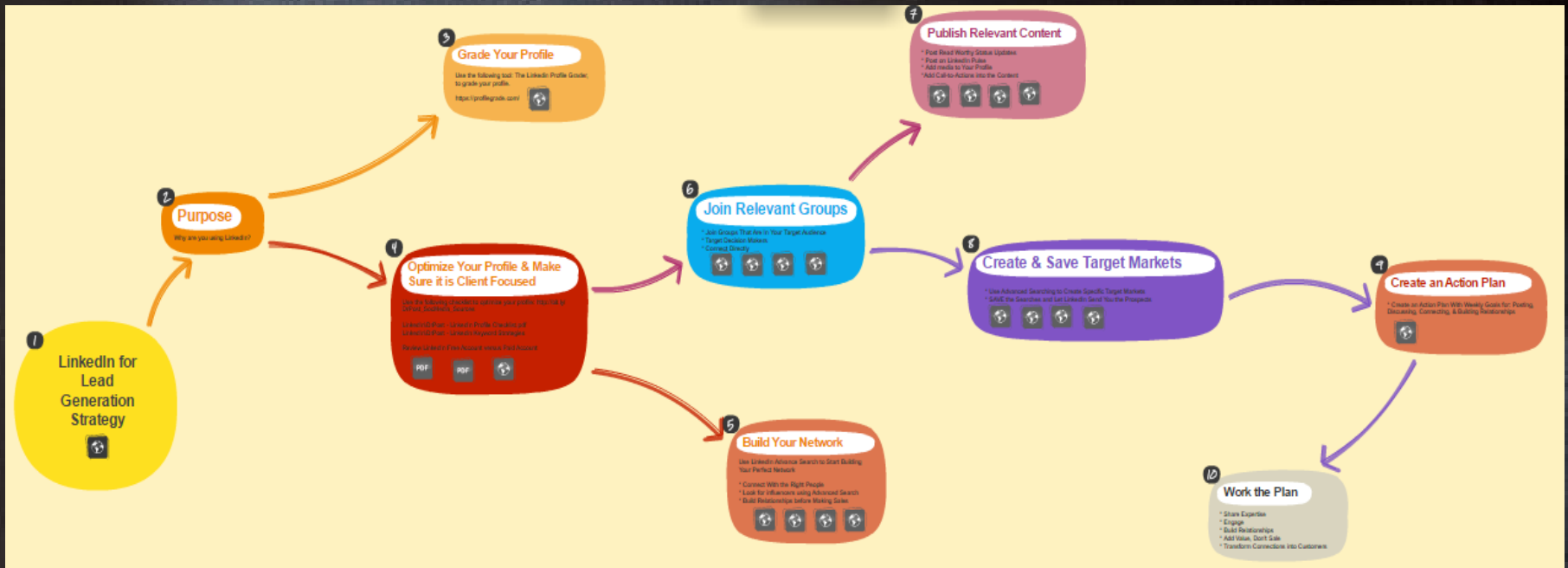
25m

LinkedIn profiles are viewed every day.

4m

Total number of LinkedIn company pages.

Create a Strategy



View This Learning Map (Strategy) Live -

<https://drmichellepost.edynco.com/player/learningmap/5095#start>

Optimize Your LinkedIn Profile

The image shows a LinkedIn profile for Michelle Post, Ph.D., with several red numbers (1-6) highlighting specific areas for optimization. The profile includes a profile picture (1), a header with name and title (2), a list of current and previous roles (3), a 'View profile as' button (4), a URL (5), and a 'Summary' section (6). The right sidebar shows 'Profile Strength' (4), a 'Who's Viewed Your Profile' section (7), and a 'Notify your network?' toggle (8).

1 Profile picture

2 Name and title: Michelle Post, Ph.D. CEO | Social Media Strategist | Teacher | Speaker

3 Current and Previous roles: The Post Institute: Center for Life-Long Learning, Work Place Influence, Business, IT and Education; Reach Your Potential, LLC, Higher Education Institution

4 View profile as button

5 URL: <https://www.linkedin.com/in/michellepostphd>

6 Summary: I am a driven, passionate, and experienced leader, teacher, social media strategist, connector, and national and international speaker. My desire is to connect, inspire and to help the development of ideas, people, content, and learning. I offer teaching, training, and speaking on subjects as diverse as social media, leadership, generations in the workplace, and technology in...

7 Who's Viewed Your Profile: 7 Your profile has been viewed by 7 people in the past 7 days. -2 Your rank for profile views moved down by 2% in the past 15 days.

