

Leveraging LinkedIn for Lead Generation

With Sam Cochrane

RHUBARB LANE



Agenda

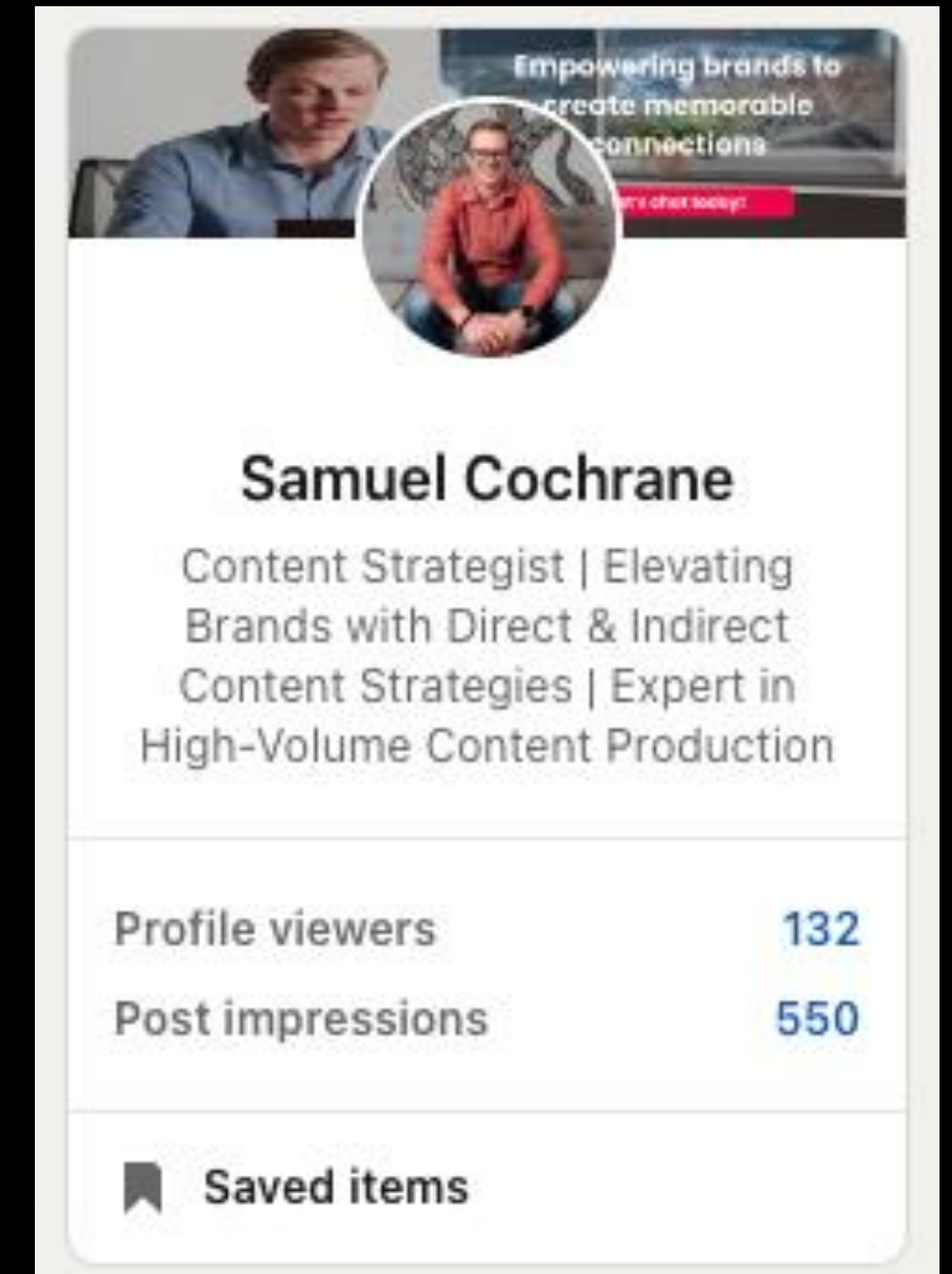
- The **basics of digital marketing** for generating leads on LinkedIn
- Make your **profile look like the real deal**
- **Understand your audience**, intimately
- **Create your content** to engage, and promote your ideas
- Make **meaningful connections**
- Take advantage of **LinkedIn's paid tools**
- **Integrate your LinkedIn strategy** with other digital marketing efforts

The Basics of Digital Marketing for LinkedIn Lead Generation

- A **common misconception** around digital marketing is that it's social media advertising, and that it's easy.
- In truth, it's **search, social media, emails, content, and any website activity**.
- LinkedIn is an often-overlooked channel, as the content and discussions are generally more professional, less branded and salesy, and more geared towards **sharing knowledge and information**.
- It's the perfect platform then for **business-to-business marketing**, not necessarily direct to consumers.
- However, there are some key things to note **before getting started**.

Make your Profile Look Like the Real Deal

- **Ensure your LinkedIn profile is professional** and complete. Use a high-quality profile picture (professional if possible) and write a compelling headline that describes what you do using short sharp key phrases.
- Create, and then **optimise, your company page**, with clear, high-quality images and logos, and up to date information, like a link to your website, or contact info.
- You will be using this page to help **support your content**. If you're going to be a trusted voice in your area of expertise, and list where you work, then people will also be checking that work profile to make sure it's real.



