

Marina Roncea

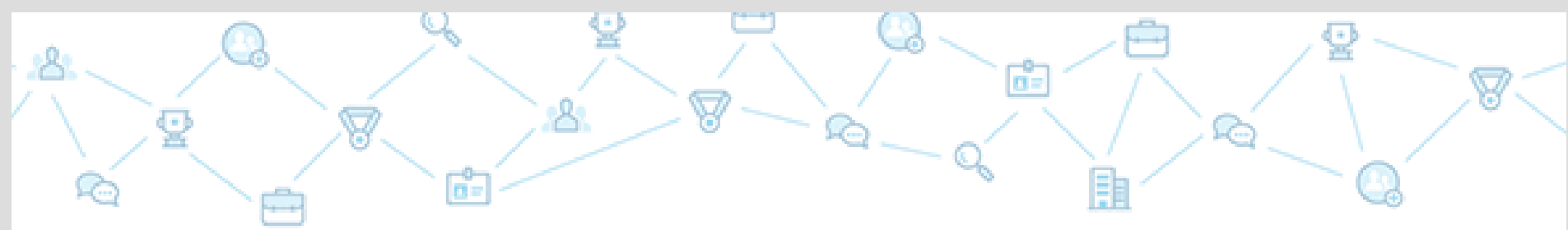
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EnMasse
Digital Marketing

LinkedIn



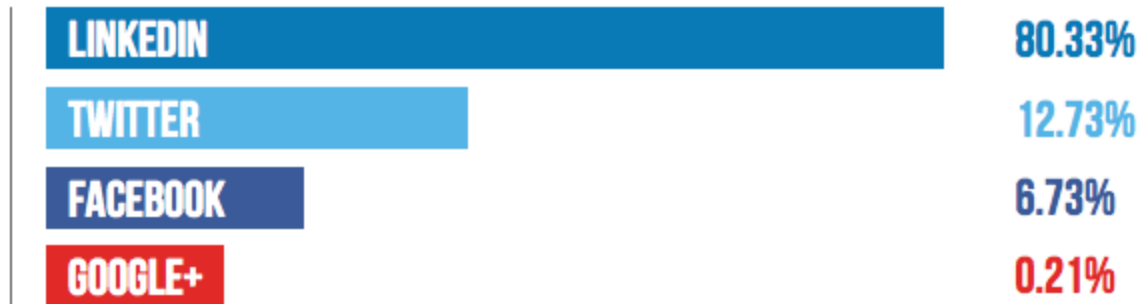
About LinkedIn

Welcome to LinkedIn, the world's largest professional network with more than 546 million users in more than 200 countries and territories worldwide.

Two new members join every second of the day.

Study conducted by MarketingProfs and Content Marketing Institute:

Over **80%** of leads generated through social media for B2B marketers come from LinkedIn.



Study conducted by DemandWave:

LinkedIn is the most effective platform for lead generation

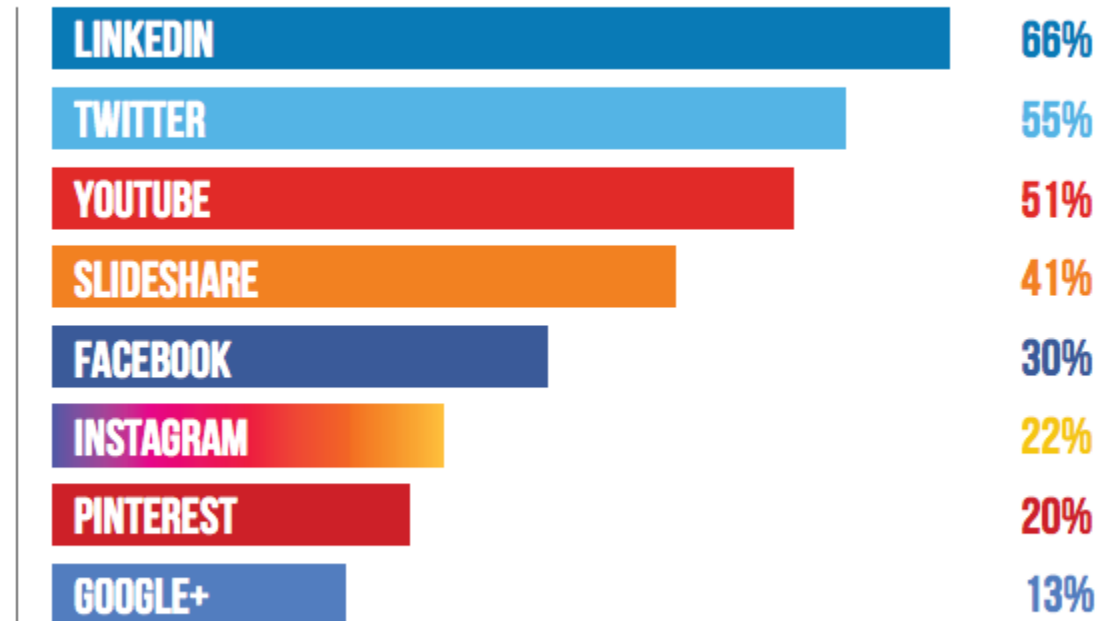
Top in lead generation...by a long shot



Study conducted by Regalix:

LinkedIn is the most effective for customer engagement both before and after sales.

