



From Impression to Transaction: Using LinkedIn to Generate Leads and Win More Business

In order to understand the power of LinkedIn, and how it can work for you, you must first attach value to the activities that you carry out on the site. Over time, your focus sharpens, your intuition takes over, and you become receptive to possibilities. With practice, your proficiency increases, you learn how to recognize opportunities, and gain the insight to convert your experiences on LinkedIn into tangible, real-world business results.

REVEUNE GENERATING ACTIVITY (RGA) =
Any ACTION or REACTION that leads to a TRANSACTION

LinkedIn best practices fall into the following three (3) categories of work, each one with its own subset of strategies that, when implemented and executed, can generate business wins.

1). PERSONAL BRANDING

Brand awareness on LinkedIn is directly proportional to the extent to which you participate and communicate. Over time, you shape, guide, and manage the perceptions of you, and become known for the products you sell, the service you provide, and the company you represent. With increased presence on the site, you establish an identity as a trusted solution provider and can ultimately become acknowledged as a **thought leader** in your industry or market sectors.

◆ On LinkedIn, research is not one-sided. As you investigate potential leads, your LinkedIn profile will also be reviewed. **Your LinkedIn profile should be structured to sell you when you are not present to sell yourself.**

◆ Your LinkedIn profile is written around a desired outcome, an endgame. It is designed to transmit your humanity, energy, and competencies in a manner that makes you real and credible. You also must address your ideal client's pain points.

◆ What you provide in your LinkedIn profile must help visitors gain clarity on your professional value. Describe the types of problems you solve, explain what sets you apart from others who provide the same solutions, and state the benefits of engaging with you.

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2). SOCIAL NETWORKING

LinkedIn has changed the way that people organize for business by shortening the distance between professionals, accelerating relationship development, and enabling both parties to maneuver into conversations that could otherwise not be initiated. Through search, the site affords businesspeople with unprecedented access to economic buyers, potential joint venture partners, and prospective employers. Simply put, it is a game-changer.

- ◆ Assemble your LinkedIn network organically and methodically—that is, with those people who are in greatest proximity to you and in harmony with your core values. As your network grows, you will increase your visibility on the site and show up more often in searches for professionals in your product and service categories.
- ◆ Accept invitations to connect from people you know, have met, or with whom you share many connections in common. **Send personalized invitations to those people with whom you wish to connect.** Take time to follow-up, welcome them into your network, and initiate a conversation.
- ◆ By applying the information you glean about your LinkedIn connections and their companies, you can expand your respective networks and create new inroads of conversation. High-level LinkedIn performance equates to effective communications management.

3). BUSINESS DEVELOPMENT & LEAD GENERATION

On LinkedIn, you cannot do the farming without the hunting. The manner in which you are portrayed in your LinkedIn profile will have far-reaching implications in your ability to leverage the site to generate leads. A stellar profile is one that differentiates you and creates favorable impressions in the mind of the prospect. A weak, incomplete, or poorly-rendered LinkedIn profile gets you glossed over and easily forgotten.

- ◆ **On LinkedIn, business is won through engagement with an online community.** Your increased exposure on the site will ideally draw more relevant traffic to your LinkedIn profile, which will in turn drive more meaningful interactions.
- ◆ Your authenticity and integrity will guide your business development efforts on LinkedIn, and help you quickly and seamlessly transition online conversations into the real world. As prospects gain greater understanding of your professional value, trust develops, and it will become easier to make the subtle shifts to a sales dialog.

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Mining Opportunities from your LinkedIn Network

Lead generation on LinkedIn begins with good, thoughtful network management. Perform an internal audit of your LinkedIn first-degree connections. Search their connections; you may find a wealth of professionals to whom you can request introductions.

Cultivating business opportunities from your LinkedIn network may be nothing more than reaching out to key connections with a simple message. In reacquainting yourself with certain people, you may learn that their professional situation has changed, unearth potential synergies or, better yet, assess an outright need for your products or services.

Who are the people who can help you reach a professional goal *right now*?

Sources of Lead Generation on LinkedIn

Advanced Search of Individuals

Generate targeted lists of prospects via internal LinkedIn searches by person's name, company, position, keyword, or relationship, or through the LinkedIn groups.

LinkedIn Company Pages

Pave inroads to organizational decision makers or officers by referencing professionals with whom you share a direct or second-degree connection.

Who's Viewed your Profile

Reach out to those people who have visited your page to gauge their interest in a connection with you on LinkedIn.

People you May Know

Invite people to connect at the level of their LinkedIn profile page (not via the "Connect" badge provided in the listing).

Message Prompts from LinkedIn (e.g., congratulations on the new position, birthday, work anniversary, etc.) Strike out the default text provided and personalize a greeting. If appropriate, add a request for a phone call to catch up.

