Derick Mildred

15 Proven LinkedIn for Business Lead Generation Strategies.

RESULTS FORMULA

Linked into More Business

In this chapter you will learn.

1. Lead Generation Objectives.
2. B2B Preparation Checklist.
3. Step #1 – Your LinkedIn Profile incl Checklist.
4. Step #2 - Social Proof.
5. Step #3 - LinkedIn Sales Navigator.
6. Step #4 - Interact, Establish, Build & Nurture.
7. Step #5 - Connect More Effectively!
8. Step #6 - What You Should <u>Never</u> Do on LinkedIn.
9. Step #7 - 15 Proven Lead Generation Strategies.
10. Step #8 - Take the Conversation to the Next Level.
11. Step #9 - Follow Up.
12. Step #10 - Recap.

RESULTS FORMULA

LinkedIn is Great for B2B.

RESULTS FORMULA

Linkedin is the world’s largest database

of

Businesses, their Owners & their Employees.


OBJECTIVES
Objectives
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Your Objectives.

To use LinkedIn as

A database,

a tool to connect, to get the conversation started

and build professional relationships with your prospects,

so you can take the conversation to the next level,

which is <u>away</u> from LinkedIn.

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Taking the Conversation Away from LinkedIn.

Your objective with your prospect is to get them to agree to either

A 1 on 1 Phone Call,

A 1 on 1 or Group Zoom Call,

Or a Face to Face meeting.

An Invitation to an Event,

An Invitation to a Webinar,

An Invitation to a Seminar,

A direct Email from you.

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B2B
Checklist
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B2B Preparation - Checklist.

Checklist:

- ☐ Prepare your LinkedIn profile – Create a good 1st impression of yourself towards your prospects.
- ☐ Prepare your Social Proof, Recommendations, Case Studies etc.
- ☐ Check your Content 'Adds Value without Selling' to help position you as an authority in your industry.
- ☐ Check your Calendar (Calendly) links are set up and functioning correctly.
- ☐ Check that you're subscribed to LinkedIn Sales Navigator.
- ☐ Check your messaging strategy, incl all messages and sequences.

Step 1

Your LinkedIn Profile.

Ask yourself

When your prospects visit your profile.

‘What are they going to see?’

Importantly, how well does your profile present you,

your business and what you offer?


Make a good
first impression
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LinkedIn Profile - Checklist.

Your LinkedIn profile should include (Please check these off as you have implemented them)

- ☐ An attractive face picture of you. (Test your face pic with photofeeler.com)
- ☐ A Banner/Header image that defines your business, your branding, what you have to offer, your USP or a key benefit statement aimed towards your target audience. (Use Canva or Snappa)
- ☐ A headline that includes a 'Key Benefit Statement' aimed at your target audience (Use sharethrough)
- ☐ A completed 'About' section with a CTA and your contact details at the end.
- ☐ A completed 'Experience' section, again with a CTA and your contact details at the end.
- ☐ A Featured section that includes media that 'Adds Value without Selling' to your audience, such as Social Proof, Recommendations, Testimonials, (Videos work best), Case Studies, Papers, Successful posts, Calendar link, Website link, Certificates, Pdf's, other Videos etc
- ☐ Add media to the lower section of your Experience section.
- ☐ Endorsements of your Skills, as many as possible.
- ☐ Recommendations, again as many as possible.

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Step 2

Is VITAL to your success!

Your Social Proof.

Social Proof can be

1.) Case Studies.

2.) Individual Testimonials or Recommendations from clients or customers. (Videos, in writing or both).

3. Guarantees (When structured and written correctly, are a form of risk reversal and a powerful marketing tool, yet they do not apply to all businesses and need to be structured appropriately.)

Your Social Proof.

Case Studies are very effective and a powerful marketing tool.

To create your own Case Studies

a.) Write about a person and an experience your prospect can relate to, somebody in the same industry if possible,

b.) Identify an existing or common problem experienced by your target market,

c.) Describe the basics of the solution you provided,

d.) The results you and your client achieved, include numbers or statistics etc.

e.) Supported with a written recommendation or testimonial from the client you achieved the result for.

f.) Do <u>NOT</u> include pricing.

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Social Proof – Case Studies.

Important Point to Remember:

Do NOT Include Pricing of any kind in your case study or
the information you send through to your prospect.

Why?

Because you do NOT want your prospects making any kind of price based decision until you have taken the conversation to the next level, spoken to them and established that both your business and their company share mutual objectives, synergies, are a match and can work together!

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Social Proof is all about establishing.