Effectiveness Ratings for Social Media Platforms





DISCOVERY

Market Research

getting to know your prospect. This needs to happen FIRST, or the rest of the system will be far less effective

DESIGN

Optimize your LinkedIn profile

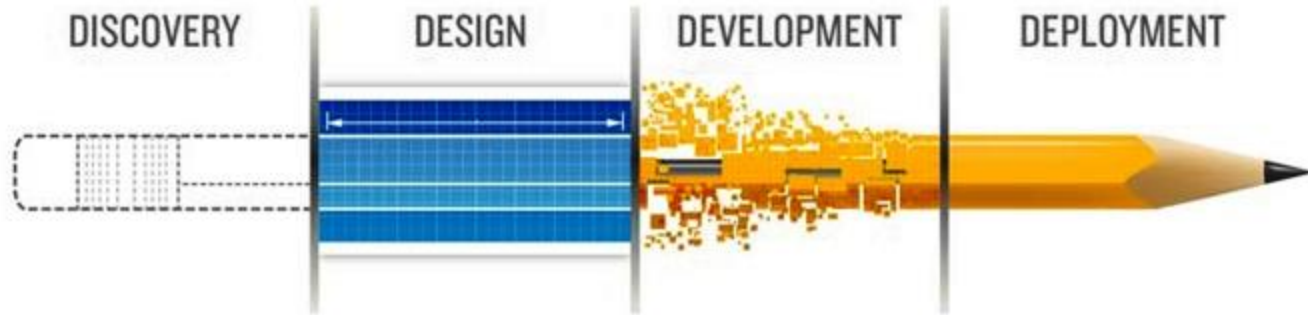
DEVELOPMENT

Developing Your Leadership Platform

- Share the right content.
- Building your database of prospects. This involves identifying your ideal clients and bringing them into your funnel, in a number of ways, both systematic and free.

DEPLOYMENT

Your messaging campaign, email strategies



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DISCOVERY

Market Research



DISCOVERY

Market Research



Prospect profile cheat sheet, whether your prospects are businesses or consumers.

List Basic Demographics:

- Company Size
- Job Title
- Geographic Focus
- Age, Seniority
- Male/Female
- Industry, Department or Function
- Income Range, company revenue
- Interests
- Group Associations

.

DISCOVERY

Market Research



Describe your prospect's pain points. Determine what actions they're already taking to relieve those pain points.

Where Are They? Join some of these groups, and spend some time understanding what kind of topics interest your prospects. Review the conversations and questions in these groups. Create a list of topics that seem to be of interest to your prospects, and set it aside for later. You're going to use this to position yourself as a trusted resource

DISCOVERY

Market Research

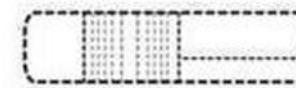


USING LINKEDIN - IDENTIFY:

Mutual Groups - make sure you spend extra time browsing the group activity and even joining in on the conversation.	
Potential groups to join - feel free to join them.	
Skills & Endorsements	
Articles & Activity - Summarize the topics/ content shared	
Influencers	
Companies	
Twitter Profile - feel free to browse and summarize the topics/content being shared	

DISCOVERY

Market Research



Identify Their Values

determine what your prospect values most, what environments they're exposed to on a regular basis and what influences them.





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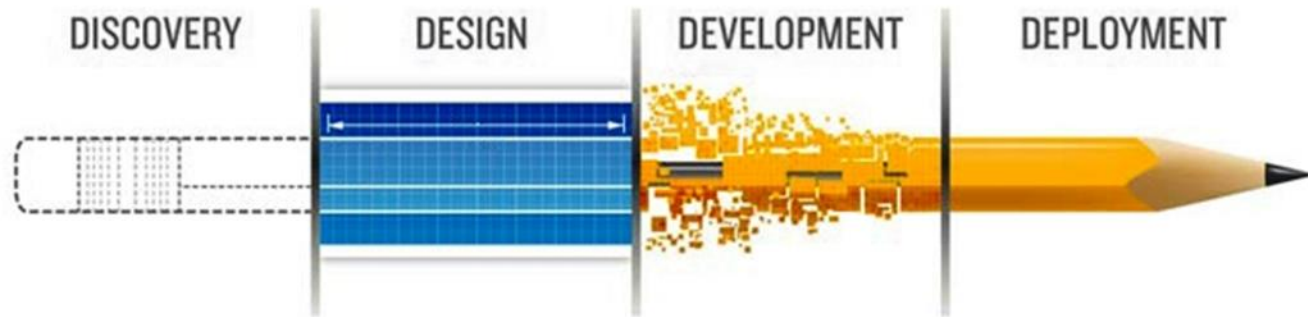
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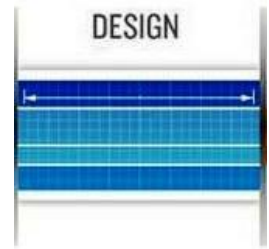


DESIGN

Optimize your
LinkedIn **profile**

DESIGN

Profiles



“I know and you know people who blunder through life trying to wigwag other people into becoming interested in them. Of course, it doesn’t work.