Engage on Community Posts

Like, comment on, or share a post from a client, prospect, colleague, or company that will increase your coverage on the LinkedIn site.

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LinkedIn Profile Best Practices for Lead Generation

When engineered correctly, your LinkedIn profile can be your ultimate lead generator. It is designed to convey your professional value and differentiate you from your competitors. Your mission is to attract people to your page and motivate them to learn more about you, your company, and your offerings. Each element of the document comes together to present you in the most favorable manner:

The Headshot – Your headshot is your prime identifier on LinkedIn and the dominant visual cue on your LinkedIn profile. A warm, welcoming, and professionally-rendered headshot facilitates ease of recall and drives more meaningful conversations. Often, the headshot alone drives the first impression.

The Professional Headline – A razor-sharp positioning statement that is key-worded for impact is the crucial first piece in generating leads on LinkedIn. Attack its creation from the viewpoint of your ideal prospect. Determine what arrangement of words will at once grab the reader and strike an immediate association to your product, service, or skills.

The Summary – Your brand story written from the POV of those who will benefit from a professional relationship with you (prospects, clients, referral sources, etc.). Be it in first-person or third-person narrative, the LinkedIn profile summary is the make-or-break section of the document. Let those you wish to serve know what problems you solve and what they can expect in engaging with you.

Experience – A chronicle of your work history and accomplishments in business. Your current position is set up to communicate your specialties and areas of expertise to prospects, potential referral alliances, and would-be connections. In your current role, explain your approach to the work you do, the specific problems you solve, and the change you create.

Written Recommendations vs. Endorsements – Client testimonials from clients and colleagues posted on your profile offer social proof of your talents and skills and paint a picture of what it is like to work with you. An endorsement is a superficial acknowledgement of a skill or an area of expertise you may or may not have from people you may or may not know.

Advice for Contacting You – Reinforce your professional value, state your rules of engagement on LinkedIn, and provide a clarion call to action to those wishing to take the next steps with you. Create the air of accessibility by including your email address and/or phone number.

Keywords – A LinkedIn profile is optimized for search through the strategic placement of keywords and their density in the written content. In addition to helping you generate leads through internal LinkedIn searches, keywords give your profile much-needed relevance in your industry and markets.

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LinkedIn Time Management & Daily Checklist

In a time-strapped, attention-deficit world, it can be difficult to bring the requisite focus to LinkedIn on a constant basis. If you are going to boil your activities down to a set time frame, say 10-15 minutes a day, then make it as energized a session as you can. Effective LinkedIn use, even in short bursts, can help you advance prospecting goals, increase meeting preparedness, and shorten sales cycles.

There are three (3) primary activities performed on LinkedIn. They are: **1). Marketing**, **2). Connecting**, and **3). Learning**. You do not carry out these activities one before the other; rather they are done simultaneously and systematically, every time you log into the site. During each session, seek to accomplish one or all of the following:

- ◆ Review Who's Viewed your Profile and reach out to those you feel would fit your ideal client profile or make good LinkedIn connections. Be proactive; invite them to connect.
- ◆ Review the LinkedIn profiles of those professionals you met with that day and will meet with in the coming days. Knowledge is power.
- ◆ Survey your home page for any posts from clients, prospects, or colleagues that may have merit to you. Register a "like" or share the work. Also, private message any connection announcing a new job, or is having a birthday or work anniversary.

References

The Working LinkedIn Profile – <http://tinyurl.com/lqletr>

LinkedIn Profile Strategies for Lead Generation – <http://tinyurl.com/q9k7m3v>

Excellent LinkedIn Profile Examples

The following LinkedIn profiles "work" because they render the subject in a disambiguated fashion, are written with a desired outcome in mind, address the client's pain points, state the benefits of a working relationship, contain keywords in the appropriate density, and have an impelling call to action.

<http://www.linkedin.com/in/jeffsears>

<http://www.linkedin.com/in/bobarzt>

<http://www.linkedin.com/robertamcquade>

<https://www.linkedin.com/in/brendadunnkinney>

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IDEAS & ACTION STEPS



JD Gershbein is widely recognized as one of the world's top thought leaders on LinkedIn strategy and personal branding. He has helped countless individuals and their firms navigate the changing terrain of LinkedIn, and inspired people in all walks of business to step up and achieve on the site. His ability to motivate others and spark their activity on the site has earned him the moniker of **The LinkedIn Catalyst**. JD is also a contributing writer to the Huffington Post and a frequent broadcast media expert on LinkedIn for business.

- ◆ **LinkedIn Profile Writing & Social Branding Services**
- ◆ **LinkedIn Corporate Advisory Services**
- ◆ **LinkedIn Individual Coaching**
- ◆ **BOOK JD TO SPEAK to your Team or at your Organizational Event**

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