



How to Generate 30 Leads in 30 Days Using LinkedIn

Advanced LinkedIn Strategies for Lead Generation

Dominate your marketplace. Increase your ROI.



Today's Agenda

1. Introduction of Hosts

- Stephen H. Jones with Growth Strategies
- Clarke Bishop with Inbound Team
- Special Offer for Registrants

2. Interesting LinkedIn Facts and Statistics

- LinkedIn By-the-Numbers: Interesting Statistics (HubSpot Infographic)
- First Ever LinkedIn Invite (FastCompany Article)

3. Getting Ready to Get Ready

- Thoroughly Complete / Optimize Your Profile
- Change Your Default Settings
- Link Your Accounts

4. Action Plan Checklist

- Educational Content, Information and Sharing Resources
- Best Buyer Groups, Message Templates and Follow-up
- Your Abilities / Limits for Inviting and Following-up



Today's Agenda

5. Making the Process a Machine - Every 30 Days

- Promoting Educational Content / Resources
- Sending Invitations
- Using Polls
- Group Management and Marketing
- Recommendations
- Status Updates (via Twitter)
- Creating Events
- Systematize Your Process and Define Your Roles

6. DIY or Have it Done for You

- Recap of Activities to Perform Every Month
- Where It Can Fall Apart
- If Using a Virtual Assistant, They MUST...

7. Questions and Answers



Your Webinar Hosts

Clarke Bishop from Inbound Team with Stephen H. Jones from Growth Strategies

About Clarke Bishop



- SEO Writer & Lead Converter at Inbound Team at <http://www.inboundteam.com/>
- Lifecycle Marketing & Automation Consultant at Inbound Team
- CRM & Shopping Cart System Integrator

About Stephen H. Jones



- Strategic Marketing Specialists at <http://www.growthstrategies.us/>
- Marketing Strategy and Sales Implementation at Growth Strategies
- LinkedIn and Social Media Marketing Solutions



Monthly Activity

ACTIVITY EVERY 30 DAYS



- ✓ Promote Educational Content / Resources to 50 Groups of Prospects and Partners
- ✓ Follow-up with Those Reaching Out
- ✓ Send 50 Invitations to Good Connections via Groups
- ✓ Post 1 Engaging Polls Question
- ✓ Seek Recommendation Requests
- ✓ Create, Manage and Promote Your Group to Attract Prospects
- ✓ Regularly Update Status
- ✓ Create and Promote Events



Very LIMITED Time Offer and Discount



Interesting LinkedIn Facts and Statistics



<http://blog.hubspot.com/blog/tabid/6307/bid/6147/LinkedIn-by-the-Numbers-Infographic.aspx>



The Lowdown on LinkedIn

LinkedIn is the world's largest professional network with over 70 million members and growing rapidly. LinkedIn connects you to your trusted contacts and helps you exchange knowledge, ideas, and opportunities with a broader network of professionals.

