



# LINKEDIN GUIDE

to grow your sales funnel

We all know that LinkedIn is a valuable tool for self promotion and professional networking, but are you making the most out of your LinkedIn account? **With proper application, LinkedIn can build your brand awareness, sales funnel, and revenue.** If your prospecting tactics are getting a bit stale, it's time to optimize your LinkedIn approach.

# PROFILE OPTIMIZATION

Whether you're prospecting, job hunting, or looking to impress at your high school reunion, a compelling LinkedIn profile makes a world of difference. Profile optimization is more than just uploading your resume to LinkedIn; a good profile tells your story.

- 1. Consider your profile a digital introduction.** This is where your prospects are introduced to you, likely for the first time. Your profile should represent you and your brand in a way that feels professional, but also approachable. Take a conversational tone and write in first person.
- 2. First impressions mean a lot.** You don't need to have professional headshots, but choose a profile photo that you're proud of. This is a prospect's first sense of who you are; let's upgrade from the selfie stick.
- 3. Keep your messaging clear.** Every piece of your profile should be examined in the eyes of your prospects. If a lead were to consider working with you, what would they need to know? What objections might they have? Take this one step further by incorporating relevant expertise to build credibility.
- 4. Highlight tangible results you've provided.** Your audience doesn't just want to know that you've had 10 years of sales experience; they want to know how you increased conversions, reduced churn, or doubled sales. Use metrics and deliverables to describe your experience. This is your digital elevator pitch. Make it count!

# LINKEDIN MESSAGING

LinkedIn Messaging allows you to reach out to your target audience while immediately providing a face with the name. From vetting your experience to confirming that you're a real person, LinkedIn Messaging can offer more credibility than cold emails. Get started with these 3 tips.

**1. Stand out.** Your audience is bombarded with emails - another generic message will be ignored. Instead of sending a run-of-the-mill email or a lengthy sales pitch, focus on creating authentic, compelling content. Your message should address your prospect's pain points and how you solve them. Keep it simple and get to the point.

**2. Hone in on your target market.** Use your Ideal Customer Profile to establish targeting parameters for your audience. Whether you're focused on CEOs of manufacturing companies in Dallas, or Creative Directors in marketing across the US, defining your market will allow you to be more specific in your messaging and outreach.

**3. Follow up.** Your prospects are busy people and require nurturing to convert. Of course, you don't want to annoy your leads but persistence does pay off. Use LinkedIn Messaging to deliver 4-6 messages to stay top of mind with your leads.

# BUILD CREDIBILITY

LinkedIn is an excellent platform to build your network. But you can't just wait for prospects and connections to come to you; you have to create a consistent footprint to keep you and your business top of mind. Incorporate these strategies to establish yourself as a thought leader on LinkedIn.

**1. Share original content that adds value to your audience.** You don't have to submit the great american novel or write award winning content. Consider your prospects biggest obstacles, frustrations, and challenges and write to that.

**2. Create or participate in LinkedIn Groups.** LinkedIn groups expose you to new faces while staying within relevant conversations. This can be an effective strategy to build rapport online and nurture potential leads.

**3. Keep the conversation going.** If you've been consistently interacting with your community, feel free to reach out local folks for a quick coffee. This authentic interaction will take your community off of LinkedIn and into the real world.

**4. Incorporate videos.** Short, informal, informational videos engage your audience and humanize your brand. Even a 60 second clip is enough to draw in your prospects and establish yourself as the expert.



# LINKEDIN ADS

If you're targeting any kind of business professional, chances are they are on LinkedIn. With 610 million professional users, LinkedIn is the perfect platform for connecting with your audience. In fact, LinkedIn Ads is the number one platform for B2B lead generation, rated by marketers. While LinkedIn Ads cost more on the front end, they can dramatically increase your reach and conversion.

- 1. Keep it simple.** You don't need to reinvent the wheel with your ad or make it overly complicated. Focus on a clever one liner that informs and attracts attention.
- 2. Test your campaign.** Run multiple ads and track which are converting into leads. Over time, you'll be over to gather data and notice trends in performance. With data driven results, you'll be able to optimize your campaign to make the most of your investment.
- 3. Use faces in ads.** This simple strategy tends to perform better, as it makes your graphic feel more approachable. Whether you use stock photos or pull photos from your team, incorporating faces is sure to drive engagement.

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**Whether you want to grow your network or grow your business, an effective LinkedIn strategy can take your marketing efforts to the next level. Utilize any of these strategies to maximize your online presence with LinkedIn.**