



5 SIMPLE STEPS TO MASTERING LINKEDIN LEAD GENERATION

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In the world of social media, too many businesses feel that LinkedIn is the ugly duckling – the one that doesn't quite fit in with the pack.

That just isn't so.

Instead, LinkedIn is the Trojan Horse. The social media platform that is responsible for nearly half of many business' lead generation.

However, just like with all platforms there's a right way and a wrong way to building your connections, generate leads and post content.

Slightly different than the goals of other social media platforms such as Facebook - to connect relationally with others - the goal of LinkedIn is to add business and networking value as well as becoming a thought leader in your industry.

So what do you need to know for a LinkedIn killer lead generation strategy and how do you implement it?

The following 5 steps will help you stand out, add value, and become a thought leader in your industry. Ultimately generating leads and growing your business!

1. Status updates

Status updates are important for visibility as well as ranking higher within the algorithm. When creating a status update be sure it passes these 4 questions:

1. Is my post unprofessional (too personal) or offensive?
2. Am I posting too often (remember your audience is made up of busy, working professionals)?
3. Will people in my network or industry care about this post?
4. Is my post relevant and unique to professionals and their careers?

Based on your answers if you're unsure you should post that particular update, perhaps tweak your content or create an alternative status.

2. Publish Articles on LinkedIn Pulse

Much like blogging, LinkedIn gives the ability for individuals to publish articles from within their platform. This is a great opportunity for you to position yourself as a thought leader and rank higher in the algorithm.

When crafting an article, be sure to consider these 4 thoughts:

1. Choose a keyword rich, dynamic headline and attach a high-quality photo.
2. Write in a way that adds value to someone else's career or business.
3. Create content that is relevant to the industry you're in.
4. When tagging someone or adding links, be sure they are from credible sources.

3. Connections: Targeted and General

Every time you connect with someone LinkedIn's algorithm suggests more people to connect with (the 2nd and 3rd connections of the one you just connected with). Although these are not targeted connections, they may add value to you, or you may add value to them.

Take a moment to look at their profile and connect with them if you feel they are a qualified individual or company.

In addition to accepting and requesting connections based on LinkedIn's suggestions, you should also search 2nd and 3rd connections within your industry.

For example, if you are in the health and beauty space, you may want to connect with fitness bloggers or cosmetic influencers. Spend some time performing targeted searches and sending connection requests specific to that network (note there is a limit to how many people searches you can perform unless you upgrade to one of LinkedIn's premium paid memberships).

4. Comment, Like, Share & Congratulate

Although LinkedIn is different in many ways, ultimately it is a social network and that means – it helps to be social.

Like, Comment, Share - Repeat Repeat Repeat: While scrolling through your newsfeed, be sure to “Like, Comment and Share” posts relevant to your industry. Not only does this help spread the love and promote an environment of reciprocity, but it will rank you higher within LinkedIn's algorithm.

Congratulate: Everyday LinkedIn sends notifications letting you know that someone has been promoted, changed jobs, had a birthday etc. Take a moment to respond to those. It not only adds the human element of supporting one another, it also again, ranks you higher within the algorithm because of the engagement.

5. Optimize Your Profile

Keep your profile fresh and relevant by updating it on a monthly or quarterly basis with new skills, new certifications, volunteering you've done, or career changes you've made.

The following are 4 tips to help bolster your profile.

1. Set up your customized URL and promote it on your profiles, company pages, website, business cards, email signature etc.
2. If it's been since the age of Polaroids since you've had a professional photo shoot, it's time to update your headshot. Keep your profile picture professional and up to date.
3. Choose a high-quality cover image that is relevant to your industry. Be sure when you choose or create it you do so to the specific image size needed so that nothing is cropped out once published.
4. Add as many sections as are relevant to you. To optimize your profile, you'll want to add education, certifications, recommendations, endorsements, interests, skills, and so on. Take some time to fill in as many sections as you can and add/update them regularly.

Once all five steps are completed, then and only then can you expect to generate quality leads. Good luck! Get out there! Generate quality leads through

1. Regularly posting relevant status updates
2. Publishing exciting and thought-provoking articles
3. Creating a likeminded network
4. Socially connecting with others
5. Optimizing your profile and company pages

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