People are not interested in you. They are not interested in me. They are interested in themselves – morning, noon and after dinner.” Dale Carnegie How to Win Friends and Influence People.

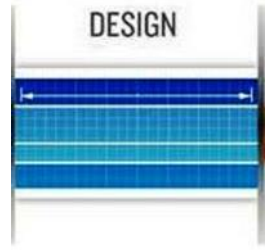
99 percent of people are using LinkedIn the wrong way.

They’ve got profiles that only talk about themselves



DESIGN

Create a “Client-Facing” Profile!



Answer these types of questions:

How is what I'm sharing here going to help my ideal client or customer solve his or her biggest problem?

How is what I'm writing right now going to help my ideal client make more money, save time, and solve core challenges I know he or she faces?

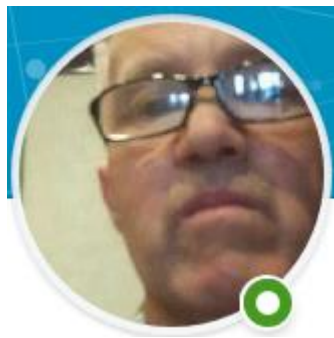
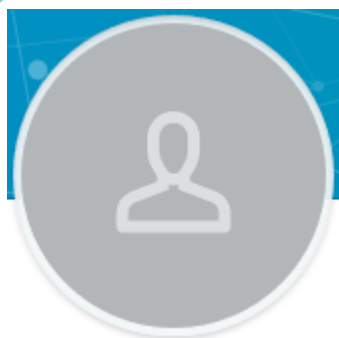
You must make your LinkedIn profile about the problems you solve for your customers!

DESIGN

Your LinkedIn Profile Photo:

Let's Get Visual!

- Professional profile photo
- Do NOT cover up your eyes
- Smiles are free! - *Are you friendly? Inviting? Or are you cold and distant?*



DESIGN

Your Professional Title:

The 1 Sentence You Must Get Right!

NAME: First-20 characters ; Last- 40 characters

TITLE: Your LinkedIn headline needs to convey in 125 characters (or around 18-20 words):

- Who You Are
- What You Do
- Audiences You Serve
- Value/Benefit You Bring Customers
- Credibility/Social Proof

Brittany Ackley

Owner at LMD Dreamscapes

Henriette Alban ND Living in Balance • 1st

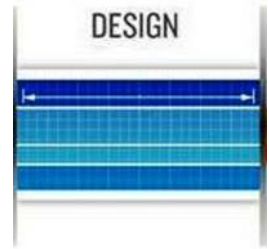
Holistic Natural Health, Energy Healing, Classes, Groups

MARINA RONCEA - Digital Marketer

Web design,SEO,Social Media,helping entrepreneurs
developing marketing strategies.We take you from invisible
to visible!

DESIGN

Your LinkedIn Summary = First Impression



In sales and marketing, Clarity is King. A confused prospect never buys

WHAT I DO: I help [MY TARGET AUDIENCE] achieve [THEIR TOP GOAL] by providing [MY PRODUCT or SERVICE].

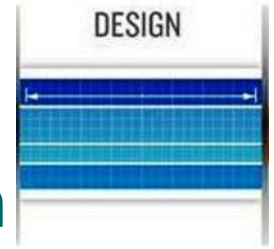
WHO I SERVE:

- [Audience TYPE 1]
- [Audience TYPE 2]
- [Audience TYPE 3]

WHAT I DO: Since 2012, I've helped Business Coaches, Consultants and other professionals all over the world leverage LinkedIn and Webinars to generate leads, add clients and increase revenue.

DESIGN

Your LinkedIn Summary = First Impression



WHO I WORK WITH: I partner with [TARGET AUDIENCE or INDUSTRY TYPE] including: [INSERT BULLETED LIST OF JOB TITLES, INDUSTRY NAMES, etc.]

WHO I WORK WITH: I've personally rewritten and optimized the LinkedIn profiles of A-List Entrepreneurs, Bestselling Authors, Business Coaches and Consultants including:

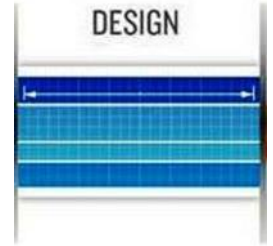
★ Chris Brogan

★ Bob Burg

WHY IT WORKS: When you partner with [MY COMPANY NAME] you get the most efficient, effective and affordable [PRODUCT or SERVICE] that [TARGET AUDIENCE] is looking for right now.