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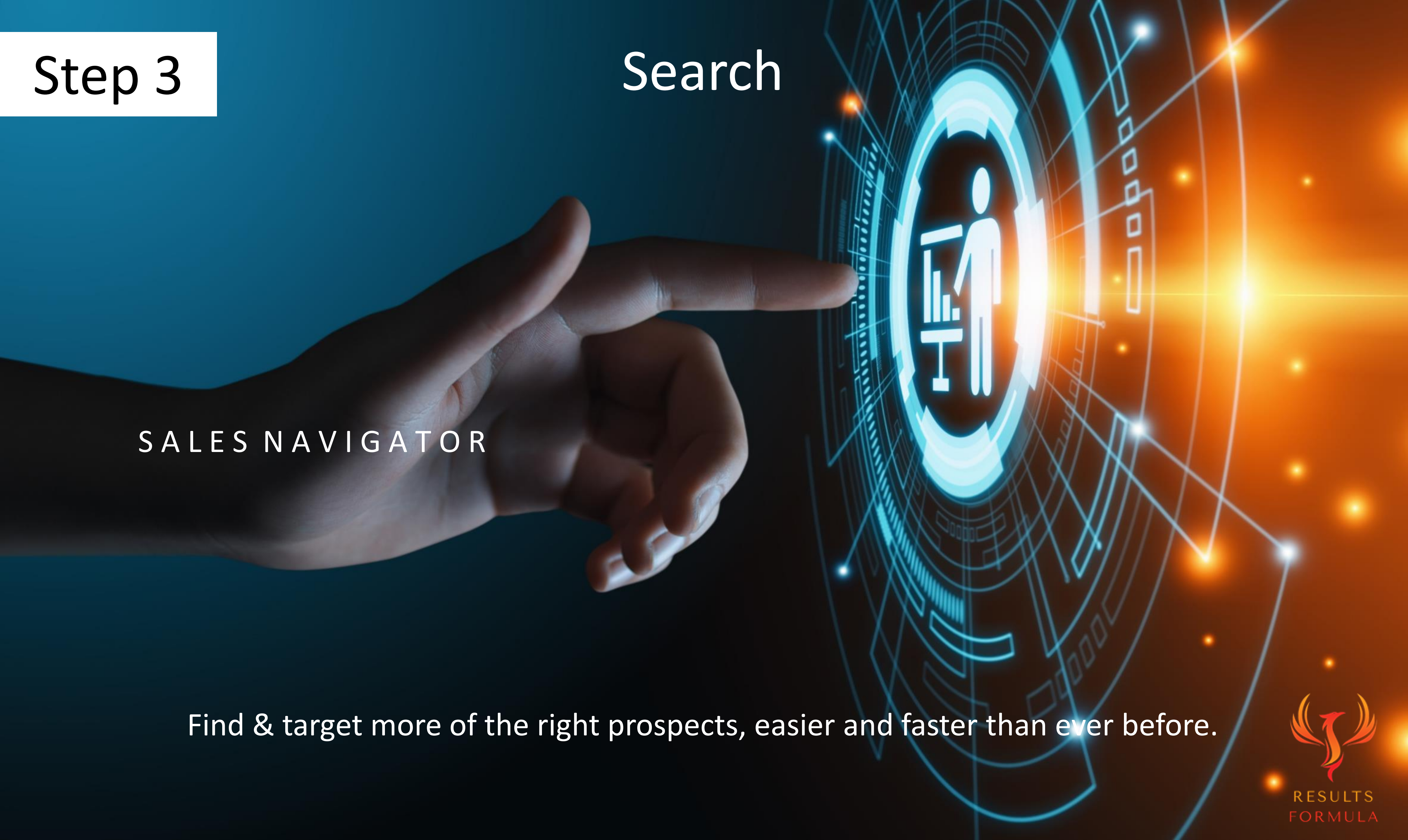
Subscribe to

LinkedIn

SALES NAVIGATOR

Step 3

Search



SALES NAVIGATOR

Find & target more of the right prospects, easier and faster than ever before.

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Generate Leads with Sales Navigator - Checklist

- ☐ 1.) Prepare your LinkedIn Profile.
- ☐ 2.) Prepare your Social Proof.
- ☐ 3.) Refine your search in Sales Navigator.
- ☐ 4.) Name and Save your leads lists in Sales Navigator.
- ☐ 5.) Save leads into your leads lists.
- ☐ 6.) Allow Sales Navigator News feed to populate with content posted by your leads. (Usually 1 day).
- ☐ 7.) Interact with Likes and especially Comments on the content of your prospects.
- ☐ 8.) Build on the interaction.
- ☐ 9.) Then reach out and connect.
- ☐ 10.) Interact to establish, build and nurture the relationship with your prospects.
- ☐ 11.) Your objective is to take the conversation to the next level being a phone call, skype, zoom call or even a face to face meeting.

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SALES NAVIGATOR

To establish, build and nurture the relationship.

After you have saved prospects to your lead lists, Sales Navigator will start working for you, within a day or so you will notice posts and content posted by your leads in the Sales Navigator newsfeed waiting for you to Like and Comment on.

1.) As regularly as possible, you should Like and Comment on the posts of your leads.

2.) By interacting, you are showing interest and becoming known to them, no longer are you a complete stranger! Let them get to know you <u>before</u> you reach out to connect!

Step 4

Interact, Establish, Build & Nurture.

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You will generate much stronger leads when you

Interact, Establish, Build & Nurture the Relationship

with your prospects first.

Like & Comment on their Content

<u>before</u> you Request to Connect!

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FORMULA

1.) Once the interaction is 2 way, you should build on that, then reach out and connect.

2.) In some cases, after a period of time, you will find that some even reach out to connect with you!

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Step 5

Connect

Connect More Effectively!

