

The Beginner's Guide to Leveraging LinkedIn for Leads

AN EBOOK FROM SAGEFROG MARKETING GROUP



Why LinkedIn?

Most salespeople are only as good as the leads they are given. LinkedIn, typically known as a job search and networking platform, has emerged as an excellent lead source. To many, managing a business LinkedIn account may seem like a waste of time. However, according to Forbes, LinkedIn drives 80% of all B2B social media leads, beating out Twitter, Facebook and Google+ and combined. As such, looking into the platform for lead generation may prove to be worthwhile.

Number of Conversions Per Social Platform

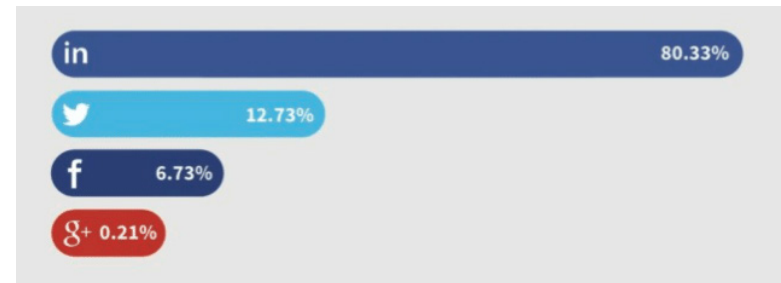


Image from *Business2Community*

When approaching LinkedIn from the perspective of sales, it's best to view the social network as an investment for the future as any one individual action is not going to get you a lead. Rather when you put in a sustained effort towards building credibility, engaging with individuals and groups and maintaining a high level of activity, potential leads will notice your involvement and your company's services will speak for themselves.

START LEVERAGING LINKEDIN:

7 Effective Guidelines

Spending a few hours per day on LinkedIn could pay huge dividends to your sales team, not only with the volume of leads that it will drive but also with the quality of them.

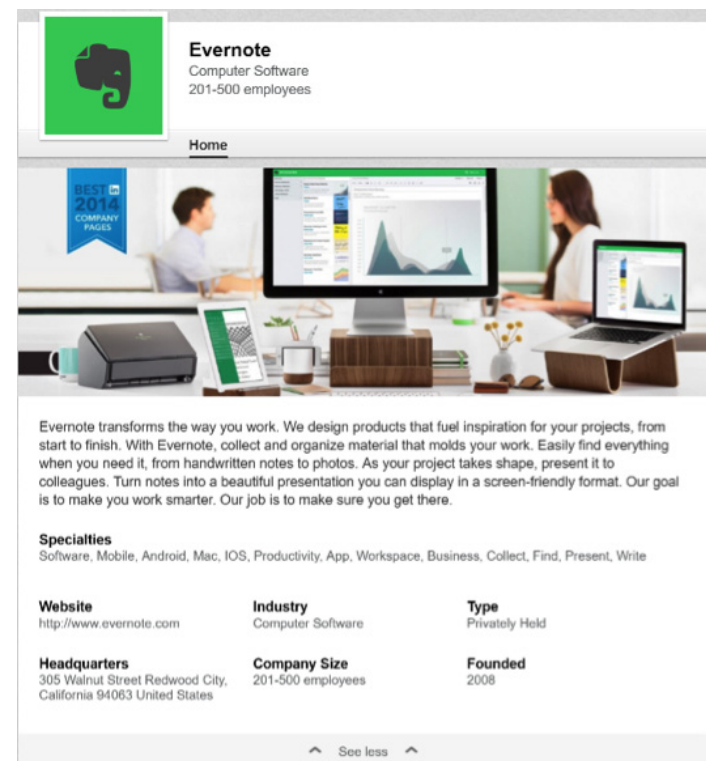
- 1 Make Your Page an Extension of Your Website
- 2 Create Showcase Pages
- 3 Know Which Features to Use and How
- 4 Offer Your Knowledge in Group Discussions
- 5 Keep Your Account Active
- 6 Share Your Company Page
- 7 Seize Every Opportunity to Respond

1 MAXIMIZE YOUR MILEAGE:

Transform Your LinkedIn Company Page into an Extension of Your Website

First things first - you won't generate leads without being deliberate about it. Redesigning your LinkedIn company page as an extension of your company's website lays the groundwork for utilizing LinkedIn for marketing. **Selecting an attractive header image and creating a concise and convincing pitch in your description are effective ways to quickly make your page prominent and worthy of exploring.**

Think of your LinkedIn page as a stopping point on the pathway to your company website. And, don't be afraid to peek at others, like Evernote, who maintains an exceptional page.



Evernote LinkedIn Company Page Image



2 GIVE THE PEOPLE WHAT THEY WANT:

Create Showcase Pages

Showcase pages are the perfect platform to highlight individual products and services that stand out and differentiate your company from its competitors. By creating individual pages for each division of your business, you are segmenting your target audience and filtering your inbound traffic. This also allows you to direct visitors with specified interests to corresponding landing pages that will ideally convert cold prospects into marketing qualified leads (MQLs).