8 Notify your network? No, do not publish an update to my network about my profile changes.



Optimize Your Status Updates

Best Times to Post:



7:30–8:30 a.m., 12:00 p.m. & 5:00–6:00 p.m.
on Tuesdays, Wednesdays & Thursdays



10:00–11:00 a.m. on Tuesdays

Types of Post

- Industry News
- Tips, Checklists, Tools, Statistics
- Positive Quotes, Image Quotes
- Video
- Infographics
- Surveys, Polls, Questions
- Links to Whitepapers, Industry Reports

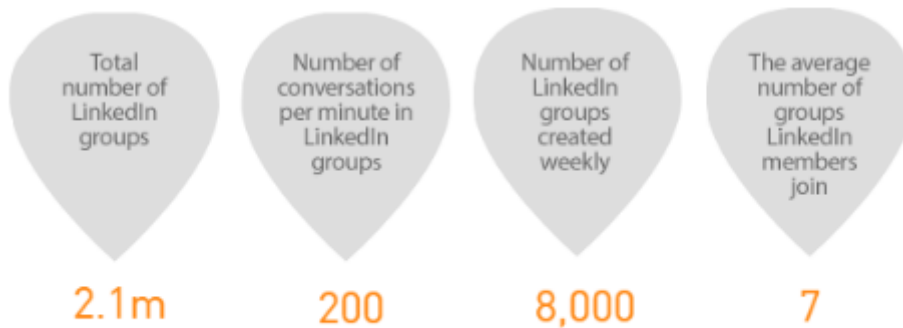
Strategies

- ✓ Strong Lead-in Sentence
- ✓ Add value with the content you are posting
- ✓ No spelling errors
- ✓ Keyword optimized to align with your target audience
- ✓ Add images
- ✓ Create a Call-to-Action
- ✓ Use tracking URLs to measure engagement
- ✓ Respond to comments in a timely manner
- ✓ Be consistent with your updates
- ✓ Post when your target audience is listening

Use LinkedIn Groups

Use Groups To Reach And Engage Your Prospects

Join relevant industry groups to connect with your prospects and peers and engage in meaningful discussions to develop effective relationships.



LinkedIn Group Directory:

<https://www.linkedin.com/directory/groups/>

Strategies

- ✓ Search for specific topics within a group and participate
- ✓ Add value to the group with your expertise
- ✓ Search the groups for top prospects
- ✓ Send direct messages to members
- ✓ Connect with five members each week
- ✓ Start your own group

Use Slideshare to Show Expertise

And Build Leads too!

- ✓ 70M+ viewers a day
- ✓ Build expertise by sharing your expertise in the forms:
 - ✓ Infographics
 - ✓ Presentations
 - ✓ Documents
- ✓ Build Leads by Adding Lead Forms to Your Slideshares



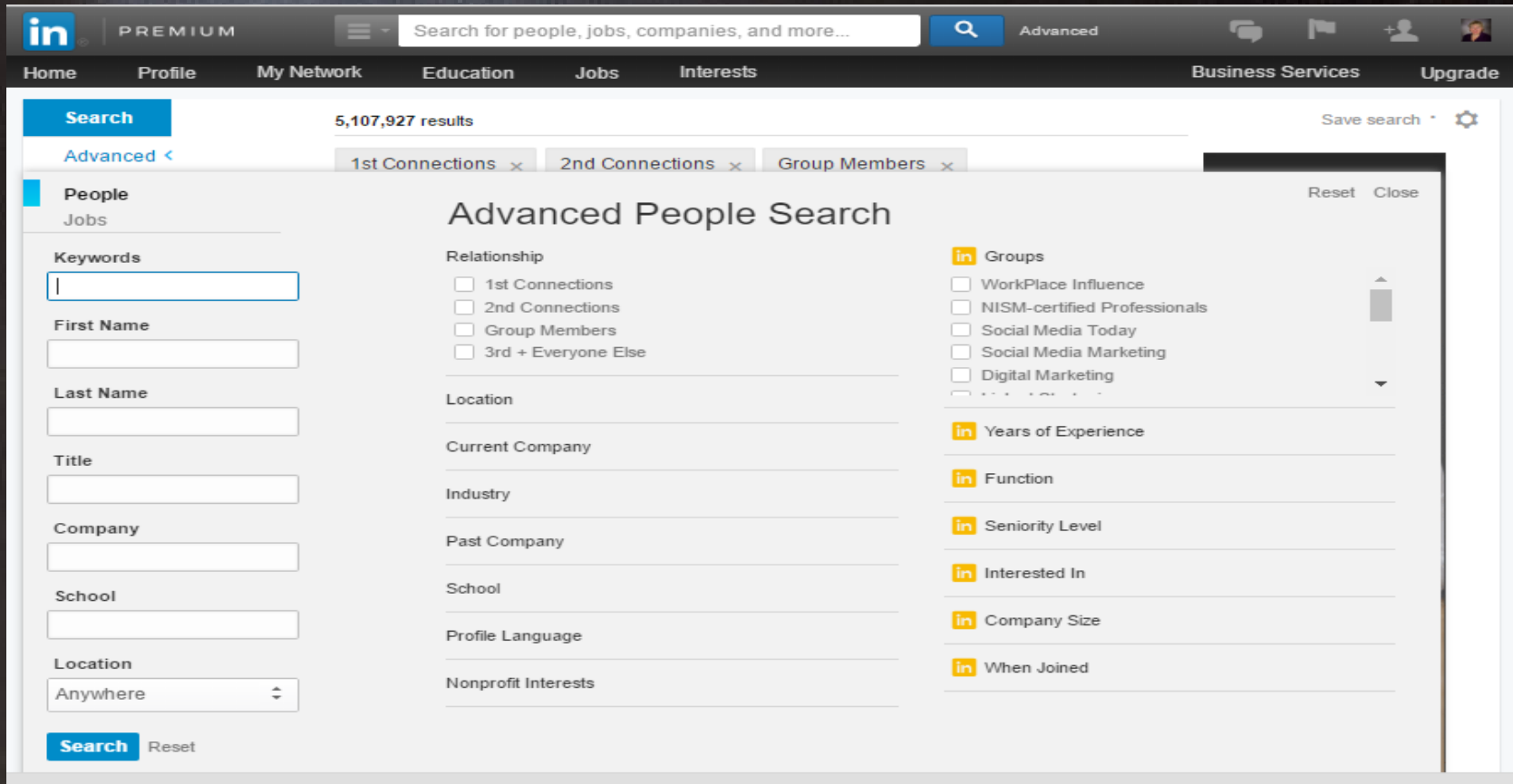
To Learn More:

