

An aerial night photograph of a city street, likely Times Square in New York City, showing bright lights from buildings and traffic. A large, semi-transparent red diagonal shape covers the left and top portions of the image, serving as a background for the text.

LinkedIn strategies to generate leads and sales

LEXISCLICK
INTELLIGENT MARKETING

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LexisClick

The digital marketing experts for ambitious SMEs on their journey to becoming market leaders



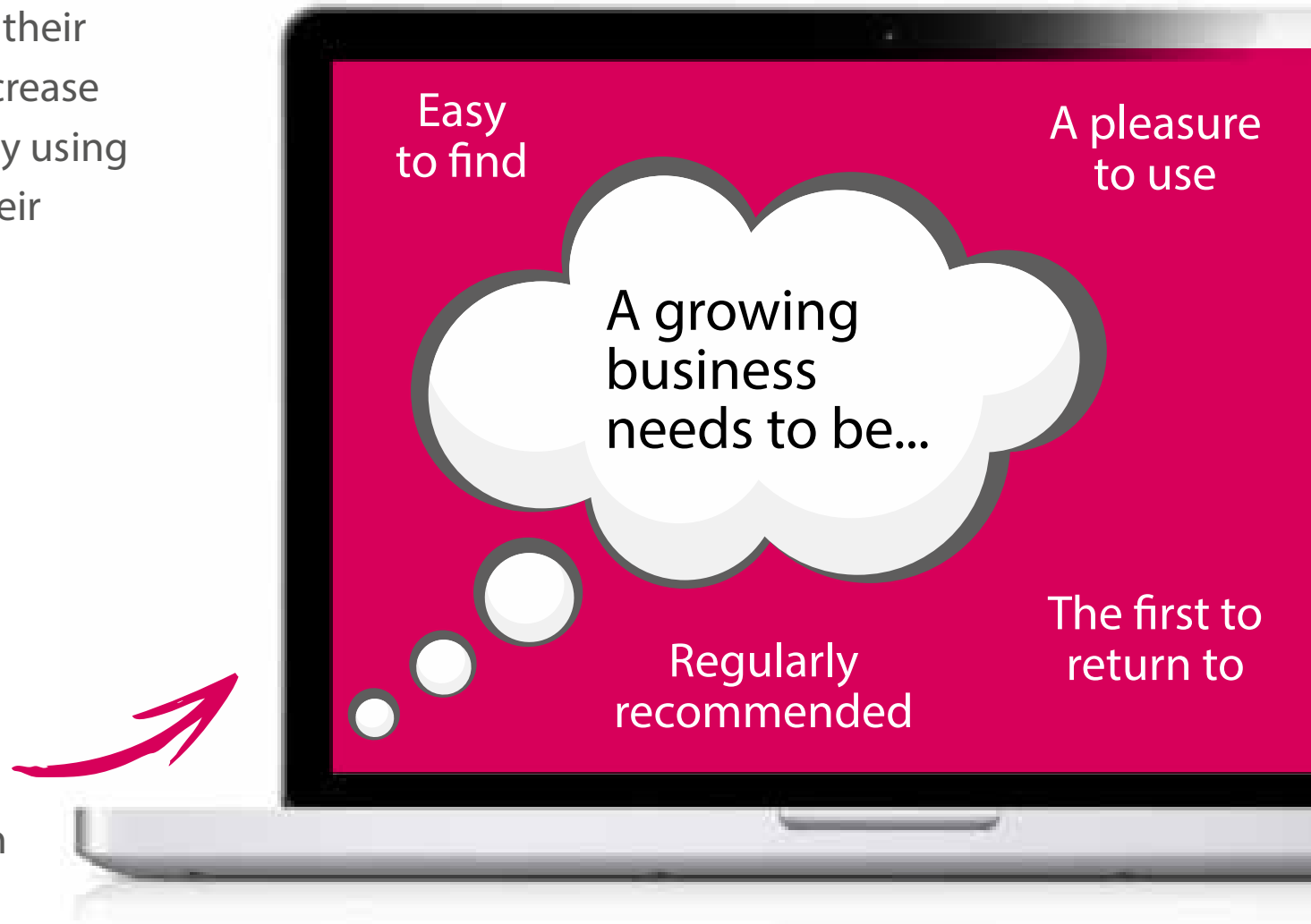
LEXISCLICK

Introduction to LexisClick

We help our customers achieve their business growth targets and increase their inbound leads and sales, by using Intelligent Marketing to help their expertise #SHINE.

