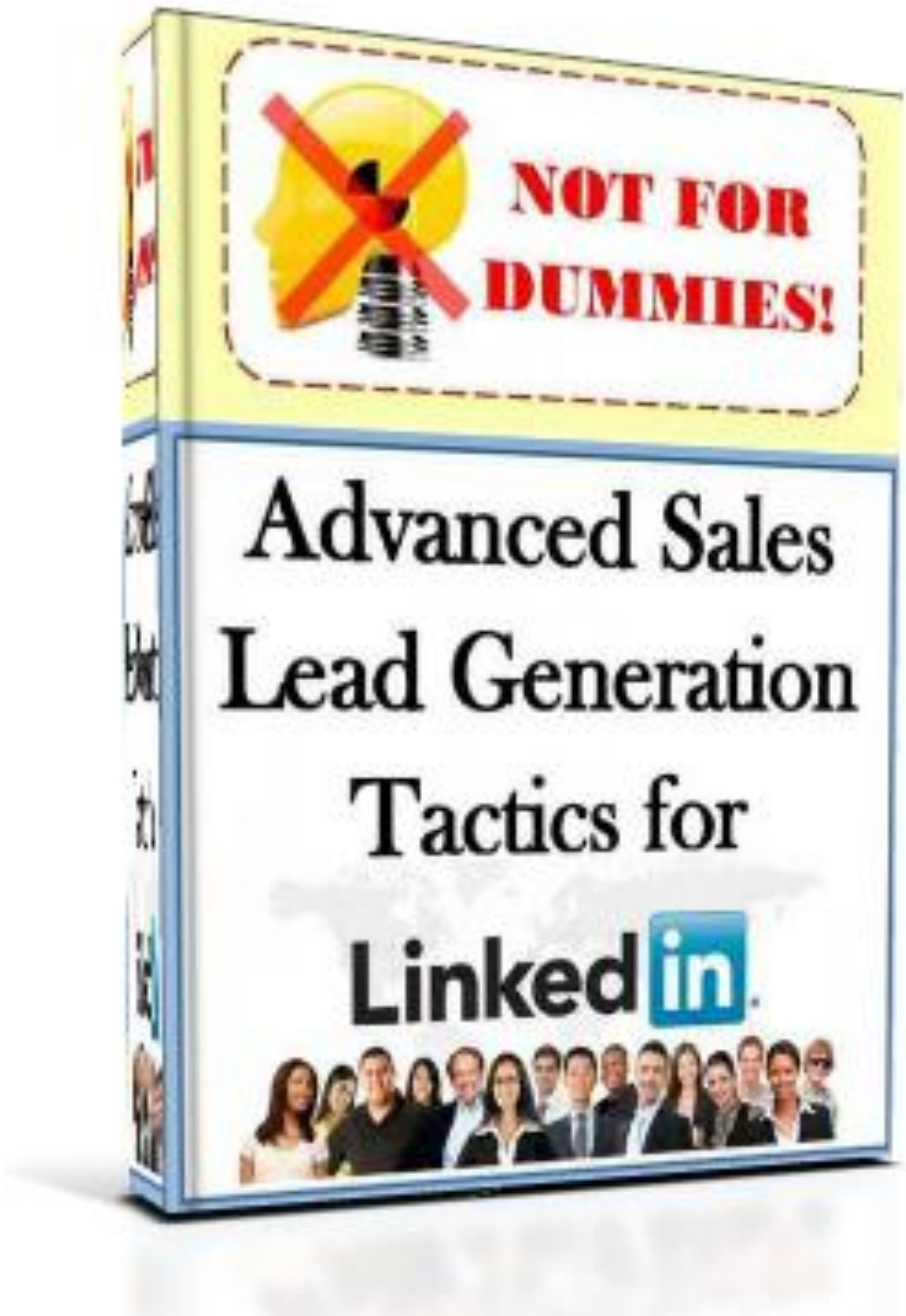
# Advanced Sales Lead Generation Tactics for LinkedIn

Your step-by-step, actionable guide

for IT sales and marketing professionals

to double the lead flow

from LinkedIn.