When you ‘connect’ with prospects on LinkedIn

ALWAYS

view their LinkedIn profile first,

look for mutual areas of interest,

then send them a ‘personalised’ Request to Connect

and mention the mutual area of interest.

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Step 6

Never Pitch on LinkedIn....

NEVER Pitch on LinkedIn.

Why?

Because it’s too early in the conversation!

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Don’t Be the Sales Pitch Guy!

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NEVER Connect with a prospect,

then for your next message send them a ‘Sales Pitch’ of any kind,

because the professional relationship is not yet established

and

you will BLOW it!

In most cases it will result in a ‘W O T’ = Waste of Time!


Step 7
15
LEAD
GENERATION
Strategies
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LinkedIn for Business Lead Generation Strategy #1

Generate Leads with Your Content.

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LinkedIn for Business Lead Generation Strategy #1

Generate Leads with Your Content.

An easy-to-follow formula.

Create Brand Awareness of you and what your offer by Adding Value to Your Audience – offer a Lead Magnet – Build on the Relationship – Take the Conversation to the Next Level.

1) Your content should Add Value without Selling.
2) 80/20 rule. 80% of your content should Add Value without Selling,
   20% of your content to generate leads.
3) Test which types of content resonate better with your audience.
   Different types of content include
   a) Text only,
   b) Text & Image,
   c) Videos,
   d) Polls,
   e) Carousels,
   f) PPT's,
   g) Pdf's,
   h) Articles,
   i) Newsletters
4) Polls can be used very effectively for market research to identify the 'pain points' of your target audience.

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LinkedIn for Business Lead Generation Strategy #1

Generate Leads with Your Content continued.

An easy-to-follow formula.

Create Brand Awareness of you and what your offer by Adding Value to Your Audience – offer a Lead Magnet – Build on the Relationship – Take the Conversation to the Next Level.

5) Offer Lead Magnets in exchange for an email via a Landing page, or to inbox you with a message.
6) Test & measure your content strategy effectiveness with insights and statistics.
7) Be sure to use a CTA (Call to Action) in your posts. Such as
    a) Contact me to find out more, *Or* Inbox me and I'll send you a copy,
    b) Message me to find out how! *Or* Just say 'Yes' and I'll send you the details,
    c) Follow me for regular *'Add your industry'* tips.
8) Build relationships with your audience by interacting with their comments with a Like and a Reply.
9) Build on the conversation with people who have commented on your posts, then connect.
10) Offer a download link in the comments of your posts, in your articles or newsletter that links to your Landing page, where your audience provides their email in exchange for your Lead Magnet.
11) Now you have their email, use your pre-written email sequence to further build on your professional relationship with your audience and to promote.
12) Apply the 80/20 law to your email sequence - 80% of your emails to 'Add Value without Selling',
    20% of your emails to promote your offer etc.

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LinkedIn for Business Lead Generation Strategy #2

Lead Magnets.

RESULTS
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LinkedIn for Business Lead Generation Strategy #2

Lead Magnets.

Lead Magnets are used to add value without selling to your audience, to start a conversation and begin to build a professional relationship that leads to taking the conversation to the next level.

1. Lead Magnets can be in the form of
   a) A Mini Guide or E Book,
   b) Added Value PPT's, PDF's etc,
   c) A Whitepaper, Case Study etc,
   d) Invitation to an exclusive Webinar, Workshop or Masterclass,
   e) A series of templates such as Ad templates, Email or Message templates etc,
   f) Product or Service samples,
   g) Market Update,
   h) Training videos,
   i) A Free Consultation (without a sales pitch),
   j) Get to Know You Call, where you both discuss what each of you do and how you can help each other,
   k) A Free Discovery Call (without a sales pitch),
   l) A Demonstration Call, where you demonstrate what you do, the results that others have achieved, backed up by Case Studies and the steps to move forward. (without a sales pitch).

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LinkedIn for Business Lead Generation Strategy #2

26 Types of Lead Magnets.

1. E Books,
2. Checklists, Templates etc,
3. Invitation to a Challenge, Events etc,
4. Invitation to a Webinar, Masterclass or Workshop,
5. Worksheets,
6. Workbooks,
7. Access to Audio Tutorials,
8. Access to Video Tutorials,
9. Free Mini-Courses,
10. Cheat Sheets,
11. Lists of Useful Tips,
12. FAQ Lists,
13. List of Your Favourite Resources or Tools etc,
14. Transcripts,
15. Email Series / Subscriptions (How to style tips etc),
16. Swipe Files,
17. Webinar Replays,
18. Planners, Printable Posters etc,
19. Calendars,
20. Action Plans,
21. Starter Kits,
22. Industry Reports, Research Papers, Whitepapers etc,
23. Case Studies etc,
24. Coaching - Limited Offer,
25. Interviews, Podcasts etc,
26. Slide Presentations. (PowerPoint).

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LinkedIn for Business Lead Generation Strategy #3

LinkedIn

Newsletters.

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LinkedIn for Business Lead Generation Strategy #3

LinkedIn Newsletters.

Newsletters are an excellent strategy to help you establish, build and nurture the relationship with your audience by adding value with useful information that can be applied quickly to achieve a result or outcome.