- Marketing Strategy
- Search Engine Optimisation
- Content Marketing
- Online Advertising
- Email Marketing
- Social Media Marketing
- Web Design and Optimisation

To make them...



Introduction to your presenter

Lead Digital Marketing Consultant at LexisClick, 2007 – present.

Started working in online marketing, designing and building websites in 1997 – when he designed and built British Steel's first website from the delights of Scunthorpe.

Followed by 10 years working in London in digital marketing across a variety of industry sectors both within business and as a consultant – with 6 years spent at PricewaterhouseCoopers (PWC) as a digital marketing consultant.



Stephen Bavister

Managing Director

www.LexisClick.com

A few stats

- > 60% of the UK's working and student population use LinkedIn
- > 59% of LinkedIn users don't use Twitter
- > 13% don't use Facebook



A few stats

- > 433 million registered LinkedIn users

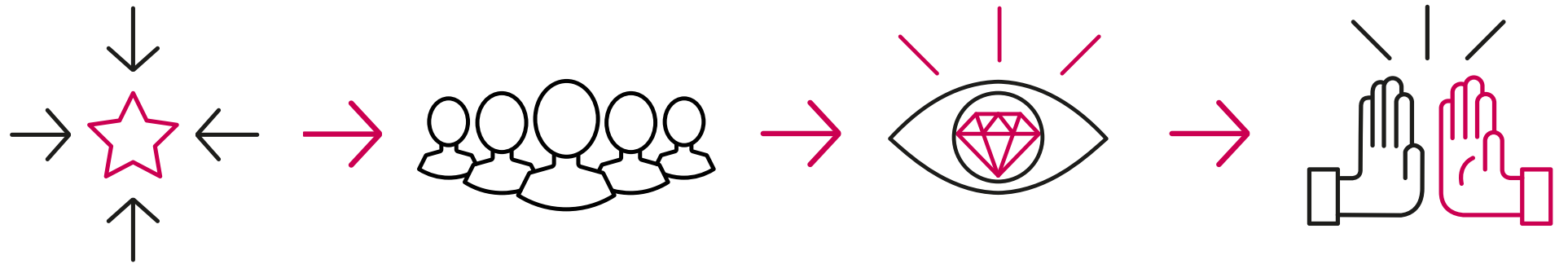


- > 40% of users check LinkedIn daily

Social media can look like this...



