LinkedIn for Selling & Lead Generation

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Takeaways From Today

1. LinkedIn is ALL About Influence
2. Know the 6-Ws of LinkedIn
3. It ALL Starts With Your Profile
4. Why Use LinkedIn for Selling & Lead Generation?
5. Publish on LinkedIn to Grow Your Business
6. Listen – Add Value – Build Relationships
7. Use Status Updates to Educate and Inform
8. Creating a Repeatable System for Writing Status Updates & Posts
9. Additional Ways to Sell & Gain Leads

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INFLUENCE

LinkedIn is all about influence (not number of followers) ~ [Neil Patel](#)
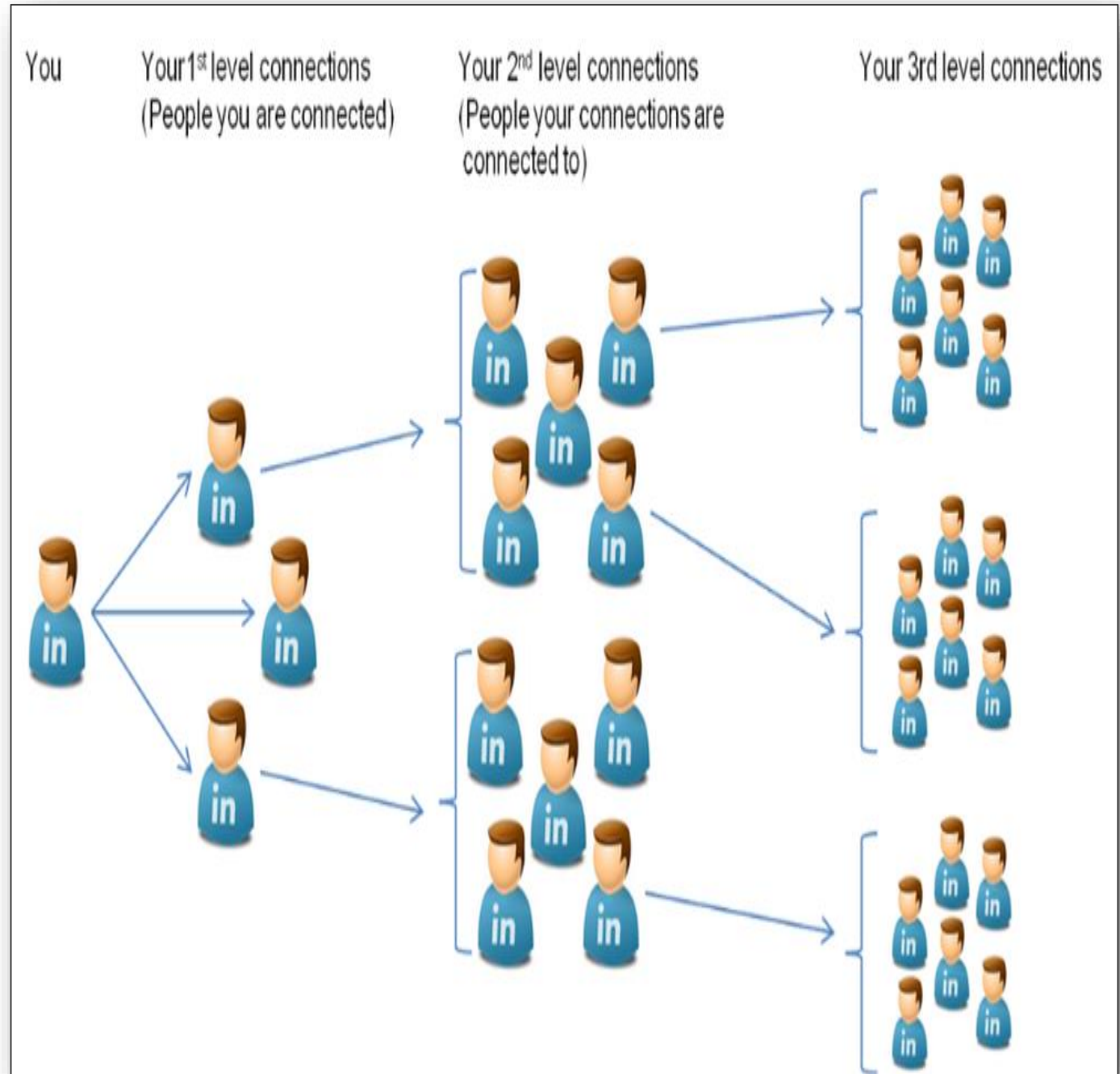
The 6-Ws of LinkedIn (Where)