Fact Outlook

A new member joins LinkedIn
EVERY SECOND
00:00.01
00:00.02
00:00.03

LinkedIn has over
70 in **200**
MILLION MEMBERS COUNTRIES WORLDWIDE

Executives from all
FORTUNE 500
companies are LinkedIn members

Increasing Activity

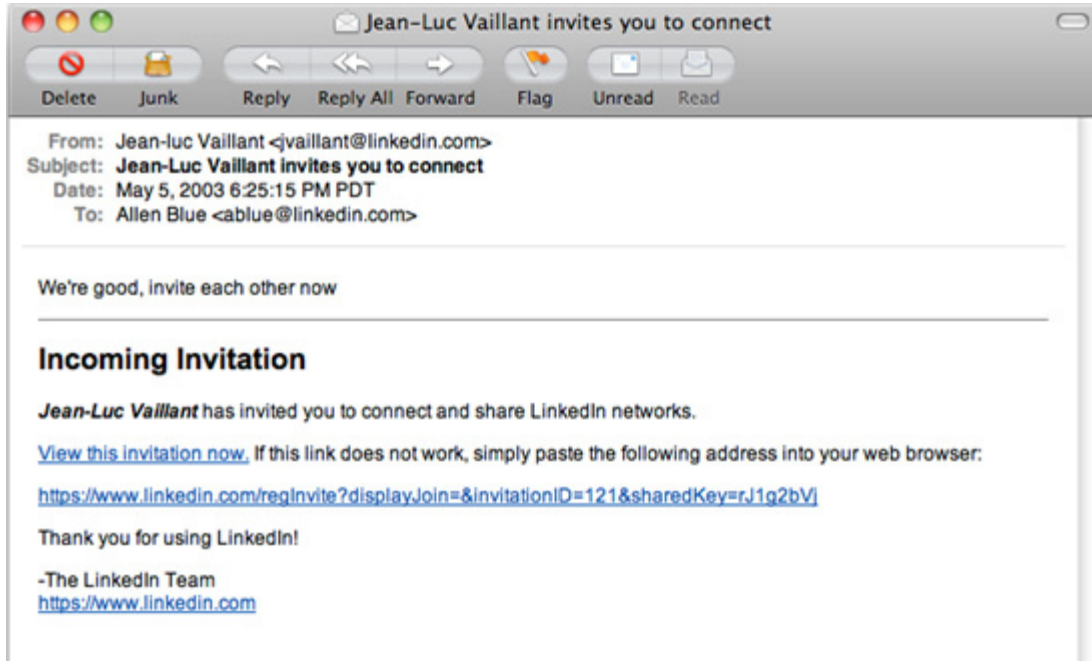
560,000 professionals visit the LinkedIn homepage } **EVERY DAY**

450 million pages are viewed } **EVERY WEEK**

42 pages are browsed per member } **EVERY MONTH**



Interesting LinkedIn Facts and Statistics



LinkedIn Cofounder, Allen Blue Reveals First Ever LinkedIn Invite



<http://www.fastcompany.com/1787611/starred-linked-in-co-founder-allen-blue-reveals-first-ever-linkedin-invite>



Getting Ready to Get Ready

Change Your Default Settings and Link Your Accounts...



**1. Thoroughly
Complete /
Optimize Your
Profile**

**2. Change Your
'Activity Feed' and
'Professional
Heading' Default
Settings**

**3. Link Your Twitter
Account**

**4. Link Your Blog
and Presentations**



Action Plan Checklist



1. Educational Content, Information and Resources

Entrepreneur
MAGAZINE

Why Content Marketing Is King: <http://www.entrepreneur.com/blog/220587>

Use Content That 'Resets the Buying Criteria'
Chet Holmes: <http://www.chetholmes.com/>



2. Have 'Share' technology Built Into Your Blog and Web Pages

3. Join 50 Groups of Your Best Buyers / Ideal Prospects and Partners



Action Plan Checklist

Add Connections Colleagues Alumni People You May Know

Invite Lise to connect on LinkedIn

How do you know Lise?

- ☐ Colleague
- ☐ Classmate
- ☐ We've done business together
- ☐ Friend
- ☐ Groups
- ☐ Other
- ☐ I don't know Lise

Include a personal note: (optional)

I'd like to add you to my professional network on LinkedIn.

- Stephen Jones

Important: Only invite people you know well and who know you. [Find out why.](#)

[Send Invitation](#) or [Cancel](#)

4. Custom Message Templates for Invites and Follow-up

Create a short warm message template for:

- *invites to prospects in groups*
- *invites for those who comment on posts*
- *next step communication upon acceptance*

5. Know What Your Abilities / Limits Are for Inviting and Following-up

Questions to consider...