A few simple steps



DEFINE

CONNECT

ENGAGE

CONVERT



CREDIBILITY, TRUST & LEADERSHIP

Define

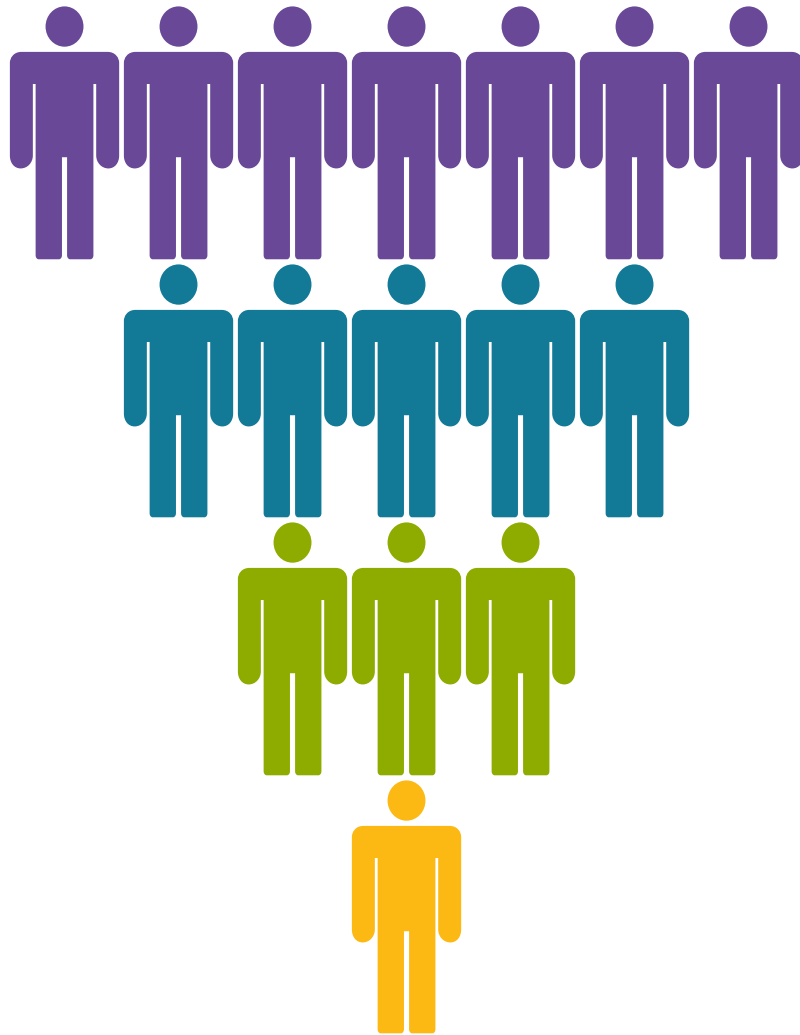


The options

- > Generate sales leads and customers
- > Find partners and affiliates
- > Increase your personal profile
- > Find new job opportunities
- > Keep in touch with existing customers and contacts
- > Recruit new staff

Define

Your numbers



> 100 Contacts

> 20 Conversations

> 3 Opportunities

> 1 Customer

Define

Your ideal customer



- Industry
- Company size
- Location
- Stage

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Define

Your ideal contact

• Role • Experience • Challenges • Influence

Define

Your message



Come In
WE'RE
OPEN

• Obvious • Appealing • Unique

Define

How you will provide value



- Give to get
- Social serving over social selling
- Your space

A close-up photograph of a person's hand holding a variety of chocolates. The chocolates include round white ones, dark brown ones with heart or swirl patterns, and ribbed ones. The background is dark, and a pink diagonal graphic element is in the top-left corner.

Define

Your offer

A free taste of what you can offer

Connect





Connect

Optimising your profile

- Searchable
- Enticing
- Engaging

Connect

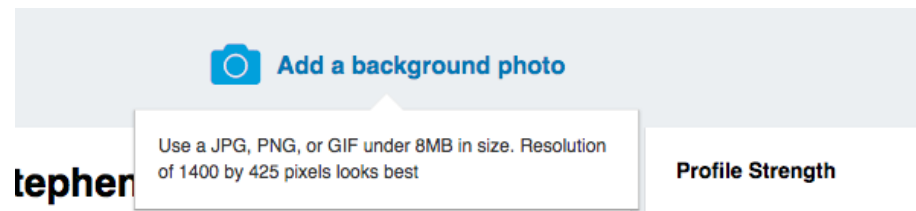
Pro tips for profile updates

> Disable updates when making changes



A screenshot of a dialog box titled "Sharing profile edits" with a "Close" button in the top right corner. The text inside says "Choose whether your network is notified about profile changes" and "Should we let people know when you change your profile, make recommendations, or follow companies?". Below this is a toggle switch labeled "No" which is currently turned off.

> Add a background photo



A screenshot showing a button with a camera icon and the text "Add a background photo". Below the button is a tooltip that reads: "Use a JPG, PNG, or GIF under 8MB in size. Resolution of 1400 by 425 pixels looks best". To the left of the button, the name "Stephen" is partially visible, and to the right, the text "Profile Strength" is visible.