NOT FOR
DUMMIES!
Advanced Sales
Lead Generation
Tactics for
LinkedIn

# LinkedIn B2B Lead Generation: Advanced Tactics for IT Companies

How would you like to stop wasting your time on LinkedIn and start identifying, engaging, connecting and ultimately, selling to your prospective clients on LinkedIn?

Are you finally ready to start seeing some results from your time/effort investment on LinkedIn?

Good!


On the topic of sales lead generation: in a minute I will show you **25 advanced actionable Linkedin tactics for sales lead generation** that you can implement simply and easily in your business today and see the results tomorrow.

If you are in sales and marketing, especially for technology companies - this will ROCK YOUR WORLD, I promise.

Now that we've dispensed with preliminaries, let me ask you this question:

Did you know that LinkedIn recently passed **200,000,000 users?**

This means that if you are in the B2B space and especially if you are in sales and marketing for a technology company you must leverage Linkedin for lead generation.

If you are not using LinkedIn as one of your PRIMARY source of business leads you are leaving a LOT of money on the table.

So let's begin by focusing on your 3 most powerful strategies of B2B sales lead generation on LinkedIn:

1. Grow your network exponentially

2. Create and distribute valuable, insightful and actionable content that will attract your potential clients

3. Gather and deploy intelligence about your audience, target markets and competitors

I will show you specific, step-by-step tactics so that you can become an advanced lead generation pro on LinkedIn.

First, however, a word of warning:

# WARNING!

These are advanced lead generation tactics for LinkedIn, specifically designed for B2B sales and marketing professionals.

It is assumed that you are already familiar with the basic functionality of profiles, invites, groups and updates. If you are looking for "LinkedIn for Beginners", you are in the wrong place.

So you've been around the LinkedIn block for a while now and know how things work:

- You've set up your own profile, your company page, you pinged your classmates, former co-workers, bosses, and your auntie's best friend's husband.

- You weeded out a few spammers and toyed with the LION (LinkedIn Open Networker) concept a bit.

- You spied a little on your competitors and researched a potential client.

- You reached out to a few of your connections over years with mixed results because the response rate was not what you expected.

You spent all that time setting up profiles, distributing content… do you have many clients? How much revenue did you get from your LinkedIn efforts last year?

That much, eh?

Don’t worry, you are not the only one in this camp!

However clearly, we can do more…

So let’s get to it…

Now, what if I told you that a TON of your prospective customers are only an arm’s reach away?..

And that with the right approach, you can engage them in a meaningful conversation without them feeling “spammed” or “sold”?

Wouldn’t that be awesome?

And you know what the best part is?

It is absolutely 100% swear-to-goodness FREE!

Make sure that you read the whole e-book carefully because the tactic is somewhat nuanced and only works if you follow everything precisely.

Let’s dive in.

# Grow Your Following


## 1. Connect with inbound people at once

Every day we deal with a lot of people: clients, vendors, lawyers, consultants, prospects, colleagues, peers from other companies… a lot of the connections are momentous and meaningless – focused on a particular task at hand that, once done, stops being relevant.

It’s almost like watching a movie with 100s of supporting actors.

The trick here is to connect with them on LinkedIn as soon as the task is done. Here is why:

a) While you have a business issue you are working on, such connection is natural, relevant and expected.

b) I can guarantee you that if you do long enough so of the peers would end up in “potential prospect” companies, some of the vendors would refer business to you and consultants would drive traffic to your site by publishing a case study on you… if you connect with them on LinkedIn and make it easy to connect in the future.

c) Once the "trail goes cold"… i.e. couple months pass since the business interaction, your connection request on LinkedIn would look "weird". So do it now.

The easiest way to do this is by swiping your email contacts (from Outlook, Gmail, etc.) to LinkedIn every couple weeks or so.

