



HOW TO USE LINKEDIN TO GENERATE LEADS



“ Generating leads is one of the biggest challenges that most businesses face today. LinkedIn is often an under utilised tool to help tackle that problem. ”

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BEFORE WE GET STARTED...

- If you are an employee, it is probably a good time to refresh yourself with the company Social Media Policy Handbook.
- The world of digital communications is changing rapidly and policies should reflect those changes.
- Ensure you are up-to-date by checking them out.



ARE YOU CONNECTED TO THE RIGHT COMPANY ON LINKEDIN?

- Ensure you are connected (by being employed by) the correct company on LinkedIn. Is there a correctly identified company on LinkedIn? Make sure you are connected there.

If your company logo looks like this, you are possibly not!



If your business or your employers business does not have a Company page, I'd encourage you/them to have one. It professionalises your business identity on LinkedIn.

“Make sure you are connected to the right company on LinkedIn”





- **ARE YOU SPENDING TOO MUCH TIME TRYING TO FIND NEW CLIENTS THROUGH TRADITIONAL MEANS SUCH AS NETWORKING, COLD-CALLING AND SENDING OUT UNOPENED EMAILS?**
- **REFERRALS ARE POSSIBLY THE BEST FORM OF NEW BUSINESS, BUT WHAT IF THEY ARE NOT DRIVING ENOUGH NEW OPPORTUNITIES?**
- **IS YOUR COMPETITION OUT-PERFORMING YOU BECAUSE THEY ARE LEVERAGING THE POWER OF LINKEDIN?**

Let's identify the factors you need to be successful at finding and nurturing new client opportunities on LinkedIn...

IS YOUR LINKEDIN PROFILE READY TO ATTRACT AND ENGAGE?

- **Profile Picture**
Make sure you have a professional headshot, smiling, full face in frame, be dressed appropriately. This is not Facebook!
- **Headline**
Be compelling, tell a story of how you can help the viewer of your profile, full of valuable keywords (120 characters).
- **Location**
Think not where you live or work, but where you want to do business.
- **Contact Details**
Are they up-to-date? Are they added into your Summary? Make yourself fully contactable.
- **LinkedIn URL**
Is it personalised? Add it to your business card and email signature to be found.
- **About (used to be called Summary)**
It should be primarily about you and not just your company. LinkedIn is a social platform, people connect with people first. Include the role you have for your company in telling your story. Be sure to add a Call-to-Action and your contact details.
- **Experience**
Demonstrate your expertise and your life's journey and your achievements. Not what you did, but how you did it.
- **Education**
Detail your qualifications and which institutions you attended. It helps build your network and demonstrates your capabilities.
- **Skills**
If you don't prioritise them, LinkedIn and your connections will - stay in control of what you want to be known and found for.
- **Recommendations**
This is your chance to shine - seek them where you can. Do you regularly recommend people? Perhaps you should?



“There are many sections available to you on LinkedIn. Make sure you complete them all. You will never know what piece of information attracts a new connection.”



PRIVACY SETTINGS

LinkedIn is a public networking platform, so we wish to be easily found for the right opportunities. However, our personal privacy is an issue.

You will be pleased to know there are some settings which will help you maintain a degree of privacy:

- **Who can see your connections?**
My recommendation is to change this setting to 'Only You'. That way, you can't make your trusted network visible to people who may not be as respectful as you amongst those connections, including potential competitors, who might also be connections.
- **Sharing profile edits**
When in profile improvement mode, turn this to 'No'. You don't want to potentially share repeated small edits to your connections while you smarten up your profile.
- **Viewers of this profile also viewed**
This is a very useful LinkedIn feature when viewing **other** people's profiles, but not on your **own** profile. I recommend turning this off.
- **Profile viewing options**
Did you know you can view profiles anonymously? There are some occasions when it is good to do research 'undercover'. However, in general, this setting should be switched on. (Otherwise you can't see, on a free account, who is viewing your profile, which is very valuable intelligence).
- **Show your date of birth?**
LinkedIn is not Facebook. Thanks, but I don't want people to know my birthday on this platform. Take it off to ensure that this important piece of security data is protected.

There are many fake profiles lurking on LinkedIn. Why? To scrape your data. You can protect yourself by examining your requests to connect very carefully. If in doubt, don't connect, or send them a message asking why they'd like to connect before doing so. Think quality of connections over quantity.



DO YOU KNOW WHO YOUR IDEAL CLIENT PROSPECTS ARE?

- Have you created an ideal prospect profile(s) that includes demographics and what their pain-points are?
- Do you know how you can solve their problems?
- Do you regularly curate/create and share content that helps them solve their problems with examples from real-case scenarios? Stories are very effective here.