Connect

Profile picture



- > A confident and approachable smile
- > Looking at the camera
- > Neutral background
- > The right size 500px x 500px
- > A clean head and shoulders shot
- > Smart business dress / solid colours
- > Recent photo

Connect

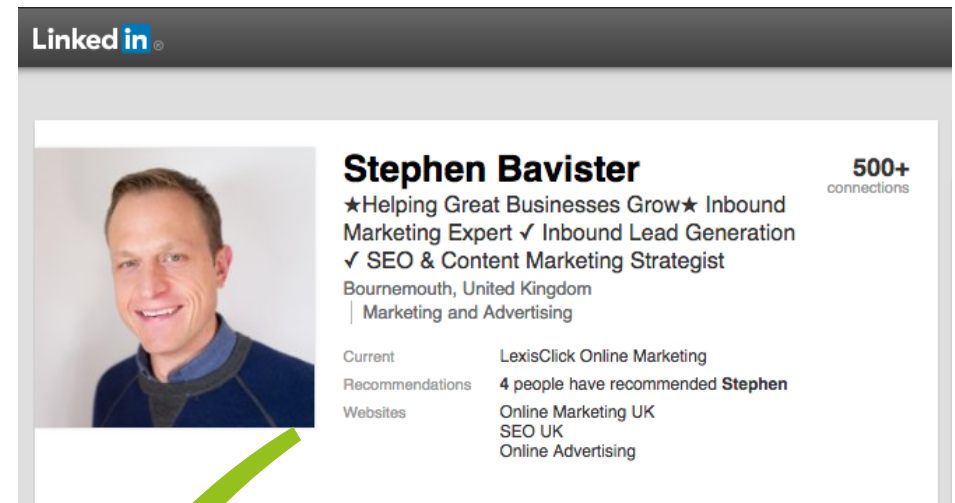
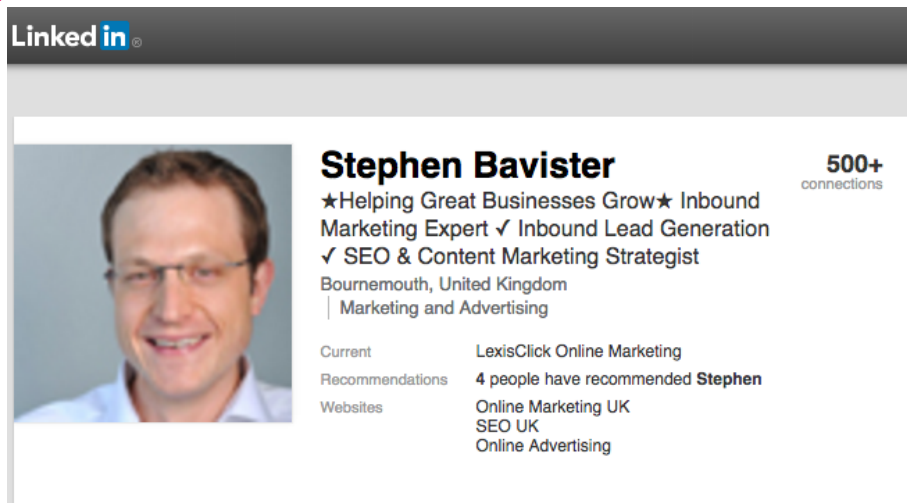
Profile picture



- > No photo uploaded
- > No props, pets or other people
- > No party pictures
- > No old photos e.g. 5+ years
- > No obvious selfies
- > No bad lighting / grain / pixelation

Connect

Profile picture



Connect

Your profile as a
connection magnet

• Job Description • Experience • Recommendations

Connect

Choosing your words wisely

> Your job description - it could be:

Stephen Bavister

Director, LexisClick Online Marketing

Bournemouth, United Kingdom | Internet



> Or perhaps:

Stephen Bavister

★Helping Great Businesses Grow★ Inbound Marketing
Expert ✓ Inbound Lead Generation ✓ SEO & Content
Marketing Strategist

Bournemouth, United Kingdom | Marketing and Advertising

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Connect

Choosing your words wisely



- > Optimise your profile for search - think web page rather than CV
- > Speak to your audience and let them know how you can help them
- > Use formatting and media to stand out



Connect

Building your network

- Search for your ideal contacts at your ideal customers
- Identify and use groups
- Work on 2nd degree contacts
- Quality over quantity
- Aim for 500+
- Make it a regular activity

Worksheet 1

Worksheet 1

Name:

Company:

How are you doing?

	I strongly disagree				I strongly agree
	1	2	3	4	5
1. We have written targets for our marketing and sales					
2. We have a written description of our target customers' company					
3. We have a written target customer description (persona)					
4. We have a clearly defined message					
5. We have defined how we will add value for our target audience through social media					
6. We have at least one offer that we can promote through social media					
7. We understand what our target customers are looking for on LinkedIn					
8. We have researched our target customers on LinkedIn					
9. Our profile pictures match best practice advice					
10. Our profiles are optimised for search					

Do you need to go premium?



YES

Do you need to go premium?

Job Seeker Land your dream job	Business Plus Grow and nurture your network	Sales Navigator Unlock sales opportunities	Recruiter Lite Find and hire talent
<ul style="list-style-type: none">• Stand out and get in touch with hiring managers• See how you compare to other applicants• Learn new skills to advance your career	<ul style="list-style-type: none">• Find and contact the right people• Promote and grow your business• Learn new skills to enhance your professional brand	<ul style="list-style-type: none">• Find leads and accounts in your target market• Get real-time insights for warm outreach• Build trusted relationships with customers and prospects	<ul style="list-style-type: none">• Find great candidates, faster• Contact top talent directly• Build relationships with prospective hires
Select plan	Select plan	Select plan	Select plan