Benefits of a LinkedIn Newsletter include

1) Are highly recommended as a valuable component of your Content Strategy,
2) Strengthen the positioning of your brand,
3) Improve the positioning of you, your business and your services as a respected authority within your industry,
4) Connect with more potential customers,
5) You can build your targeted audience by inviting and adding selected subscribers,
6) 1st, 2nd and 3rd level connections can subscribe,
7) Build and strengthen long-term relationships with your target audience and prospects,
8) Educate and inform your audience by adding value, preferably without selling,
9) Can be customized to increase engagement,
10) Generate leads, inquiries and increase sales, especially by promoting your latest special offers, discounts etc
11) Get feedback from your audience and interact with their comments.

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LinkedIn for Business Lead Generation Strategy #4

Generating Targeted Leads with Sales Navigator.

LinkedIn®

SALES NAVIGATOR

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LinkedIn for Business Lead Generation Strategy #4

Generating Targeted Leads with Sales Navigator.

Sales Navigator allows you to access the LinkedIn database to search for leads for your business who closely match your specific target audience criteria to be saved in your own Lead Lists.

To generate leads with Sales Navigator

1) Make sure your Sales Navigator is set up to the level of 'Expert', if not, use Sales Navigator Coach short videos to help you.
2) Explore the search filters that help you to narrow down your search results to bring up people who closely match your ideal client avatar or ideal prospect criteria.
3) Set up and save potential leads from your search into your own Lead Lists, make sure you use 'Spotlights' and add details of the Search Filters you applied to the 'Description' of your Lead Lists for future reference.
4) Within a day of saving your Lead Lists, you should see content from your prospects displayed exclusively in your Sales Navigator newsfeed waiting for you to start to build your relationship with them with a Like and a Comment.
5) Interact with your prospects via their content, build on the conversation, let them get to know you!
6) Check their profile for any 'mutual areas of interest' and send them a personalized 'Request to Connect',
7) Keep Notes and make Comments about your prospects in the Notes section of Sales Navigator.

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LinkedIn for Business Lead Generation Strategy #5

Video Messages.

LinkedIn for Business Lead Generation Strategy #5

Video Messages.

It's easy to generate leads by sending a short, personalized video message filmed on your phone and sent directly to your prospects. Your video thanks' your prospect for their recent comment on your post and invites them to join you on a 'Get to Know You Call' via Zoom to see how you can both help and support each other. When the prospect replies with interest, you then send them your Calendar link so they can book a time with you that is suitable for them.

To generate leads by sending your prospects a video message

1) Can be used with new or recent connections,
2) Can also be used with prospects who have commented on your posts,
3) Can be used with prospects who have recently viewed your LinkedIn profile,
4) For scripts to create your video see the Chapter titled 'Use Video to Generate Leads in 24 Hours'
5) Be prepared, when your prospect receives your video, in many cases they will look at your LinkedIn profile before they reply, so make sure your profile includes social proof and presents you well.
6) The key to using video is to just get started, the more you do, the better you will become and the more leads you will generate.

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LinkedIn for Business Lead Generation Strategy #6

Solving the Problems of Your Prospects & Improving their Outcomes.

RESULTS
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LinkedIn for Business Lead Generation Strategy #6

Solving the Problems of Your Prospects & Improving their Outcomes.

Most people in business want to improve their outcomes and results, but they need to be approached in a way that doesn't come across as another sales pitch, they need to be approached professionally and convinced that you can help them by showing them how to achieve those important results, even before they buy!

1) Target people who
    a.) Match your client avatar,
    b.) You can see they need and would benefit from your help,
    c.) Identify the areas that are not working for them and the solutions you can provide,
    e.) Are proactive in building their business, are prepared to spend $$$,
    f.) Pre-qualify all of the above, <u>before</u> you talk to them.
2) Show them areas of their business etc that could be working better for them and detail the improved results they and their business could be enjoying the benefits of.
3) Detail to them how they can apply your suggestions to improve the areas you have mentioned.
4) Mention to them other areas of their business that could also be working better for them.
5) Offer to set up another call to discuss your services further, send them your Calendar link, and mention to them that you would like to keep the call in the 'No Sales Pitch Zone'!
6) During your call, remember the best sales people don't actually sell, think about your last meeting with your accountant, your doctor etc, they don't sell to you, they don't pitch, they just talk to you!!!

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LinkedIn for Business Lead Generation Strategy #7

Outreach.

LinkedIn for Business Lead Generation Strategy #7

Outreach.

LinkedIn is the worlds largest database of businesses, their owners and their employees that allows you to be personally connected to up to 30,000 1st level connections who you can message for free to establish and build professional relationships with.

What would 30,000 1st level connections as prospects mean to you and your business?

The key to successful Outreach is consistently applying your strategy…

Some important rules to follow.