DESIGN

Your LinkedIn Summary = First Impression



WHAT MAKES [ME or US] DIFFERENT: *[Answer that question! What makes you unique/different/better than similar vendors or competitors? XYZ years of experience? Certifications/ Patents/etc.? Personal, 1-on-1 attention and Customer Service/ Support?]*

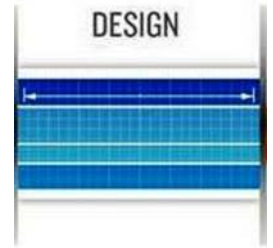
WHERE YOU'VE SEEN ME: I regularly blog for and have been featured by national publications, podcasts and organizations including:

- 💡 Business Insider
- 💡 Entrepreneur On Fire

DESIGN


Your LinkedIn Summary = First Impression

DESIGN



WHAT OTHERS SAY: [COPY AND PASTE IN 2-3 TESTIMONIALS IN THIS AREA. USE A REAL PERSON, FULL NAME, COMPANY NAME, ETC. AND EXPLAIN SPECIFIC VALUE/BENEFIT PERSON RECEIVED FROM YOU OR YOUR BUSINESS.]

WHAT OTHERS SAY:

 "When it comes to LinkedIn, there are pretty much three people I listen to, but only one has ever dropped new business right in my lap the way John Nemo did. You know me. I don't recommend people lightly. John Nemo is worth your time. Jump on this!" - Chris Brogan | New York Times Bestselling Author, Consultant & Speaker

DESIGN

Your LinkedIn Summary = First Impression

DESIGN



HOW IT WORKS: [Explain Your process – we start with a free evaluation, we first meet via phone to discuss your needs, etc., or we perform XYZ services for you, etc.]

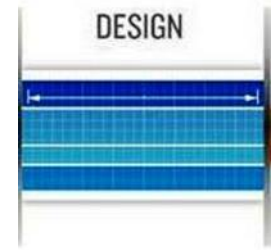
HOW I DO IT: I provide "do it yourself" online courses, 1-on-1 private and group coaching and written materials that help Business Coaches & Consultants discover how to generate more business for themselves using LinkedIn and Webinars.

READY TO TALK? Reach out to me directly here on LinkedIn, email me at [EMAIL ADDRESS], visit us online at [WEBSITE URL] or call me direct at [PHONE NUMBER].

DESIGN

Put Your Profile Over The Top!

DESIGN



You *can* make yourself more unique and showcase your personable, human side by adding video to your profile page. In fact, just a quick, 90 second long, “**Welcome to My Profile!**” video will do the trick.

Answer these types of questions on camera:

What's your name?

What type of work do you do?

What products or services do you offer?

What audiences do you serve?

What's the biggest value or benefit customers get from using your products and services?

What makes you unique or different when compared to your competitors?

What do you enjoy doing outside of work? Hobbies? Family?

What's the next step if we want to talk more with you?





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DESIGN

Optimize your LinkedIn profile

DEVELOPMENT

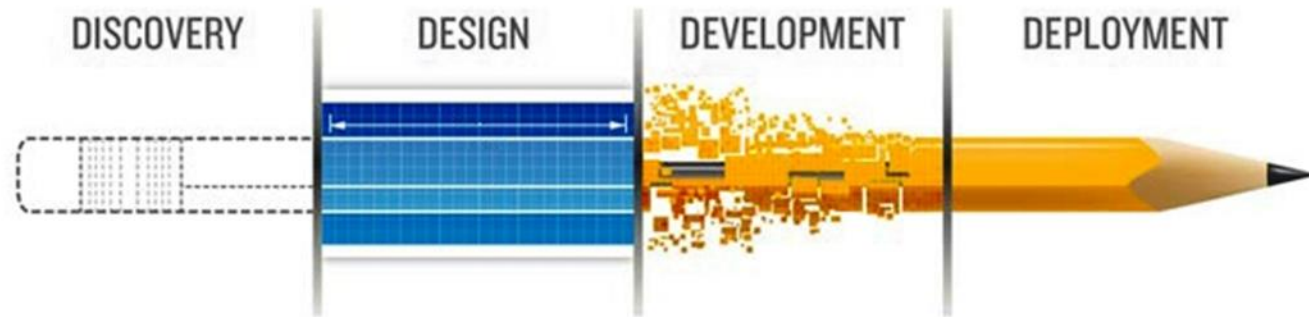
Developing Your Leadership Platform

- Share the right content.
- Building your database of prospects. This involves identifying your ideal clients and bringing them into your funnel, in a number of ways, both systematic and free.