3 GET SAVVY WITH IT:

Know Which Features to Use and How

✓ “Who’s Viewed Your Profile”

Keeping tabs on who has looked at your profile is an easy and effective way to find potential leads. To get the complete list of your profile viewers, you will have to purchase a premium profile, however its value could easily outweigh the cost. **Contacting these viewers is as easy as sending a direct message, saying that you noticed they viewed your profile and that you are available to discuss how you can help them.**

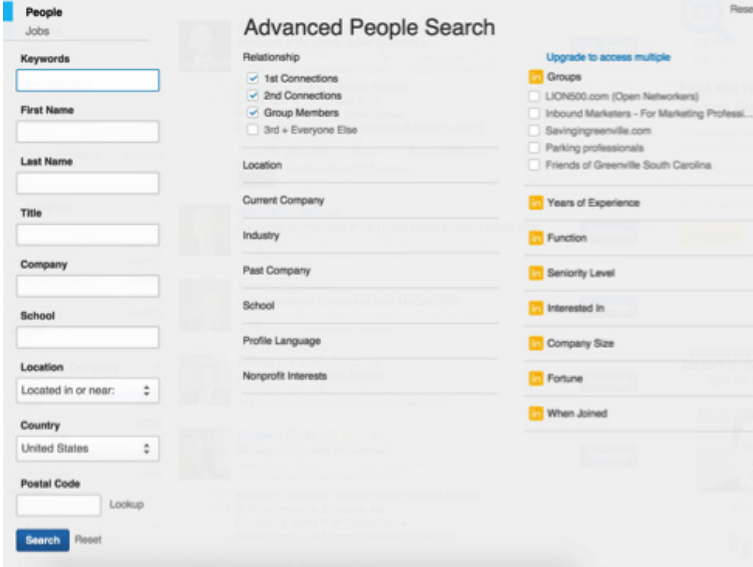
“I’ve started following up with everyone that looks at my profile. This has helped me establish some very meaningful business relationships that have helped launch my business to the next level.”

John Rampton, digital marketing expert
& Founder of software startup Due



✓ “Advanced Search”

Amidst your new found lead generation tactics, don't forget the basics. LinkedIn's Advanced People Search is a detailed tool that allows you to specify location, industry, years of experience, seniority level, job title and keywords. This creates a very specific search result so **you can define your target lead** – and get an accurate list of members who fit your buyer persona.

A screenshot of the LinkedIn Advanced People Search interface. The page is titled "Advanced People Search" and is part of the "People" section. It features a sidebar on the left with input fields for "Keywords", "First Name", "Last Name", "Title", "Company", "School", "Location" (with a dropdown for "Located in or near:"), "Country" (with a dropdown for "United States"), and "Postal Code" (with a "Lookup" button). The main area contains several filter categories: "Relationship" (with checkboxes for "1st Connections", "2nd Connections", "Group Members", and "3rd + Everyone Else"), "Location", "Current Company", "Industry", "Past Company", "School", "Profile Language", and "Nonprofit Interests". On the right side, there is a section titled "Upgrade to access multiple" with a list of filters: "Groups" (with a dropdown for "LION500.com (Open Networkers)", "Inbound Marketers - For Marketing Professi...", "Sevingsgreenville.com", "Parking professionals", and "Friends of Greenville South Carolina"), "Years of Experience", "Function", "Seniority Level", "Interested In", "Company Size", "Fortune", and "When Joined". At the bottom left, there are "Search" and "Reset" buttons.

LinkedIn Advanced Search Image

✓ “LinkedIn Ads and Sponsored Content”

Don't shy away from using paid advertising on LinkedIn; the value of LinkedIn paid ads can far exceed typical web ads. For instance, sponsored content is compatible with both desktop and mobile devices, and it now features more characters for text and allows for larger images than traditional web ads. Enabling 'Lead Collection' allows you to collect users who have clicked through your ad and requested that you contact them.

Paid ads, along with “Who's Viewed Your Profile,” are effective ways to contribute to the top of the sales funnel and cultivate a list of leads who may be interested in your company's services or products.

4 SHARE THE WEALTH:

Offer Your Knowledge in Group Discussions

LinkedIn is full of all sorts of niche groups; joining these groups and sharing your thoughts and opinions in them will help start relationships with people in, or interested in your industry. In fact, many people who join niche groups are looking for business advice. Being open with your knowledge will help you gain credibility as an expert.

“You’ll quickly become a go-to source and will generate new leads for your business.”

Patrick Conley of Automation Heroes

A good place to start is to do a search for groups in your industry, join a few that stand out to you and spend some time reading what members in that group talk about. Once you are comfortable with the topics and people in the group, put your two-cents in and spark a conversation about something which you pride yourself on your knowledge of. You might just know something that no one else in your group does.



5 LOOK ALIVE:

Keep Your Account Active

Spending time searching for other LinkedIn members and participating in discussions can distract you from maintaining your own profile. **Sharing posts at least once a week is a great way to stay relevant within your network.** This type of activity can seem indirect when talking about generating new leads, but the posts you share say a lot about you and could make a difference in opinion when reaching out to potential leads.

An even better way to maintain a healthy LinkedIn activity level is by writing your own posts.

Publishing posts and sharing them to your network will help you stand out as a thought leader and add credibility to any of the cold messages you opt to send.

6 SHARING IS CARING:

Share Your Company Page

Once you have developed an attractive company page, joined and participated in groups and established a cycle for sharing content, it's time to show off your work. Viveka von Rosen, author of *LinkedIn Marketing: An Hour a Day*, recommends sharing your business page with your mailing list, along with a short message about why your company is worth following.



7 CHAT IT UP:

Seize Every Opportunity to Respond

Comments on your posts are excellent chances to kindle new relationships. **A thoughtful comment means that somebody shares an interest with you and establishing that connection with an equally thoughtful response is one way to validate your credibility.** Every small business owner knows that responsiveness can make or break a relationship and this is social media, so be social and the people you interact with could end up being valuable future customers.



Do you need help building your brand?

Sagefrog Marketing Group, LLC is a full-service B2B marketing agency that specializes in healthcare, technology and business services. Founded in 2002, with offices in Doylestown, PA and Princeton, NJ, our capabilities include branding, digital, public relations & social, traditional and integrated marketing.

Contact us and we will leap into action!

www.sagefrog.com • (215) 230.9024 • success@sagefrog.com