1) Be organised from the start, make sure your LinkedIn profile presents you well, includes Social Proof and your Calendar links are set up and working, also check your message sequence.
2) Use Sales Navigator to search for suitable leads, especially leads who are active on LinkedIn via Sales Navigator 'Spotlights' and Save those leads into your own Lead Lists.
3) Use LinkedIn as a tool to get the conversation started, NEVER pitch on LinkedIn, it's too early in the conversation, instead, just build on the conversation and then take the conversation to the next level, away from LinkedIn.
4) Interact with the content of your prospects with a Like and a Comment to get the conversation started, to build the professional relationship before you send your prospects a personalised Request to Connect.
5) Before you send your prospects a personalised Request to Connect, ALWAYS visit their profile first and look for any mutual areas of interest that you can mention in your Request to Connect or Thank You message.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #7

Outreach – continued.

6) When your prospect accepts your personalised Request to Connect, then send them a 'Thank You for Connecting' message.
7) ALWAYS reply to messages from your prospects quickly.
8) Unless your prospect is showing strong interest in wanting to talk to you A S A P, you should take your time to establish, build and nurture your professional relationship with them.
9) After your 'Thank You for Connecting' message, wait 1 week before you send them your 1st message that 'Adds Value without Selling'.
10) Continue to Like & Comment on their content.
11) Then wait a further week before you send your 2nd message that 'Ads Value without Selling'.
12) Then based on their reply, ask them if they would like to get on a 'Discovery Call' to see how you can help and support each other.
13) Your offer of a Discovery Call message should include a P.S. that mentions

    P.S. I'd like to keep our Discovery Call in the 'No Sales Pitch Zone' if that's OK!
14) Based on their reply, then send them your Calendar link so they can book a time with you that suits your own and their own availability.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #8

Get Back in Touch with Existing Connections Including Old Leads and Prospects.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #8

Get Back in Touch with Existing Connections Including Old Leads and Prospects.

Using a CRM is highly recommended, especially to keep details and notes of your level of conversations with existing connections, especially old leads and prospects. Periodically, you should go through your CRM and get back in touch with prospects who now may be in a better position to talk further with you.

Just apply the steps from the Outreach strategy without the Request to Connect or the Thank You for connecting message.

Start by

1) Get the conversation re started with a few Likes & Comments on their content.
2) If they're not posting content, then send them a Add Value without Selling message, an article etc.
3) Continue to Like & Comment on their content.
4) Then send your 2nd message that Ads Value without Selling.
5) Based on their reply, ask them if they would like to get on a 'Discovery Call' to see how you can help and support each other.
6) Your offer of a Discovery Call message should include a P.S. that mentions

   P.S. I'd like to keep our Discovery Call in the 'No Sales Pitch Zone' if that's OK!
7) Based on their reply, then send them your Calendar link so they can book a time with you that suits both your and their own availability.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #9

Who's Recently Viewed Your

LinkedIn

Profile.

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LinkedIn for Business Lead Generation Strategy #9

Who’s Recently Viewed Your LinkedIn Profile.

People view your LinkedIn profile obviously, want to know more about you and some may want to know about your business, your services, what you offer and how you can possibly help them.

For example: Somebody who has recently Liked & Commented on your posts, who matches your specific target audience criteria, views you LinkedIn profile, an interest is there, so send them a personalised Request to Connect, then establish the professional relationship and build on that interest.

To generate leads from people who have recently viewed your LinkedIn profile.

1) Consider subscribing to either LinkedIn Premium or Sales Navigator, both will allow you to see everybody who has recently viewed you LinkedIn profile.
2) If you see a potential lead, a prospect, you should reach out to them A S A P while their interest is still there.
3) Always check their profile for any additional mutual area of interest, before you reach out to connect.
4) Check their Content and Like & Comment on their recent posts before you reach out to connect.
5) Checking who has recently viewed your LinkedIn profile should be a regular part of your LinkedIn use.
6) Finally, if a prospect looks at your LinkedIn profile and you look at their LinkedIn profile and you don’t send them a Request to Connect, they could easily feel that you’re not interested and you could have just lost a genuine lead!!!

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LinkedIn for Business Lead Generation Strategy #10

LinkedIn

Groups.

RESULTS
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LinkedIn for Business Lead Generation Strategy #10

LinkedIn Groups.

LinkedIn Groups contain people with similar industry experience and interests in common, therefore groups can offer highly targeted opportunities to reach a specific audience or niche, providing genuine leads for you, your business, and your products or services.

The benefits of LinkedIn groups for lead generation include

1) Your posts in the group can reach group members.
2) You can message group members, even if you're not connected.

To target and join groups with members who match your target audience or niche

1) Search for suitable groups by specific industries,
2) Request to join specific groups that match your target audience or niche,
3) Check the terms and conditions of the group,
4) Request to join the group,
5) Send a personalised message to the Moderator / Owner of the group, use InMail if you're not connected, and outline why you would like to join the group, your interests and describe any value you can add.
6) When you're accepted into a group, it's always a good idea to message the Moderators / Owner of the group and thank them for allowing you to join.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #10

LinkedIn Groups continued.

LinkedIn Groups contain people with similar industry experience and interests in common, therefore groups can offer highly targeted opportunities to reach a specific audience or niche, providing genuine leads for you, your business, and your products or services.