DEPLOYMENT

Your messaging campaign, email strategies

DEVELOPMENT



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DEVELOPMENT

1. Share the right content



How LinkedIn's Newsfeed Works - Strategy to Going Viral

- Once you post a status update, article, video or other piece of content on LinkedIn, the system instantly analyzes it and decides if it's obvious spam, a violation of its terms of service or other red flag type content.
- Next, assuming you pass LinkedIn's internal "smell test," your content will next be shown to a segment (**but not all!**) of your connections and followers on the platform.
- Genuine, natural updates get far better results than links or other "promotional" content (stock pictures)
 - (1) being real and human as well as
 - (2) looking for an emotional common ground ...those are vital to succeeding with your audience.

DEVELOPMENT

1. Share the right content

ALGORITHMS: How fast and how much the people who do see your post engage with it via likes, comments, shares, etc.

Velocity + Engagement

getting your post from
a few dozen views to a few thousand



DEVELOPMENT

2. Building your database

Locate and engage your ideal prospects on LinkedIn

- 1) 1. Find Your Target Audience Using LinkedIn Search.
- 2) 2. Add Those New Prospects to the <https://growthlead.io/>
- 3) 3. Choose which LinkedIn Tags to apply
- 4) 4. Run & Send Personalized Invitations to Each Prospect Individually.



DEVELOPMENT

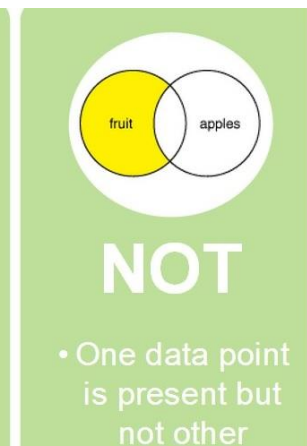
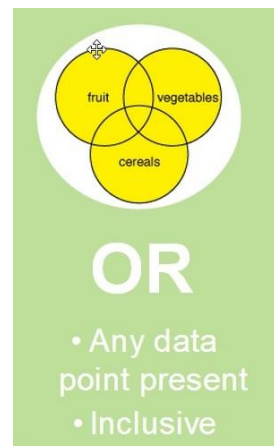
2. Building your database

Locate your ideal prospects on LinkedIn

- A. Create an Advanced Prospect Profile
- B. Perform LinkedIn Searches for Prospects in the general search bar
- C. Campaign Spreadsheet

B

1. Searches use the platform's search filters in conjunction with Boolean logic
2. Search for Exact Phrases
3. Do a Complex Search

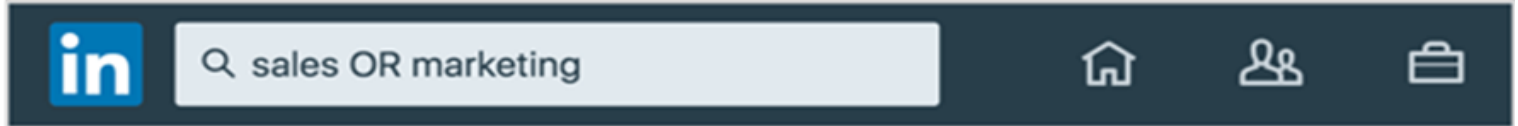


Search for “This AND That”

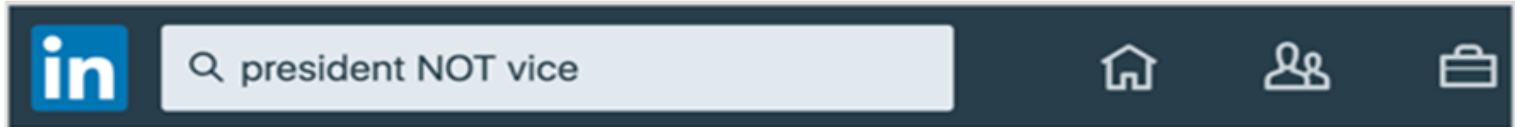
B



Search for “This OR That”



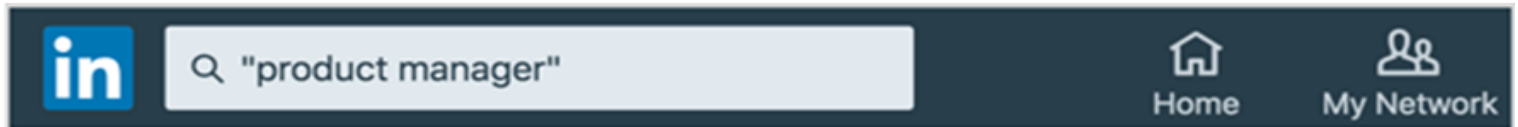
Search for “This NOT That”



Do a Complex Search



Search for Exact Phrases



“by,” “in,” and “with” aren’t used



B



Search for Exact Phrases

LinkedIn has five field commands:

- title
- company
- school
- firstname
- lastname

Just type these commands in the search bar followed by a colon and then your search query. Don't use any spaces in your search query.