<https://www.slideshare.net/lead-generation>

MORE STRATEGIES FOR LEAD GENERATIONS



Tip # 1: Use Advanced Search



The screenshot shows the LinkedIn Advanced People Search interface. At the top, the LinkedIn logo and 'PREMIUM' status are visible. A search bar contains the text 'Search for people, jobs, companies, and more...'. Below the search bar, navigation tabs include 'Home', 'Profile', 'My Network', 'Education', 'Jobs', 'Interests', 'Business Services', and 'Upgrade'. The search results section shows '5,107,927 results' and a 'Save search' option. The search filters are organized into three columns:

- Left Column (Filters):**
 - Keywords:** A text input field.
 - First Name:** A text input field.
 - Last Name:** A text input field.
 - Title:** A text input field.
 - Company:** A text input field.
 - School:** A text input field.
 - Location:** A dropdown menu set to 'Anywhere'.
- Middle Column (Filters):**
 - Relationship:** Radio buttons for '1st Connections', '2nd Connections', 'Group Members', and '3rd + Everyone Else'.
 - Location:** A text input field.
 - Current Company:** A text input field.
 - Industry:** A text input field.
 - Past Company:** A text input field.
 - School:** A text input field.
 - Profile Language:** A text input field.
 - Nonprofit Interests:** A text input field.
- Right Column (Filters):**
 - Groups:** Radio buttons for 'WorkPlace Influence', 'NISM-certified Professionals', 'Social Media Today', 'Social Media Marketing', and 'Digital Marketing'.
 - Years of Experience:** A text input field.
 - Function:** A text input field.
 - Seniority Level:** A text input field.
 - Interested In:** A text input field.
 - Company Size:** A text input field.
 - When Joined:** A text input field.

At the bottom left of the search area, there is a 'Search' button and a 'Reset' link. At the top right of the search area, there is a 'Reset' link and a 'Close' button.

LinkedIn Boolean Search Tips - <http://talent.linkedin.com/assets/Product-Pages/Training/TipSheet-BooleanSearching.pdf>



Tip #2: Integrate With Marketing Strategy

Integrate LinkedIn With Your Marketing Strategy



Utilise groups to target your market. Each group provides stats to help you understand members in more detail.



You can send direct messages to connections and members that share groups with you.



Post articles on LinkedIn's content platform 'Pulse' to reach a wider audience.



LinkedIn ads allow you to target individuals based on specific professional criteria.

Tip #3: Use LinkedIn Pulse

- **To Learn More:**
<https://www.linkedin.com/pulse/>
- **Great Article:**
http://bit.ly/JohnNemo_Article
- **How to Post on LinkedIn Pulse -**
http://bit.ly/Hubspot_LIPulse
- “Every professional has valuable experience to share.”
- LinkedIn has stated that “the average Influencer post drives more than 31,000 views and receives more than 250 likes and 80 comments.” ([Marko Saric, 2016](#))



Tip #4: Create Call to Actions

A Call-to-Action (CTA) is, “Words that urge the reader, listener, or viewer of a sales promotion message to take an immediate **action** . . .”