Understanding your Audience



- Before jumping into LinkedIn, make sure that you clearly **understand your audience**.
- **Create detailed personas** that describe their age, location, occupation, digital behaviour, and their pain points and desires.
- By knowing this first, you'll **set yourself up for success** by not wasting time on a channel or on communications that aren't relevant to your audience.
- I've created a tool that helps you to create these customer personas either manually, or with AI, just **connect with and message me on LinkedIn** for access.



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😬 Creating quality content at scale can be daunting.

Balancing the audience and the algorithms as they demand new and exciting content all the time is no easy task. And this was the reason behind creating [Rhubarb Lane](#).

Here's an approach that we use for clients to help increase the scale of their output, and interestingly it's one that often gets forgotten about: Repurposing.

✂️ Start with a strong core piece — an in-depth article, for instance. Something with a few different talking points.

🎨 Break it down: turn sections into social media posts, short videos, or infographics.

🔄 Cycle the content periodically, updating it to stay relevant, especially if it's timely, and something that occurs every week, month, year, etc.

But here's where the magic lies, repurposing helps with not just in maintaining a content pipeline, but also in reinforcing your message across different platforms, for your different audiences [#winwin](#)

We're working with a client right now who creates a lot of text based content in the form of newsletters, and was surprised to hear how easy it would be to take that content and turn it into a podcast/video series.

💪 It's a great example of adding extra value for the client, and showing them just how powerful their brand's story is.

Let me know if you have any other hacks and tips for smashing out content in bulk!

Creating Your Content

- **Blog posts and articles:** Share content that addresses common industry challenges and provides solutions.
- **Case studies and success stories:** Highlight how your products or services have helped clients achieve their goals.
- **Industry news and trends:** Keep your audience informed about the latest developments in your field. Be the thought leader in the space.

Don't Post for the Sake of It!

- It can be very **tempting to post every day**, even I've been guilty of that, but if you don't have anything of value to offer, then don't bother. It takes prior planning and strategy to carefully create the right message.
- Unlike Facebook, Instagram, TikTok to an extent, **LinkedIn is not the place** for uploading your content so that it can be a library for you and others to scroll through or keep your memories.
- You're there to **make meaningful connections** and share your thoughts and reasoning behind what you're working on or have recently learned.



Making Meaningful Connections

LinkedIn groups are a great way to **connect with like-minded professionals** and maybe potential leads by participating in conversations and sharing your knowledge.

LinkedIn was designed for this specific purpose; helping professionals to make connections. Ideally, you want people to be connecting with you.

- **Join relevant groups:** "Participate in groups where your target audience is active."
- **Engage in discussions:** "Share your insights and answer questions to establish yourself as a thought leader."
- **Share valuable content:** "Post articles, case studies, and other resources that can help group members."

LinkedIn Sales Navigator

This tool is more **targeted towards larger sales teams**, as it has a series of features more robust than the free version of LinkedIn. Specifically:

- It allows you to **easily find and target** prospects that fit your brand, through a more extensive network, with features like saving searches, to ensure you're not doubling up, and also prioritise things like region, industry, function, and seniority level.
- **Prioritise and qualify** these opportunities so that you know which ones to target first, which ones will be more beneficial to the business, and what they will be worth.
- Essentially, it's **similar to Salesforce or HubSpot**, but built directly into LinkedIn to make prospecting and sales and more seamless experience.

InMail and Messaging

Personalized outreach is crucial for building meaningful connections on LinkedIn

- **Personalize your messages:** Refer to the recipient's profile, mention common connections, or a recent award or accolade they have achieved, and explain why you're reaching out.
- **Keep it concise:** Be clear and to the point. Respect the recipient's time. Don't waffle unnecessarily.
- **Provide value:** Offer something of value in your message, such as a helpful resource or an invitation to a webinar. Having these ready prior is key.
- **Follow-up:** If you don't get a response, follow up after a few days with a polite reminder. Be hungry.

Creating Paid LinkedIn Advertising Campaigns

- Once your personal profile and your company profile page are up to date, and you've started building connections and content, you can **start exploring paid campaigns**.
- Like all social media platforms, **LinkedIn also has a sophisticated advertising platform** for extending your reach and building brand awareness.
- One of the most effective is the lead forms option, which allows you to run **ads for direct response**, meaning that customers offer their contact information in exchange for valuable content.

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Samuel

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Cochrane

Integrating LinkedIn with your greater Marketing Strategy

- **LinkedIn is just one platform** of many, and it serves a unique purpose, but it shouldn't be the only platform that you rely on.
- It is great for sharing your written content, and some visual slides, but you need to ensure that you're also **funneling people back** to a website, a CRM system, or other point of sale eventually, in order to understand the effectiveness of your efforts.
- For example, I use LinkedIn to start conversations, book meetings, but also get permission to add add them to my CRM system so that they can receive promotional materials for long term nurturing. Remember, it's not a sales platform, **it's about engagement**. And ultimately, you're becoming a leader, so that you don't approach people, but they approach you.

THANK YOU



As mentioned, I've created some **specific templates** and resources for those who attended today. Just connect with me on LinkedIn and **shoot me a message that you're interested**, and I'll send you the link to the landing page.