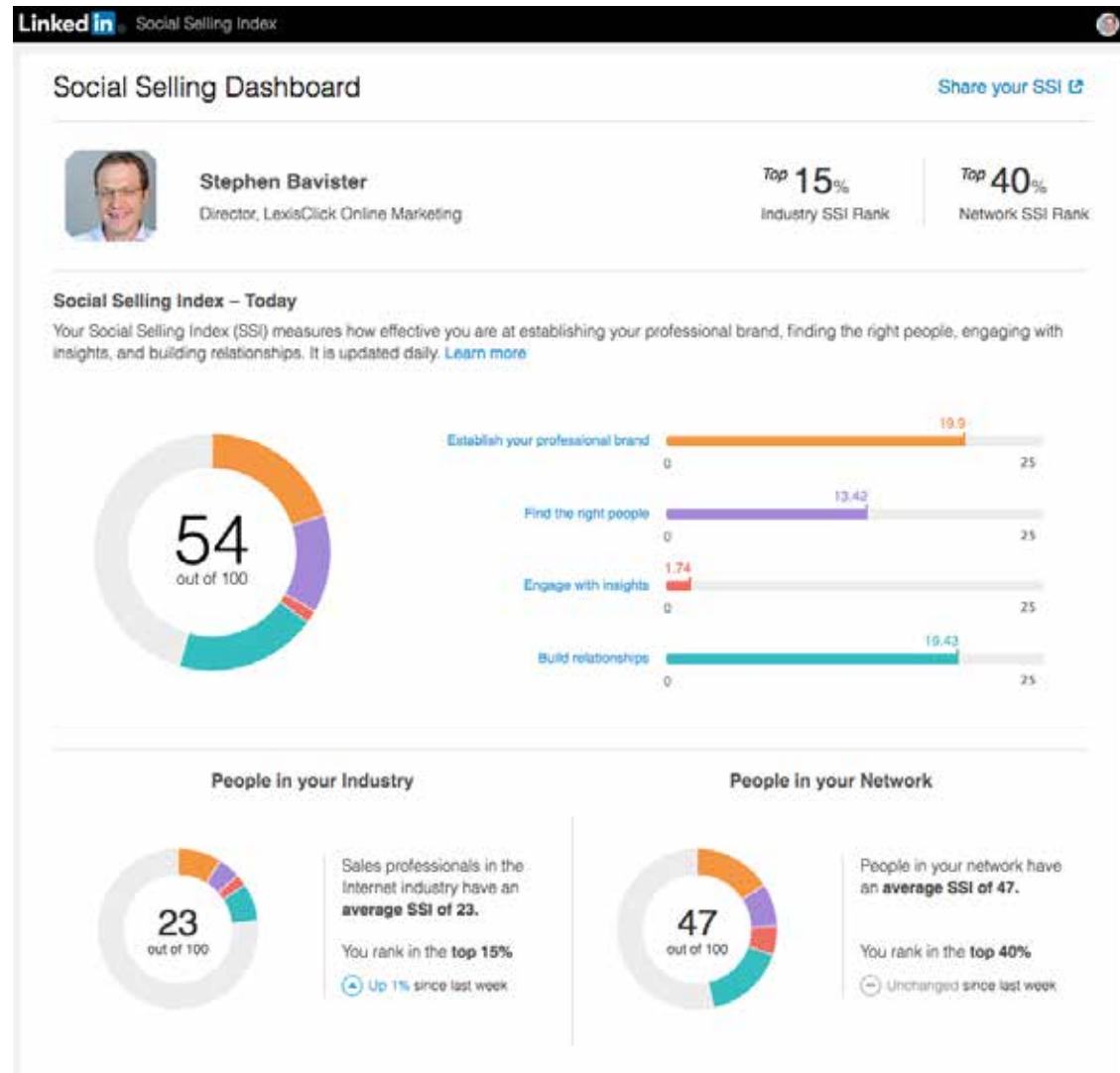
£29.99 / Month
+ VAT

£44.99 / Month
+ VAT

- Premium search
- Unlimited search
- Who's viewed your profile
- InMails

Engage

Social selling index



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Engage

Regular updates



- > Position yourself as a thought leader
- > Increase visibility
- > Share useful industry content not self promotion
- > Don't over promote
- > Interesting and thought provoking

Engage

Sharing your knowledge

- Use long form posts
- Aim for one a week
- Keep it different to your blog as often LinkedIn will rank higher
- Long form posts support thought leadership
- Increase readership by promoting

Engage

A person is silhouetted against a dramatic, cloudy sky at sunset or sunrise. The person is standing on a dark, rocky outcrop and giving a thumbs up gesture with their right hand. The sky is filled with soft, golden light from the low sun, creating a warm and inspiring atmosphere. The overall image serves as a background for the text.

Endorsements

- List your top 10 + areas of expertise
- Give endorsements regularly
- Get endorsed by your connections
- Social proof

Engage

A stylized illustration of two hands, one from the left and one from the right, reaching towards each other and holding a glowing, textured sphere. The background is split diagonally from the top-left to the bottom-right. The upper-left portion is a vibrant magenta, while the lower-right portion is a dark, muted brown. The hands and sphere are rendered in a dark, almost black silhouette style, with the sphere emitting a soft, yellowish-white glow.

Recommendations

- Law of reciprocity
- Give recommendations
- More meaningful social proof
- Request recommendations from well connected contacts
- Use video testimonials

Engage



Getting involved in groups

- Group search is poor
- Research your contacts and their group involvement
- Join relevant groups
- Get involved in conversations
- Start conversations
- Use your long form content

Engage

Your own group

Why

- > Build your own communication channel
- > Make your own rules
- > A simple offer
- > Strategic partnerships

How

- > Set clear criteria
- > Set clear rules
- > Set a content schedule
- > Set a contact schedule
- > Encourage engagement
- > Add value

Engage



Advanced search

- Company
- Location
- Industry
- Groups – Premium (if you're not a member)
- Function - Premium
- Seniority - Premium
- Company size - Premium
- Interested in - Premium
- Experience level - Premium

Engage

A person is shown from the chest up, holding binoculars to their eyes. The background is a warm, orange-toned landscape. The image is partially covered by a dark grey semi-transparent box on the right side, which contains text. The top left corner of the slide features a bright pink triangle.