Strategies

- ✓ Add a CTA to your profile
 - ✓ Summary
 - ✓ Publications
 - ✓ Projects
 - ✓ Multimedia
- ✓ Provide a CTA link for a FREE giveaway
- ✓ Provide a CTA link to a blog or newsletter signup
- ✓ Create a CTA to ask others to support a cause you believe in
- ✓ Focus on your target audiences’ problems and provide solutions



Tip #5: Use LinkedIn ProFinder

- To Learn More:
<https://www.linkedin.com/profinder>
- Great Article:
<http://bit.ly/LIProFinder>
- Sign-up to be a Pro -
<https://www.linkedin.com/profinder/pros?trk=inc>



Tip #6: Advertise on LinkedIn

- To Learn More:
<http://bit.ly/LiAdvertising>
- What can you do with LinkedIn Advertising?
 - Build Your Brand Through
 - Sponsored Content
 - Sponsored InMail
 - Dynamic Ads
 - Display Ads
 - Text Ads



Advertise on LinkedIn

Target and reach more than 433 million professionals with LinkedIn Marketing Solutions.

Tip #7: Use LinkedIn Sales Navigator

- **To Learn More:**
<http://bit.ly/28K5A72>
- **Major Features**
 - A standalone sales platform
 - Advanced Search with Lead Builder
 - Lead Recommendations
 - Real-time sales updates
 - InMails
 - Who's Viewed My Profile
 - TeamLink



Tip #8: Top Dog's LinkedIn Ninja Tricks



Click Here to Learn All
19 Tricks:

<http://topdogsocialmedia.com/linkedin-ninja-tricks/>

RESOURCES



Resources: Training (Free & Paid)

- **FREE:** How To Create a Killer LinkedIn Profile! - <http://www.linkedinriches.com/profile/>
- **FREE:** 5 Simple Tips To Generate Nonstop Sales Leads, Clients and Revenue With LinkedIn! - <http://www.linkedinriches.com/join-2/>
- **FREE:** Lead Generation Basics: Turn Your Connections Into Clients - <https://www.udemy.com/linkedin-lead-generation/>
- Advanced LinkedIn for Lead Generation Course - <https://www.udemy.com/advanced-linkedin-for-lead-generation/>
- LinkedIn Marketing: Business Lead Generation To Drive Sales - <https://www.udemy.com/ultimate-secret-linkedin-strategies-for-networking-or-leads/>



Resources: Training, Cntd.

- How to Post on LinkedIn Pulse - http://bit.ly/Hubspot_LIPulse
- How to Publish a Post on LinkedIn – a Detailed Guide - <http://blog.startupcvs.com/how-to-publish-a-post-on-linkedin-a-detailed-guide/>
- Introduction to SlideShare for Businesses - http://bit.ly/LI_Slideshare
- How to Make Awesome SlideShares: Tips & Tricks - <http://www.slideshare.net/Slideshare/how-to-make-awesome-slide-shares-tips-and-tricks>
- What to Upload to SlideShare - <http://www.slideshare.net/Slideshare/what-to-upload>



Resources: Articles

- Leads and Sales - <http://www.linkedinriches.com/category/selling-on-linkedin/>
- LinkedIn Lead Generation Tips That Freaking Rock - <https://www.linkedin.com/pulse/linkedin-lead-generation-tips-freaking-rock-matt-laclear>
- 6 Simple Ways to Generate More Business on LinkedIn - <http://www.inc.com/john-nemo/6-proven-steps-to-generating-more-business-from-linkedin.html>



Resources: Articles, Cntd.

- Read This First, Before You Publish A Post On LinkedIn - http://bit.ly/Forbes_LIPulse
- Expand Your Publishing Reach on LinkedIn and Medium - <http://contentmarketinginstitute.com/2015/06/publishing-linkedin-medium/>
- 6 Simple Ways to Generate More Business on LinkedIn - <http://www.inc.com/john-nemo/6-proven-steps-to-generating-more-business-from-linkedin.html>



Resources: Statistics

- LinkedIn User Statistics & Demographics - <http://bit.ly/LIStats>
- 16 Digital Marketing Stats You Need to Know for 2016 - http://bit.ly/2016_DigitalStats
- 6 of the Most Powerful LinkedIn Stats for Sales Professionals - http://bit.ly/LIStats_4Sales
- A LinkedIn profile call to action: How, where and when to make it - <http://www.makesocialmediasell.com/linkedin-profile-call-to-action/>
- 12 Tips for Creating Calls to Action that Work on LinkedIn Pulse - <http://rainmaker.fm/audio/link/pulse-cta/>

