



# 3 Steps to Generate More Leads From LinkedIn

# Summary

The 3 Next Steps



## PROFILE ABC'S

Get your LinkedIn profile ready for the increased traffic that is about to come.

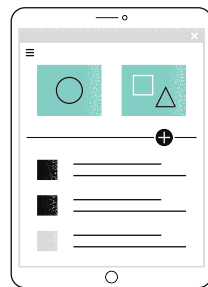
## ACTIVE MARKETING

Start reaching out to your ideal customers using the search feature, hashtags and groups on LinkedIn.

## PASSIVE MARKETING

Create content to share on your feed and let LinkedIn get it out to hundreds of other people.

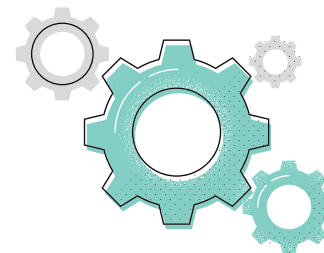
# The ABCs of a Winning LinkedIn Profile



## ACCOUNT FEEL

### GET PEOPLE INTERESTED

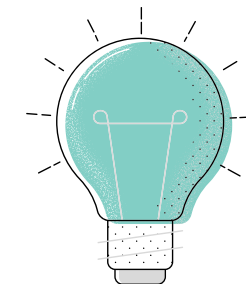
You have a solution in demand to the right person; however, many businesses underutilized their accounts. Make sure that your header and about you is up to date and communicates both what you do and who they serve.



## BE AUTHENTIC

### GET PEOPLE KNOWING YOU

People like to connect with people they see as authentic. So whether that is the content you share, the messages you send, or how you interact with others, prioritize your authentic self (because you are the best you out there).



## CALL TO ACTION

### GET PEOPLE ENGAGED

Your account should have a clear call for your ideal customer. Whether that is to reach out to network, download a free PDF, or schedule an introductory call, we want to remove as much guesswork as possible.

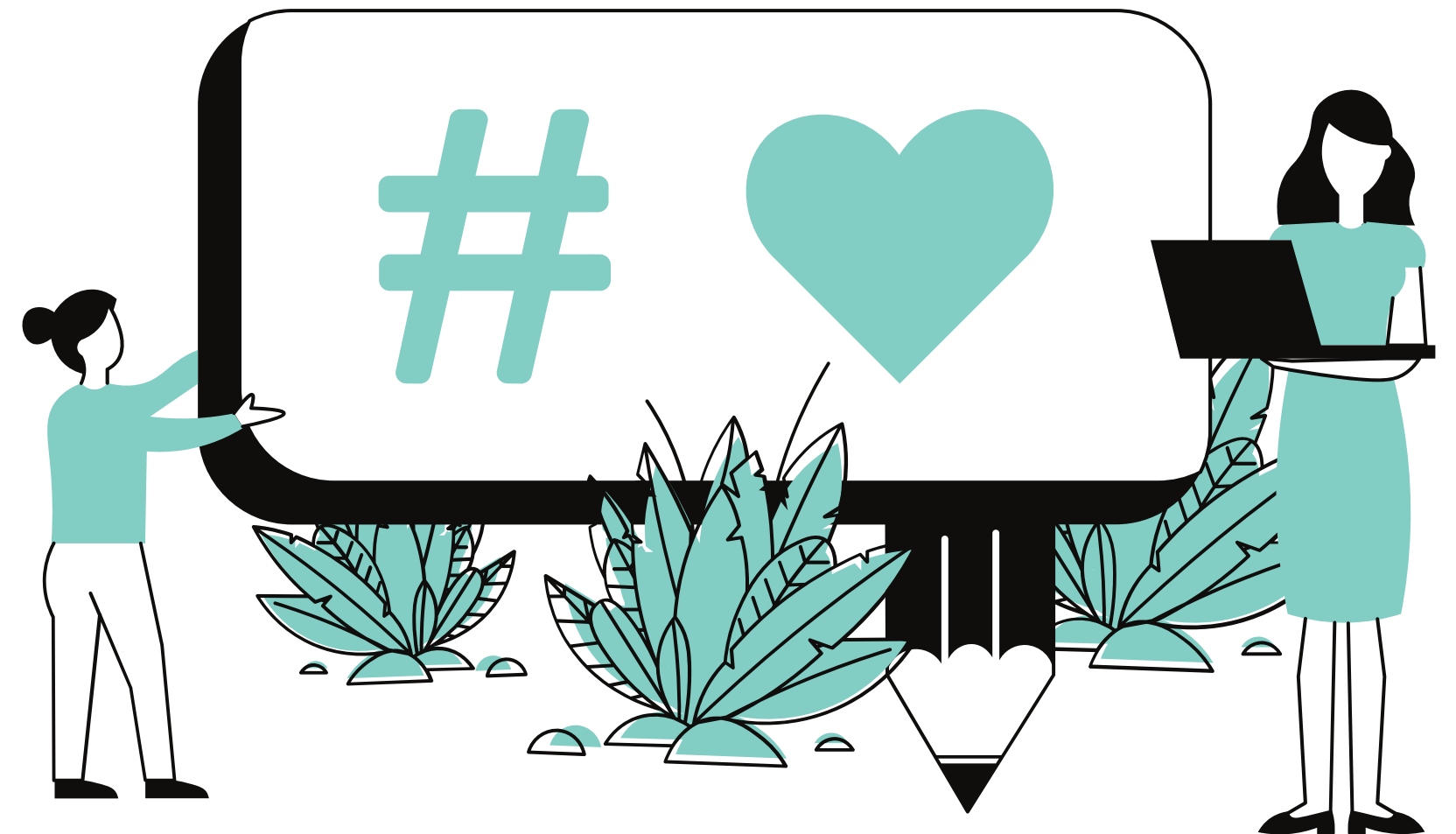
# Active marketing

It's not enough to just have an account anymore.