- *how many on your sales team?*
- *what are their creative abilities, organizing skills and follow-up competency?*
- *how many hours to devote creating content, posting, inviting and follow-up?*



Making the Process a Machine

8 Activities Every 30 Days...

1 Promote Educational Content / Resources Monthly to 50 Groups

- + Three times per month (every 10 days)
- + Post 'engaging' discussions around the topic
- + LinkedIn sends notice of comments
- + Invite commenters into your network



2 Follow-up with Those Reaching Out

- + Move them to a next logical step of engagement
- + Offer to email them something of value, request a short phone call meeting, offer to send a checklist or e-book, etc



Making the Process a Machine

8 Activities Every 30 Days...

3 Send 50 Invitations to Good Connections via Groups

4 Post 1 Engaging Polls Question
(Repurpose to Your Facebook Business Page)

5 Manage Your Own Group

- + Name it around whom you're trying to attract
- + Change the default 'Request to Join' message
- + Change the default 'Welcome' message
- + Post every 10 days
- + Send invitations to your network
- + Respond to discussions and engage regularly
- + Send messages to members monthly
- + Consider finding a JV partner(s) to co-manage with you



Making the Process a Machine

8 Activities Every 30 Days...

6 Seek Recommendation Requests

+ Seek to get 1 to 3 new recommendations

7 Update Status at Least Every Other Day (via Twitter)

+ Post questions, links to discussions, educational blogs, events, funny / engaging

8 Create an Event

- + Host or co-host educational webinars or tele-calls
- + Lunch 'n Learns
- + Live workshops
- + Attendance of networking events, exhibits or expos



Making the Process a Machine

No. 1

Systematize Your
Process

No. 2

Have Roles Defined
for Sales Staff

No. 3

Be Consistent and
Persistent



**Plan Your Work
and Work Your Plan**



DIY or Have it Done for You

Recap of Activities to do EVERY 30 DAYS...



- ✓ Promote Educational Content / Resources to 50 Groups of Prospects and Partners
- ✓ Follow-up with Those Reaching Out
- ✓ Send Invites to Join Your Network and Group
- ✓ Encourage and Respond to Group Interactions
- ✓ Create and Promote 1 Event and Poll
- ✓ Create "LinkedIn-Only" Specials and Promotions
- ✓ Seek Recommendations
- ✓ Manage and Promote Your Group to Attract Prospects and Message all Members
- ✓ Move contacts through a soft-sell process



DIY or Have it Done for You

Where It Can Fall Apart...



- ❖ Not having professional online appearance
- ❖ Not having strong educational content that 'resets the buying criteria'
- ❖ Not having a captivating subject
- ❖ Not having a well-thought-out discussion post (Subject, Description & Link Title)
- ❖ Not having a competent follow-up and follow-thru sales process
- ❖ Not being able to gently (but consciously) nurture a prospect to a decision
- ❖ Not following the system completely and thoroughly
- ❖ Not following the activities consistently and systematically



DIY or Have it Done for You

If Using a Virtual Assistant, They MUST...



- ✓ Have a marketing AND sales brain with experience
- ✓ Strategy mindset
- ✓ Be proficient in content writing
- ✓ Good research skills
- ✓ Be well organized and reliable to follow a specific game-plan
- ✓ English speaking with total competency of English language



Limited-Time Offer ONLY for Registrants

LinkedIn Marketing Program: Month-to-Month (no contract)

Initial Setup

1. Create or optimize your personal profile
2. Create or optimize your business profile
3. Connect your LinkedIn profile to your Twitter account
4. Join you to 50 business groups full of your target market prospects
5. Create or optimize your business group, to attract and build a community of your ideal 'best buyers'

\$197 setup/\$595 per month

Ongoing Every Month

1. Post 15+ strategic Network Updates
2. Send 50 Invitations to targeted connections
3. Seek 2 Recommendations
4. Create and distribute 3 engaging / educational Discussion posts to 50 LinkedIn groups
5. Send 'Thank You' messages and Invitation Request
6. Create and distribute 1 strategic Poll survey
7. Send 50 Invitations to connections to join your group
8. Send 1 custom message to all of your group members
9. Manage and monitor your group postings and requests to join



Limited-Time Offer ONLY for Registrants

LinkedIn Marketing Program: Month-to-Month (no contract)

Save \$100.00
MONTHLY

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\$197 setup/~~\$595~~ per month

\$495 per month

Ongoing Every Month

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GROWTH
Strategies

Dominate your marketplace. Increase your ROI.

Exclusive Promotion – only available through Friday, November 4th



Questions and Answers



GrowthStrategies.us/linkedin-special-inbound.html