The benefits of LinkedIn groups for lead generation include

7) Make yourself known by interacting with the content posted within the group.
8) Once you're established and known within the group, you can then post content that adds value without selling to members of the group.
9) By building your credibility and reputation within the group strengthens your positioning as an authority within your industry, now you are in a position to message group members.
10) As you message group members, use the same 'Outreach' strategy to establish, build and nurture the relationship with your 'prospects' so when the time is right, you can take the conversation to the next level, which is away from LinkedIn.

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LinkedIn for Business Lead Generation Strategy #11

Followers of Your

LinkedIn

Company Page.

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LinkedIn for Business Lead Generation Strategy #11

Followers of Your Company Page.

Followers of your Company Page can be a valuable source of leads for you and your business and unlike your personal LinkedIn profile, there is No limit to how many Followers your company page can have.
So why would people be following your company page? The answer could be 1 of 3 options.

1) They may be interested in the content of your company page,
2) They may be interested in your company as a prospect for their business,
3) They may be interested in what your company offers them…

Therefore, it's a good idea to regularly go through the latest Followers of your company page and look for followers who match your target audience criteria.

When you find people who match your criteria and are a possible prospect for you and your business.

Then apply the Outreach strategy from

4) Interact with the content of your prospects with a Like and a Comment to get the conversation started, to build the professional relationship before you send your prospects a personalized Request to Connect.
5) Before you send your prospects a personalized Request to Connect, ALWAYS visit their profile first and look for any mutual areas of interest that you can mention in your Request to Connect or Thank You message.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #11

Followers of Your Company Page continued.

6) When your prospect accepts your personalised Request to Connect, then send them a 'Thank You for Connecting' message.
7) ALWAYS reply to messages from your prospects quickly.
8) Unless your prospect is showing strong interest in wanting to talk to you A S A P, you should take your time to establish, build and nurture your professional relationship with them.
9) After your 'Thank You for Connecting' message, wait 1 week before you send them your 1st message that 'Adds Value without Selling'.
10) Continue to Like & Comment on their content.
11) Then wait a further week before you send your 2nd message that 'Ads Value without Selling'.
12) Then based on their reply, ask them if they would like to get on a 'Discovery Call' to see how you can help and support each other.
13) Your offer of a Discovery Call message should include a P.S. that mentions

    P.S. I'd like to keep our Discovery Call in the 'No Sales Pitch Zone' if that's OK!

14) Based on their reply, then send them your Calendar link so they can book a time with you that suits both your and their own availability.

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LinkedIn for Business Lead Generation Strategy #12

Referrals.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #12

Referrals.

If you have ever received referrals, you will know that in many cases, referrals are the easiest business you will ever do. Why? Because they usually come with a strong endorsement of you by the person who is referring them.

The key to increasing your referrals and getting other people to refer prospects to you is as simple as ‘Give to Get’. In other words, you need to ‘Give’ before you ‘Receive’.

LinkedIn can be used as a source of referral partners by setting up your own Preferred Suppliers List that adds value to the audience and generates referrals for the ‘suppliers’.

To set up your own Preferred Suppliers List,

1) Create a list of people you’re connected to who you know are extremely good at what they do and deliver on their promise to their clients or customers.
2) Each member of the Preferred Suppliers list is exclusive. Eg: Only 1 Accountant, only 1 consultant, etc.
3) Send a message to Invite possible ‘suppliers’, if they would like to be included, the condition is that they also need to support the other ‘suppliers’ and promote the entire Preferred Suppliers list to their own database.
4) Each of the Preferred Suppliers should include a promotional offer as a part of being on your list.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #12

Referrals.

If you have ever received referrals, you will know that in many cases, referrals are the easiest business you will ever do. Why? Because they usually come with a strong endorsement of you by the person who is referring them.

5) Your Preferred Suppliers list may include
   a) An Accountant,
   b) A Lawyer,
   c) A Finance Broker,
   d) A Website Designer,
   e) An SEO Agency,
   f) A Social Media manager,
   g) A Business Coach,
   h) A Computer Supplier,
   i) Any additional preferred suppliers.
6) Compile all your Preferred Suppliers into a promotional Powerpoint that details their services and contact details, save it as a PDF and email your Preferred Suppliers list PDF to your email list as a 'Value Add', then ask each of your Preferred Suppliers to send the same PDF to their email lists.

Now you and your Preferred Suppliers (Referral Partners) are all being promoted to the customer base of 8 other businesses, (In this example.)

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LinkedIn for Business Lead Generation Strategy #13

Invite to a Value Added Event – Webinar, Masterclass, Workshop, Networking Event etc.

LinkedIn for Business Lead Generation Strategy #13

Invite to a Value Added Event – Webinar, Masterclass, Workshop, Networking Event etc.

LinkedIn Events allow you to very effectively leverage your time to a number of prospects.

The key to a successful event is to make sure that your event 'Adds Value' to your audience. By providing your audience with enough 'Added Value' for them to want to attend, this helps to position you as a respected authority within your industry, as somebody your audience can turn to for your areas or experience and expertise.

Steps to a successful LinkedIn Event.