🔍 (title:CEO OR title:founder)



Home



My Network

B

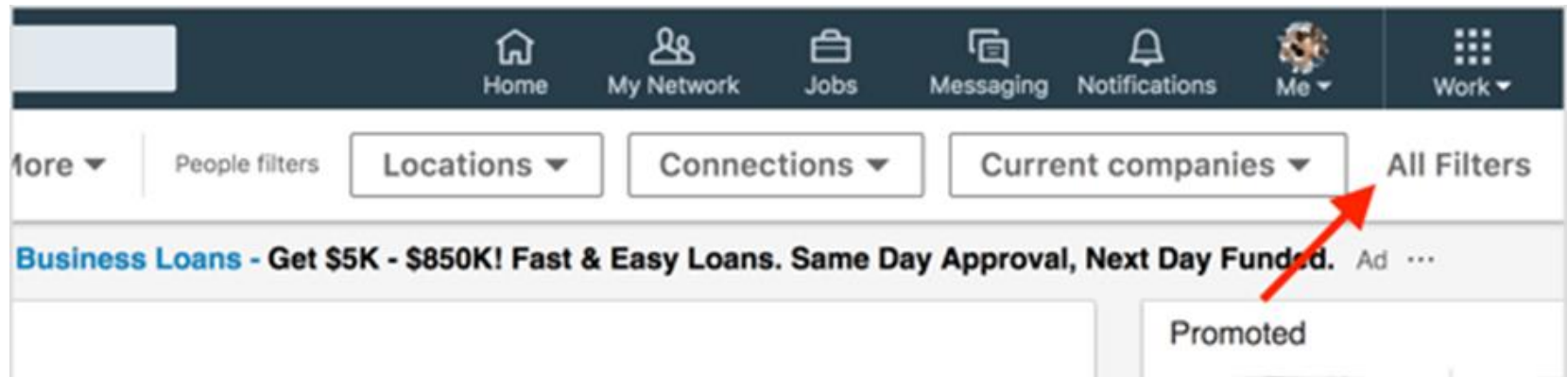
3

Complex Search

Use LinkedIn's Advanced Search.

You can use all of the above techniques with a free LinkedIn account to pull ultra-targeted search results and begin connecting with your best prospects.

. For additional search filters and a higher volume of prospecting, consider upgrading to Sales Navigator, which starts at \$64.99 per month (when billed annually).





DEVELOPMENT

2. Building your database

C. Campaign Spreadsheet

Benefits:

- Prevent overlapping search terms.
- Monitor your database build conversion rate.
- Track people to whom you've sent connection requests.

A	B	C	D	E	F	G	H	I	J
Keywords	Job Titles	City/Zip Code	Industries	Company Size	Years Experience	Other	Search Link	Date Sent	Number Sent



DISCOVERY

Market Research

getting to know your prospect. This needs to happen FIRST, or the rest of the system will be far less effective

DESIGN

Optimize your LinkedIn profile

DEVELOPMENT

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DEPLOYMENT

Your messaging campaign, email strategies



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Your messaging campaign, email strategies



DEPLOYMENT

1. Invite the prospects to **Connect**.
2. Build a **Relationship**. Find out what they need help with, etc.
3. Demonstrate **Your Expertise** or Value **BEFORE** asking for anything.
4. Ask for the **Sale**.
5. Ask for **Testimonials**



DEPLOYMENT - Connect

3 Keys to a Successful LinkedIn Invitation

- **How I Found You.** This is really easy if you're connecting through LinkedIn Groups – it gives you an option to choose "Groups" as the way you know this person.
- **Why We Should Connect.** What's in it for the other person? Why should they connect with you? What do you have to offer them? What problems can you solve or headaches can you make go away?
- **The Ask.** The final part of your invitation should help move your soon-to-be connection into a deeper online relationship. Do you have a LinkedIn Group that would be perfect for them to join? Do you publish content on LinkedIn that you think they'll find interesting and useful?



DEPLOYMENT - Connect

~~"I'd like to add you to my professional network"~~

- How I Found You.
- Why We Should Connect.
- The Ask.