More with search

Sales navigator functionality

- Get alerts of new potential contact matching the criteria
- Receive weekly / monthly emails with new potential contacts

Searching groups

- Group membership signals interest
- Understand their involvement

Engage

The background of the slide features a photograph of the London Eye, a large Ferris wheel, and the London skyline across the River Thames. A bright pink diagonal shape cuts across the top left corner, partially obscuring the London Eye.

Your company page as a lead generation magnet

- Design your company page with a clear offer
- Share content regularly 3 to 4 times a day
- Make your page standout
- Use rich media

Engage



Sharing on your company page

- Consistently share content 3-4 times a day
- Make the posts relevant to your offer
- Ask thoughtful questions that encourage comments
- Engage with followers in the comments
- Target each update to the most relevant audience to create a customized feed for each segment
- Use tracking links
- Promote your offers

Engage

The background of the slide is a blurred photograph of a concert stage. Bright spotlights create a hazy, atmospheric effect with beams of light. In the foreground, the dark silhouettes of a crowd are visible, with some people raising their hands. A large, solid magenta triangle is positioned in the top-left corner, partially overlapping the word 'Engage'.

Company showcase pages

- Great for promoting different product / service
- Great for communicating with different audiences
- Follow the same rules as company pages and you're making your communication specific

Engage

The background of the slide features a close-up photograph of a person's hand holding a silver smartphone. The hand is positioned over a laptop keyboard, which is partially visible in the lower half of the frame. The lighting is soft, and the colors are muted, giving the image a professional and tech-oriented feel. A bright pink diagonal shape is overlaid on the top left corner, containing the word 'Engage' in white.

Recent updates

- Shows popular updates by default
- Spend time promoting your content
- You can review contacts recent activity to understand them better
- Spend time each week reviewing your contacts activity to better target your content production

Engage

LinkedIn Advertising

- Great for testing
- Financial cost vs Time cost
- Test offers
- Run split tests to understand message performance
- Target based on advanced search criteria

Convert



Convert

Creating opportunities

- Design a conversion journey
- Create clear next steps
- Sign-up, Download, Meeting
- Understand the signals and ask for the next step
- Create targets and assign time

Convert

Costs

- > Cost per hour: £50
- > Hours per day: 1 (253)
- > LinkedIn & associated costs: £1,040
- > Annual total: £13,690

Sticking with it

Revenue

- > Average annual customer revenue: £10,000
- > Average customer lifetime: 3 years
- > Average gross profit: 50% | Net profit: 20%

Convert

Revenue

- > Target customers: 8
- > Annual GP: £40,000
- > Annual NP: £16,000
- > Lifetime GP: £120,000
- > Lifetime NP: £48,000

Sticking with it

Revenue

- > Annual ROI GP: 192%
- > Annual ROI NP: 17%
- > Lifetime ROI GP: 777%
- > Lifetime ROI NP: 251%

Worksheet 2

Worksheet 2

Name:

Company:

How are you doing?

	I strongly disagree				I strongly agree
	1	2	3	4	5
1. Our profiles are optimised to generate contacts and leads					
2. We are posting regular personal and company updates					
3. We are actively building our network weekly					
4. We are actively giving endorsements					
5. We are actively giving recommendations					
6. We are regularly involved in groups					
7. We run our own group for lead generation					
8. We have and regularly update a company and showcase pages					
9. We measure our social selling index					
10. We are using LinkedIn advertising for testing and lead generation					

Action plan

Name:

Company:

Date:

Total Score:

Action	Priority	By When	Assigned To

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