1) You can invite upto 1,000 connections to your LinkedIn Event.
2) Send a 'personalized' invitation to connections to attend your event.
3) Highlight why you believe your event may be of interest to them.
4) Include a key benefit statement aimed towards your event audience.
5) Describe the type or format of event, Live Event, Seminar, Webinar, Live Meeting, Masterclass, Workshop etc.
6) Details of the event, Date & Time.
7) Social proof, what others say etc.
8) Replay of event will/will not be available. Split-test measure your audience attendance response to this.
9) Follow up with attendees after your event, gain valuable feedback and increase conversions.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #14

Joint Ventures.

RESULTS
FORMULA

LinkedIn for Business Lead Generation Strategy #14

Joint Ventures.

Joint Ventures are a powerful lead and sales generation strategy that are used by many of the most successful 'marketers' today. The basics of a successful JV are you get your business, your products or services promoted to the customer base of another business in a Win Win situation for you, your JV partners, and importantly, the purchasing clients or customers.

Steps to a Successful Joint Venture.

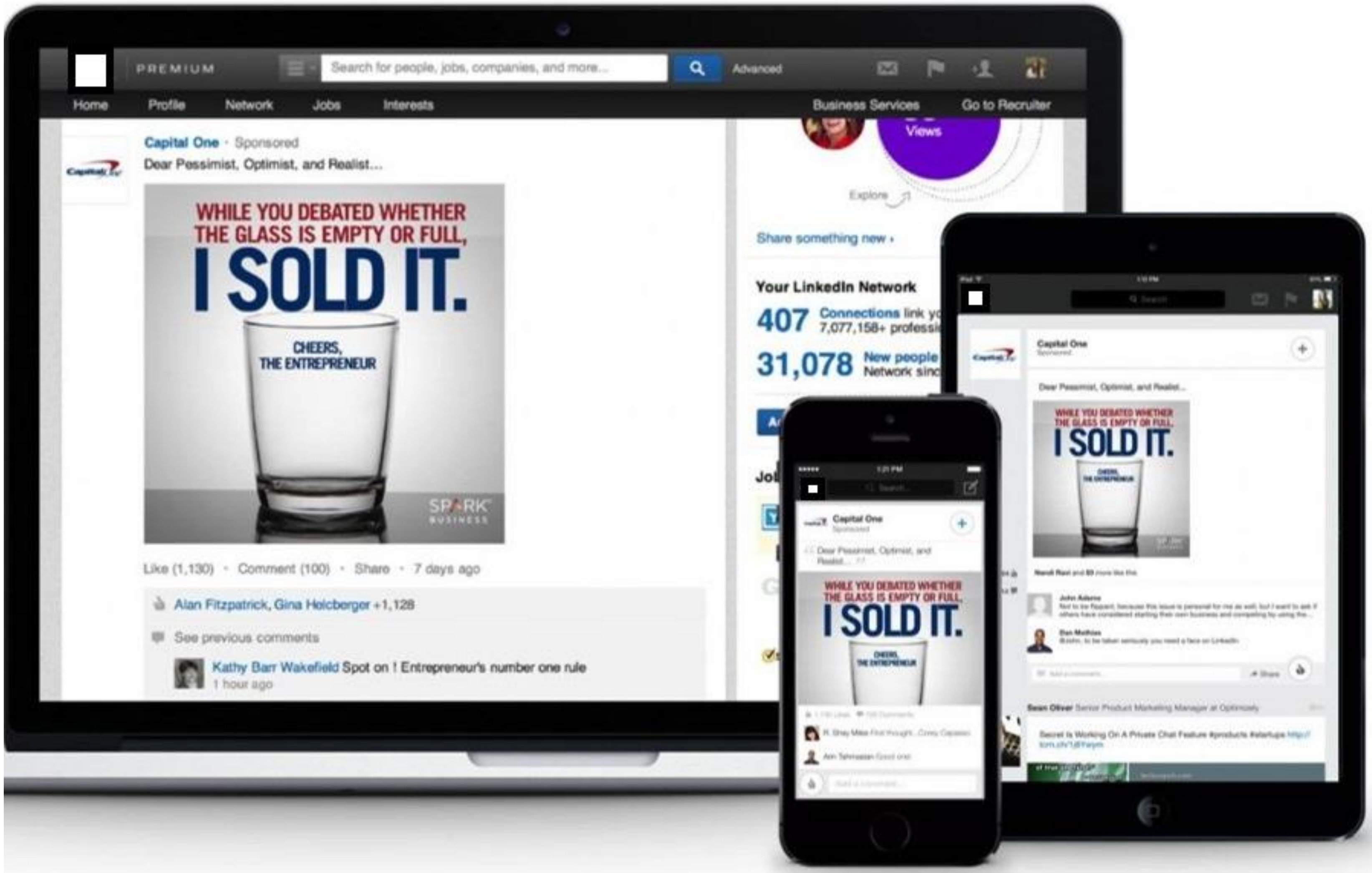
1) Define the objective of your Joint Venture,
   Profit share or profit split %,
   Promote each other to your relevant lists or endorsed 1 way promotion.
2) How to measure the results, (exclusive calendar link, affiliate link etc),
3) Prepare relevant Agreements or Contracts etc,
4) Source potential JV Partners. Prepare a prospect list of potential JV partners and ask yourself,
   Who or what type of business has a client list who would benefit or use your products or services?
5) Promotion strategies incl Lead Magnets, promotional campaigns, emails & sequences, ads etc.
6) Approach your potential JV partners and set up a Zoom call or a Face to Face meeting to discuss your JV.