DO YOU KNOW HOW TO FIND AND REACH OUT TO YOUR IDEAL PROSPECTS?

- Do you know how to use Advanced Search and Boolean operators to find them?
- Do you understand the etiquette of how to reach out professionally on LinkedIn to attract, engage and nurture the relationship?
- Have you clarified your Call-To-Action (CTA) you want your prospects to take? For example, a strategy call, a virtual coffee meeting, a PDF download or 'watch this video'?
- Being mindful of GDPR, do you have the means to capture the email address of your ideal prospects when they visit your profile but are not ready to buy yet, so you can further nurture the relationship off LinkedIn? You will **never** make the sale on LinkedIn, so don't be guilty of trying!

“DONT BE guilty of ‘selling’ on LinkedIn. This is the place to engage. The selling should take place elsewhere.”



ARE YOU TRACKING YOUR COMPETITORS AND INDUSTRY THOUGHT LEADERS?

- Do you know how to become anonymous so you can view, for example, your competitors' profiles?
- Are you 'Following' your competitors' Company Pages on LinkedIn?
- Have you found, and now Follow, industry leaders and commentators? This option is available, as well as the option to Connect.
- Do you know how to set up 'Google Alerts' to keep track of your competitors and useful industry intelligence?
- Are you checking the individual profiles of your competitors? What can you learn? Should you connect with them? (Make sure you are in private mode if you go stalking!).



ARE YOU 'SYSTEM READY' FOR LINKEDIN PROSPECTING?

- Do you record your communication in your CRM system or a database, or even a spreadsheet for keeping track of your prospecting activities?
- Are you prepared for the long-game of courting your prospects?
- Do you have a library of scripts and templates for reaching out to your prospects?
- Do you have a system for tracking your competitors?
- Do you have a content strategy in place for regular engagement with your target audience?
- Are you able to continually produce and curate content that is useful to your ideal prospects?
- Have you allocated time in your diary to manage the strategy to make LinkedIn work for you? If you do nothing, nothing will happen. A little often is the key to success.

“Success on LinkedIn comes from understanding a process. Have a strategy, and stick to it.”



DO YOU KNOW HOW TO ENGAGE AND AMPLIFY YOUR POSTED CONTENT?

Share an article, photo, video or idea

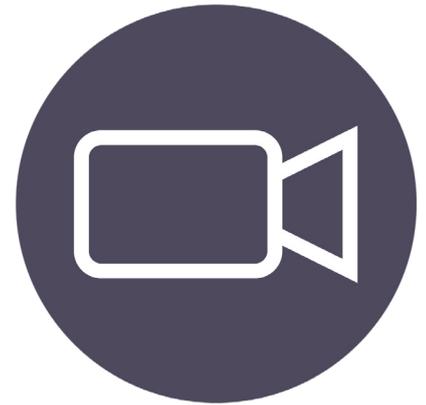
 Write an article  Images  Video 

- Having even a great profile and doing nothing with it will deliver you no benefit at all on LinkedIn.
- Posting content is one key aspect of successful engagement.
- When you find content that interests you, pass it along to your network.
- Here's what works best:
 - Post your own content
 - 'Like' other's content
 - 'Comment' on other's content
 - Write an occasional Article.
- A 'Like' is the easiest option, but it is also the least valuable. Better than nothing, but...
- A 'Comment' is really valuable. It ensures you are engaged and offers you the ability to add your perspective to a discussion and turns you into a thought leader in your sector.
- An 'Article' is a longer form of content that helps establish you as a thought leader. LinkedIn amplifies this type of content less than posts, but it is still useful to add this richer type of content to your profile.



THE VERY BEST THING YOU CAN DO?

- The world is turning mobile. Much of our communication is received via our mobile handset. This brings with it the opportunity to turn our content into **video**.
- With a video option now embedded natively into the LinkedIn app on our smart phones, we have a great opportunity to create useful video content on-the-fly.
- Put yourself in the mindset of a potential customer:
 - What do they want to hear?
 - What tips can you give them?
 - How has a recent experience helped solve a difficult problem?
 - Make it short and sweet, 30-90 seconds is ideal.
 - Consider adding the transcript for viewers who don't have a listen option.
- The power of video is enormous. Having the confidence to produce video content will really set your LinkedIn profile apart.
- Give it a go and see the results for yourself!



You will now have identified the different areas you need to improve to ensure you are maximising the value of your LinkedIn profile.

Selling in a digital age is not about promoting information about your company, it is about educating, being useful and helpful in solving problems that your customer may experience.

If you consistently create and share great content that helps your customers, you will stay front-of-mind and build increasing trust with your prospects and existing clients.

When they need what you have to offer, they will find you!

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For more detailed information, tips, tricks and stories that drive success from LinkedIn, please feel free to visit:

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