Social media has made it easier than ever to connect with almost anyone in the world. From your best friend in middle school to your ideal client, they are ALL on social media.

However, few businesses take full advantage of this tool. By showing up and actively marketing, you can get the most out of every minute that you are on social media.

This means spending 70% of the time on social media networking with your ideal customers, direct messaging prospects, and overall starting conversations with those who can help propel your business forward.



# Active Marketing



## Step 01

### FIND YOUR IDEAL CUSTOMERS

Use the search bar on LinkedIn to search for job titles, industry #, or groups related to your ideal customers.

## Step 02

### CONNECT

Once you find a person that matches the criteria you have set for an ideal customer, send them a connection request.

## Step 03

### ENGAGE

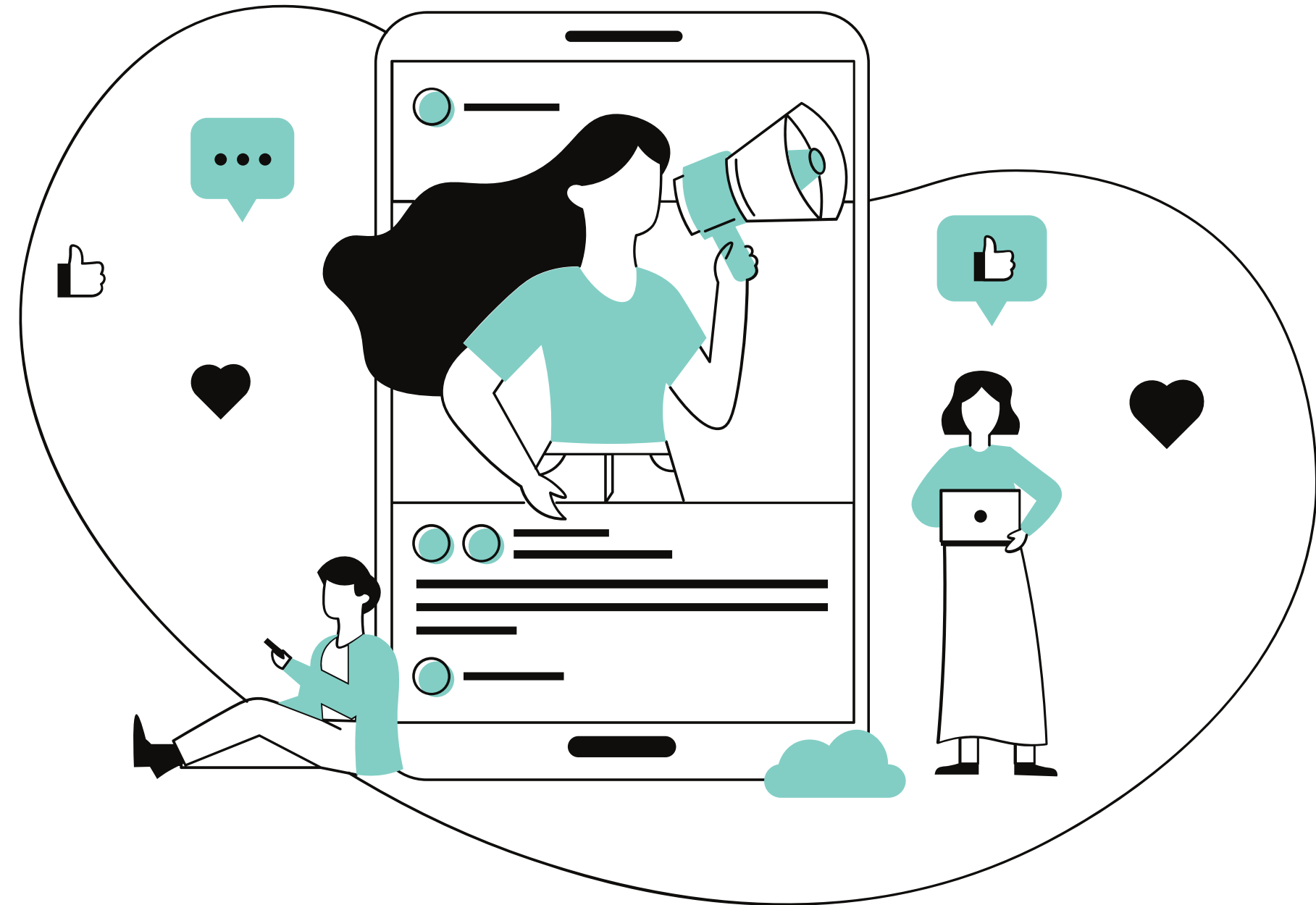
Engage with the content that they post and proactively send them messages to initiate a conversation.

# Passive marketing

LinkedIn is a 24/7/365 networking event, and the best part is that you don't have to spend every waking minute networking on seeing the benefit.

By sharing content that showcases who you are, what experiences you have, and the value you bring to the table, you can be in front of people who could benefit from connecting with you.

And the best part is that this can be done entirely passively, create the piece of content and post it, LinkedIn will do the rest and get it on the feeds of hundreds of people.



# Passive Marketing

## **BRAINSTORM**

Brainstorm the top 5 FAQs you get, industry trends you see, and general tips that you want to share with your ideal customers.

## **CREATE**

Use digital platforms like Canva.com and Grammarly to create and edit the messages and content that you brainstormed.

## **SHARE**

Once you have that content, upload it to LinkedIn, add six hashtags that relate to the content, and press post.

# Have any questions?

We help services business generate qualified leads every single month from LinkedIn.

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