# 2. Customize Invites

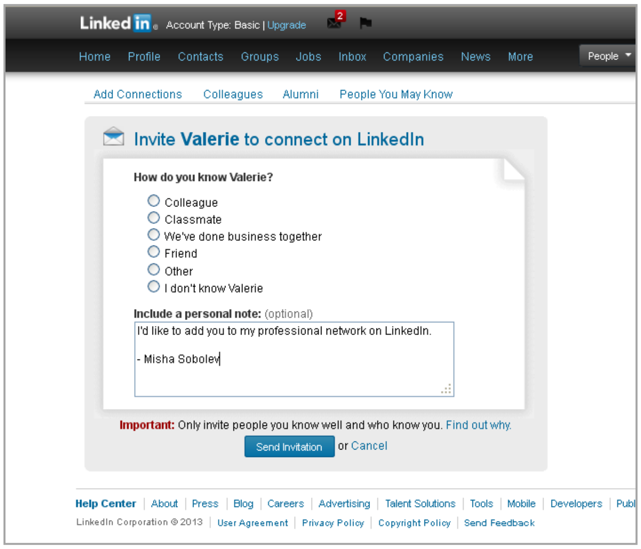
How do we get connected with people on LinkedIn?

By sending invites, right?

What does an invite say?

*"I'd like to add you to my professional network on LinkedIn"*

*-YourName"*




It might have as well said: "I'd like to hit you over the head with stick"… probably would have been as effective.

Now, I don't know about you but when I receive these invites, all I hear is:

*"I'd like to do something to you…*

*I can't be bothered to explain why I'd like that…*

*I also can't be bothered to explain how you benefit from complying with my request.*

*Just say "yes".*

Do you get my drift?

If you want to triple the rate of your invitation acceptances, follow this basic formula instead:

**Ingredient #1**

Start with "You", or at least with "We".

**Ingredient #2**

Show common ground, similarities, or what you share(d).

**Ingredient #3**

Show immediate and obvious benefit to your recipient.

**Ingredient #4**

Make the language non-threatening (would you, could you) and empower your recipient to make the decision ("please accept my invitation").

Let's put this all together with a few examples:

*"Hi Jeremy,*

*You were awesome on stage at today's conference. I truly enjoyed your presentation. And I feel that we both can benefit from connecting in the future. Please accept my invitation here.*

*Best, MS"*

Or how about this one:

*"Hi Joanna,*

*We both are alums of Acme Community College and share the same industry background. I feel we can help each other with our respective careers if we connect on LinkedIn.*

*Best, MS"*

Or how about this one:

*"Hi Jessica,*

*We were in the same sales and marketing team at XYZ Corp, however since our move to Transilkazakhstania I've lost touch and would like to re-connect.*

*Talk soon. MS"*

These invitations to connect will get accepted. Just trust me on this one.