Who

29% of online adults (25% of all Americans) use LinkedIn

% of online adults who use LinkedIn

All online adults	29%
Men	31
Women	27
18-29	34
30-49	33
50-64	24
65+	20
High school degree or less	12
Some college	27
College+	50
Less than $30K/year	21
$30K-$49,999	13
$50K-$74,999	32
$75,000+	45
Urban	34
Suburban	30
Rural	18
Employed	35
Not employed*	17

What
- Status Updates
- Publishing on Pulse
- Groups
- Advertising
- Sales Navigator
- Downloading Level-1 Connections
- Level-2 Connections Best Place for New Leads

Why
- There are over 65 million business professionals from around the world on LinkedIn.
- The average LinkedIn member has an average annual household income of $109,000.
- One person creates a LinkedIn login every second.
- Nearly 50% of LinkedIn members have decision-making authority for their companies.

When

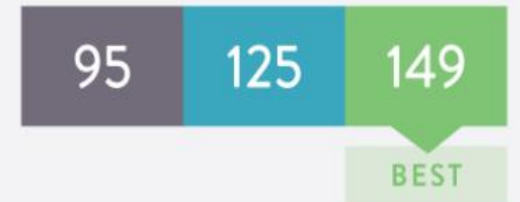7:30–8:30 a.m., 12:00 p.m. & 5:00–6:00 p.m. on Tuesdays, Wednesdays & Thursdays

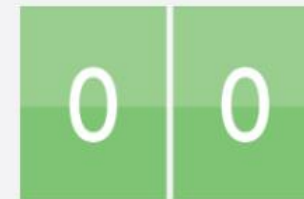10:00–11:00 a.m. on Tuesdays

How To Write For LinkedIn

MESSAGE TYPE
OKAY — GOOD (T) — BEST

CHARACTER COUNT
95 | 125 | 149 BEST

BEST # OF HASHTAGS
0 | 0

BEST # OF EMOJIS
0 | 0

Resources for Information
Who - http://bit.ly/LI-Who
When - http://bit.ly/LI-When
How - http://bit.ly/LI_How
Why - http://bit.ly/LI-Why

It **ALL** Starts With Your Profile

"Nothing can dim the light which shines from within."
— Maya Angelou

Update background photo

Michelle Post, Ph.D., SMS

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Best Practices

- Dr. Post's LinkedIn Checklist - http://bit.ly/DrPost-LI-Checklist
- Ensure Profile is 100% Complete
- Professional Headshot
- Professional Name
- Powerful Headline
- Engaging LinkedIn Banner
- Current Experience is Updated
- Powerful Summary
- Use as many of Profile Sections as Possible
- Use keywords in Experience Titles and Descriptions
- Rearrange Sections to Position Your Strengths

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Why Use LinkedIn for Selling & Lead Generation?

- LinkedIn sends nearly four times more people to your homepage than Twitter and Facebook
- 6 out of every 10 LinkedIn users are interested in industry insights
- Be helpful and transparent when you share on LinkedIn, and you will appeal to the majority of your audience.
- LinkedIn has found their busiest times to be morning and midday, Monday through Friday.
- LinkedIn has found that 20 posts per month can help you reach 60 percent of your unique audience.
- You typically reach 20 percent of your followers with a single post. (Lee, 2014)

Publish on LinkedIn to Grow Your Business

- Successful LinkedIn posts are:
  - Personal
  - Professional
  - Practical
  - Portray a path for change
  - Point toward peak experiences
- Average number of shares per post has increased by 43%.
- LinkedIn surpasses Facebook and Twitter for social shares in many B2B area
- Longer posts: 1,000 to 3,000 words are more likely to be shared
- How-to posts dominated the headlines for the most-shared content between 2012 and 2017 (Susan Moeller, 2017)

LinkedIn Post by the Numbers
- Headline needs to be 40-49 characters
  - Use "How-to" and List-Style Headlines
- Add images, video, slides, links or snippet to your post for visual appeal
- Divide your post into 5 headings to lead the reader through important points
- Write in positive language
- Make your content readable for an 11-year-old
- End the post with a Call-to-Action
- Cross promote your post on other social networks
- Publish your LinkedIn posts on Thursday (Noah Kagan, 2017)

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Listen – Add Value – Build Relationships

Passive Marketing	Active Marketing
"A LinkedIn profile, building your connections, and keeping your account updated, you can get the attention of potential clients, customers, joint-venture partners, and influencers." (Randy Duermyer, 2017) • Others can find you using LinkedIn's search function. • Your connections can make introductions for you to potential clients. • Displaying recommendations and endorsements can increase your credibility.	"Like most other business tactics, the more actively involved you are, the more effective and quicker the results." (Randy Duermyer, 2017) • Post regularly and consistently (at least once a day during the best times). • Participate in Groups with answering and asking questions. • Send invitations to Level-2 and Groups. • Publish regularly on LinkedIn Post • Use LinkedIn's advertising platform. • Try upgrading to a premium account. • Learn how to use LinkedIn's Sales Navigator (premium membership).