"Hi [INSERT FIRST NAME], – Would love to connect + invite you to (my) [GROUP NAME] on LinkedIn. I think you'll find the posts/info really helpful, plus we'd LOVE to have your insights and input to add to the mix. Thanks! – [INSERT YOUR NAME and COMPANY NAME]"



Additional Info

Interests

[golf, jogging, tennis, University of Alabama sports](#)

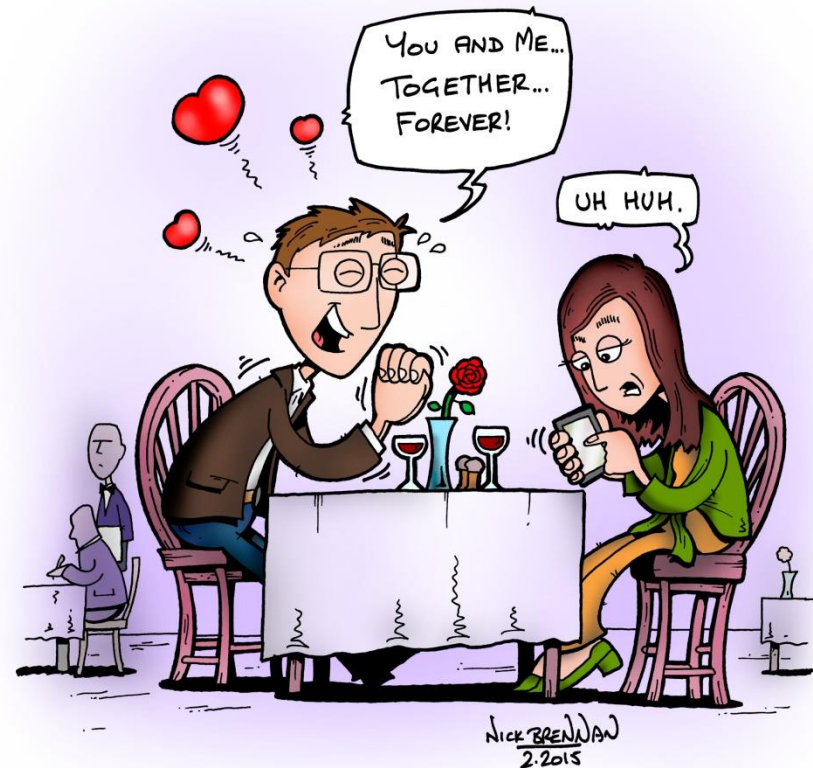
Personal Details

Birthday	November 5
Marital Status	Married

DEPLOYMENT - Relationship

Build a Relationship. Find out what they need help with, etc.

“If you have a second, I would love your answer to this. What topic would you like to know more about?”



DEPLOYMENT - Relationship



Build a Relationship. Find out what they need help with, etc.

*“Curious –
Are you interested in
[BLANK]?”*

*If so, I have [XYZ]. If you’d
like to see how it works,
just reply with the word
“YES” and I can shoot you
over a link to [XYZ] and if
you’re not interested, no
worries at all.*

Cheers!”





DEPLOYMENT - Your Expertise

- “Hi [INSERT FIRST NAME], – hope things are going great in [BLANK]! Thought I’d shoot you a quick note – I just published a new post here on LinkedIn that’s all about howsuch as yourself can generate more sales leads, clients and revenue.
- Here’s a link to the post if you want to check it out: (URL)
Thought you’d find it helpful since it’s geared specifically toward services professionals like yourself. Hope it helps and excited to hear what you think if you have a chance to check it out!”

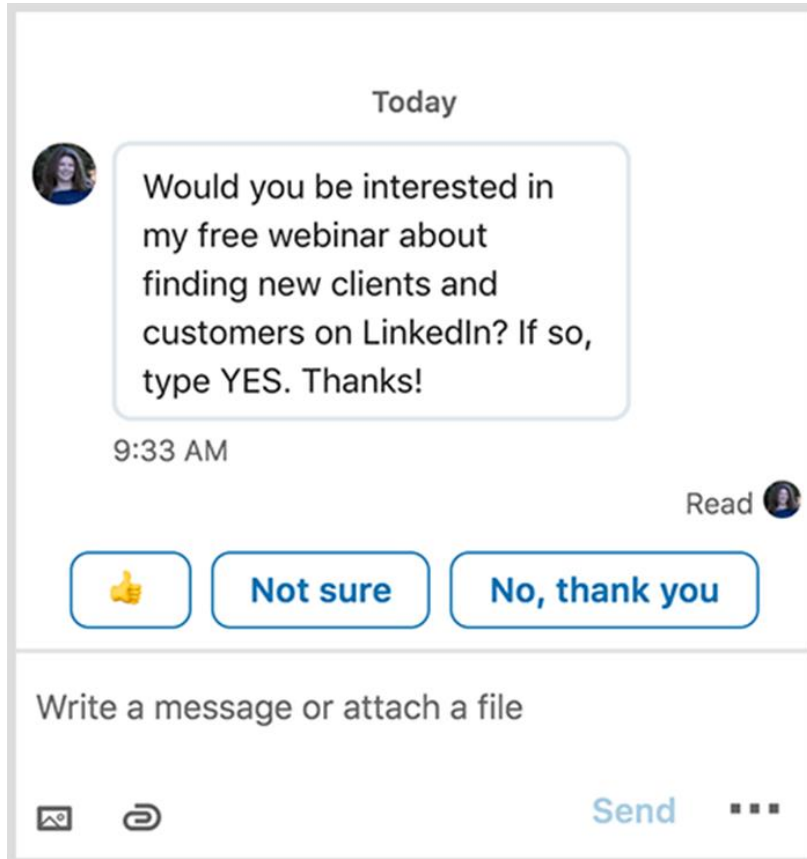
Our Experience

Our Expertise

Our Solutions



DEPLOYMENT - Sale



If someone replies “**YES**” to the initial message, then immediately send a follow up reply that gives the URL to the promised piece of content, calendar (for a free call) or whatever else it is.