Important: Make sure that your Joint Venture opportunity benefits <u>everybody</u> involved. You, your JV partner and especially the clients or customers who purchase as a result.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #15

LinkedIn Ads.



RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #15

LinkedIn Ads.

Advertising on LinkedIn is done via your Company Page, therefore when your target audience responds to your ad, or when they are interested to know more, it is your company page they will see first. So your company page needs to be complete and have a history of content that presents you and your business appropriately to your audience.

- Ad Types include

  a) Single Image Ad,
  b) Carousel Image Ad,
  c) Video Ad,
  d) Text Ad,
  e) Spotlight Ad,
  f) Message Ad (Inbox),
  g) Conversation Ad,
  h) Event Ad.

- Comprehensive targeting options are available,
- You can set your own budget,
- Traffic options include

  Drive traffic to your article or website, landing page etc,

- Generate leads, LinkedIn Lead generation forms are also available,
- Increase views of your videos etc.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #15

LinkedIn Ads continued.

You can target your audience by

- Job title,
- Job function,
- Industry,
- Geography or Location,
- Age,
- Gender,
- School,
- Skills,
- Company name,
- Company size,
- Membership within specific LinkedIn Groups.

RESULTS FORMULA

LinkedIn for Business Lead Generation Strategy #15

LinkedIn Ads continued.

To set up your Sponsored Content Ad

1.) Write your Ad.

2.) Select your Target Audience.

3.) Set your budget.

Pricing Options,

(Pay per Click (PPC).

or Cost per Impression (CPM).

4.) Measurable results that can be monitored in your Campaign Manager.

5.) Monitor results with Conversion Tracking.

RESULTS FORMULA

Step 8

Take the Conversation to the Next Level

Take the Conversation to the Next Level.

A good time to ask the prospect about taking the conversation to the next level is when the prospect agrees to allow you to send through some further information about what you do, a case study etc.

In other words, now that they have agreed for you to send through some further information, this is a good time to ask about setting up a call, offer them a choice of 2 different timeslots to discuss your ideas, or just send them your calendar link.

For Example:

"I have some ideas, and I thought I would ask if you're available for a call to discuss them further. Are you be available for a call, on Tuesday at 10.30 am or would Wednesday at 2.30 pm suit you better?"

Or

"I have some ideas, and I thought I would ask if you're available to discuss, is it Ok to send you my calendar link to set up a time for a call?

P.S. I'd like to keep the call in the 'No Sales Pitch Zone' if that's Ok!

RESULTS FORMULA

Take the Conversation to the Next Level.

Important:

You have NOT asked for a call to discuss the information you want to send through, because this can sound a bit 'salesy', it can sound like you just want to 'pitch them' on the information about what you do.

<u>Instead,</u>

You are asking for a call to discuss some ideas you have,
Your P.S. mentions that you would like to keep the call in the 'No Sales Pitch Zone'.

RESULTS FORMULA

Taking the Conversation Away from LinkedIn.

Your objective with your prospect is to get them to agree to either

<u>A 1 on 1 Phone Call,</u>

<u>A 1 on 1 or Group Zoom Call,</u>

<u>Or a Face to Face meeting,</u>

An Invitation to an Event,

An Invitation to a Webinar,

An Invitation to a Seminar,

A direct Email from you.

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Step 9

There is a famous saying

There's a fortune in the follow up!

Step 10

Strategy Checklist - Recap

RESULTS FORMULA

Strategy Checklist- Recap.

- ☐ 1.) Make sure your LinkedIn Profile strongly presents you, your brand and what you offer. Add media.
- ☐ 2.) Prepare your Case Studies.
- ☐ 3.) Posts that ‘Add Value without Selling’ to your audience to position yourself as an authority within your industry.
- ☐ 4.) Search Sales Navigator, name and save leads lists, then save leads.
- ☐ 5.) After 1 - 2 days check Sales Navigator Newsfeed for content by those in your saved lead lists.
- ☐ 6.) In Sales Navigator via content of your leads – Interact (Like & Comment) to establish, build and nurture the relationship with your prospects **before** you send them a ‘Request to Connect’.
- ☐ 7.) Reach out and connect with your prospects.
- ☐ 8.) Further interact with their content to strengthen the relationship.
- ☐ 9.) Ask their permission to send through ‘info’ about what you do – send them a Case Study etc.
- ☐ 10.) Take the conversation to the next level, a Skype, Zoom or phone call, a face to face meeting etc.
- ☐ 11.) Follow Up = More deals done!

RESULTS FORMULA


DREAM BIG
SET GOALS
TAKE ACTION
RESULTS
FORMULA

Remember

You miss 100% of the shots you don't take.

- Wayne Gretzky

RESULTS FORMULA

A Quick Re-Cap.

After watching this video you should understand more about

1. Easy to follow preparation steps involved,
2. Social Proof,
3. 15 Proven LinkedIn for Business Lead Generation Strategies,
4. Taking the conversation to the next level.

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Remember:

The Fastest Way to Achieving Results is to Apply.

Just Get Started and Implement.

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