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Use Status Updates to Educate and Inform

Power of LinkedIn Status Updates

- A powerful status update STARTS with a powerful profile
- It showcases your professional status
- A single status update takes up 80% of the feed screen
- LinkedIn sends more referral traffic to company websites than Twitter and Facebook
- If you post every day (Mon-Fri = 20 posts a month) you will reach 60% of your unique audience
- The more often you post, the more likely you are to be visible in your connections' feed
- Buffer calculates that a single status update will be shown to 20% of your followers
- Post to educate, inform and engage
- Tag others in your post
- Use a system for creating a quality post – but just post (Neil Patel, 2015)

How To Write For LinkedIn

MESSAGE TYPE — OKAY, GOOD, BEST

CHARACTER COUNT — 95 125 149 BEST

BEST # OF HASHTAGS — 0 0

BEST # OF EMOJIS — 0 0

Additional Ways to Sell & Gain Leads

- **Use the Projects Section to provide updates on the latest products, services or events you are currently working on**
- **Use Rich Media to provide presentations, eBooks, white papers, product flyers**
- **Use Advanced Search to create and save Target Audiences**
- **Use In-Mail Messages to create powerful and engaging connection requests**
- **Create a Group**
- **Use your Connections (Level-1) to make introductions to your Level-2 (great place for prospecting)**
- **Work on making Connections with Influencers**
- **Create a Company Page and Showcase Pages**
- **Use LinkedIn Advertising**
- **Use LinkedIn Lead Gen Form**
- **Use LinkedIn Website Retargeting**
- **Use LinkedIn Sales Navigator**

Creating a Repeatable System for Writing Status Updates and Posts

94 – 149 Characters for Status Updates
1,000 – 3,000 Words for Articles

Engaging Headline (40-49 Characters)

Opening Section (The Hook)
First Paragraph Needs to Answer the 6-Ws to Hook the Reader

At Least One Image
Additional Depending on the Length of the Status Update & Post

Closing Section (The Capture)
Or Next Section in the Post Depending on Length of Post

Call-to-Action

Headline Generators
Portent
Emotional

Optimize Your Message

Free Images

Optimize Your Message

Take Them to Your Website, Opt-In Offer

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Resources

- 7 Amazing but Hard-to-Find Free LinkedIn Features - http://bit.ly/2sOyHyY
- LinkedIn Pulse - https://www.linkedin.com/pulse/discover
- LinkedIn Publishing: 3 Tips for Creating Better Content & 6 Marketers Setting a Great Example - http://bit.ly/2sH6Qkb
- The Top 12 LinkedIn Tools for Boosting Sales - http://bit.ly/2sGNiMA
- How to Create a LinkedIn Post That 78% of Your Network Will Engage With - http://neilpatel.com/blog/linkedin-post/
- 12 High-Impact Ways to Update Your LinkedIn in 5 Minutes or Less - http://bit.ly/2rwpFTm
- LinkedIn Tips and How tos - http://bit.ly/2siLrgA
- The Ultimate Guide to LinkedIn for Home Business - http://bit.ly/2su9PKs
- 6 Benefits of LinkedIn Publishing You Can't Afford to Ignore - http://bit.ly/2sMzQb4

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Tools

- Co-Schedule's Social Message Optimizer - https://coschedule.com/social-message-optimizer
- Portent – Title Generator - https://www.portent.com/tools/title-maker
- Emotional Marketing Value Headline Analyzer - http://www.aminstitute.com/headline/index.htm
- Free Stock Photos (20 Different Sites) - https://blog.hubspot.com/marketing/free-stock-photos
- BuzzSumo - Analyze what content performs best for any topic or competitor - http://buzzsumo.com/
- Find Ideas for Content – AnswerThePublic - http://answerthepublic.com/
- How to Find Accurate and Compelling Data - http://bit.ly/2sJKK0m

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