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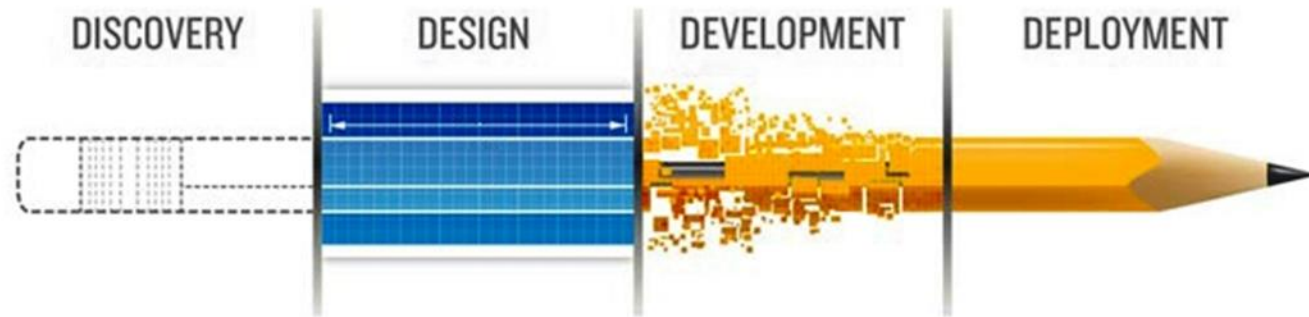
Top 9 Mistakes Businesses Make on LinkedIn

Mistake #1: Using a Generic LinkedIn Headline

Mistake #2: Writing your profile like a standard resume

Mistake #3: Neglecting Your Prospect Profile

DEVELOPMENT



Top 9 Mistakes Businesses Make on LinkedIn

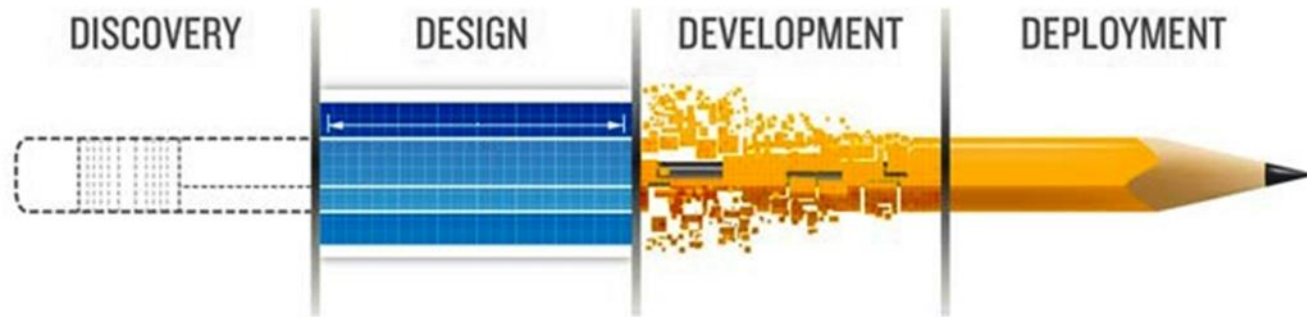
Mistake #4: No Top-of-Mind Content Plan

Mistake #5: Disregarding LinkedIn Groups

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DEPLOYMENT



Top 9 Mistakes Businesses Make on LinkedIn

Mistake #6: Sending Default Connection Requests

Mistake #7: Going Straight For the Sale

Mistake #8: One and done – No follow-up

Mistake #9: No System at All

DEPLOYMENT

Your messaging campaign, email strategies

TESTIMONIAL



“I’m in the midst of shoring up my LinkedIn profile and thought I’d reach out to see if you’d be up for giving me a brief recommendation here on LinkedIn based on your knowledge of who I am and the work I’ve done. And if you’re not comfortable doing so absolutely no worries. Meantime hope this note finds you well, and (sincerely) if there’s anything I can do to help you out here on LinkedIn or otherwise, please let me know! — [INSERT YOUR NAME and COMPANY NAME]”

Recommendation



- Post morning and midday
- Post Tuesday to Thursday
- Business hours gives the largest maximum reach
- 20 posts per month / one or two posts per day
- Commit to 30-60 minutes a day, 5 days per week

60% of their audience



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EnMasse
Digital Marketing

LinkedIn