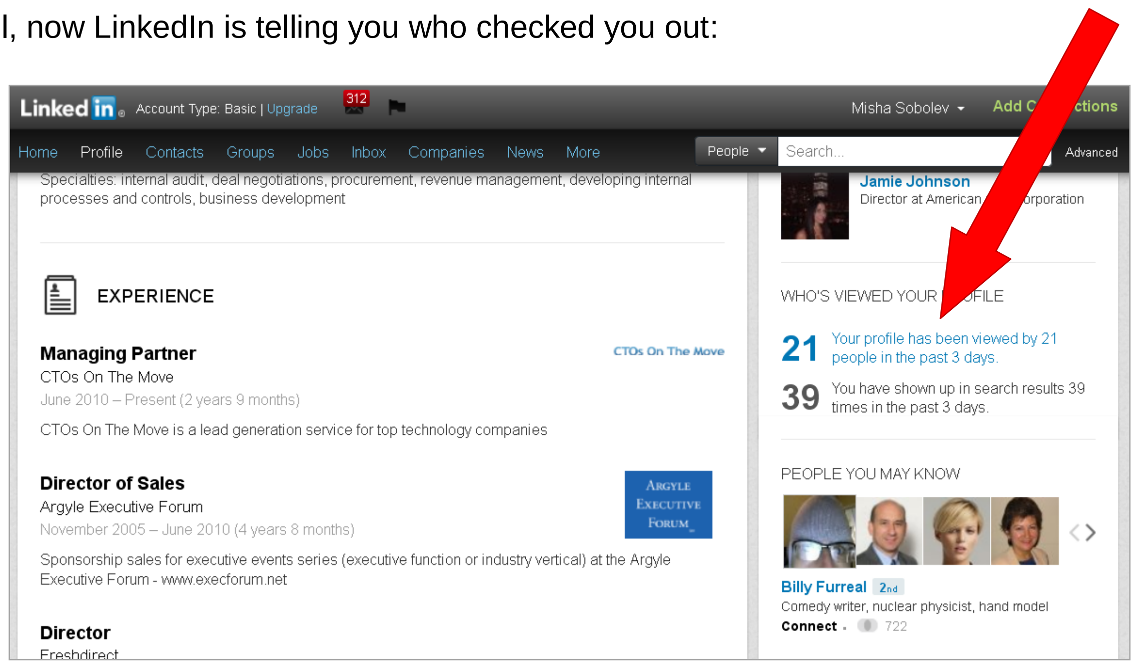
# 3. Monitor Your Profile Views

Here is the truth:

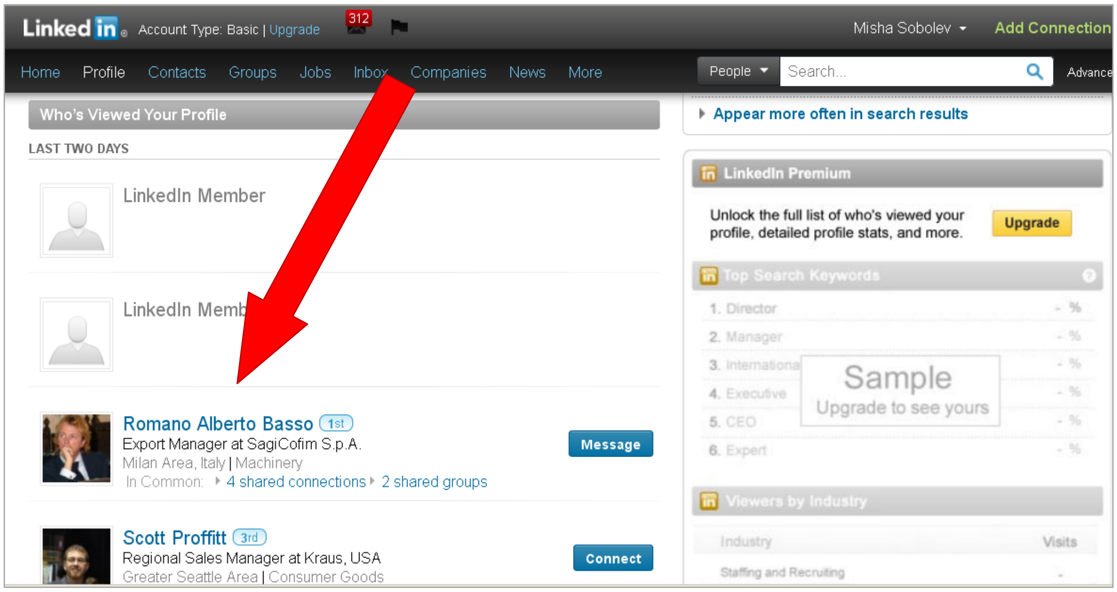
Your profile on LinkedIn will be checked out.

By colleagues, by head-hunters, by vendors, by prospective clients.

Well, now LinkedIn is telling you who checked you out:




If this is a) someone you know and/or b) someone you don't know but would like to, feel go and invite them to connect.




You can say: "Hey, I noticed you looked at my profile and I wonder if you had some questions I could help you with".

# 4. Engage Prospects Through Groups

You know that LinkedIn Groups is an excellent resource for you to identify, approach and engage your prospective clients. Here's how you can do it:

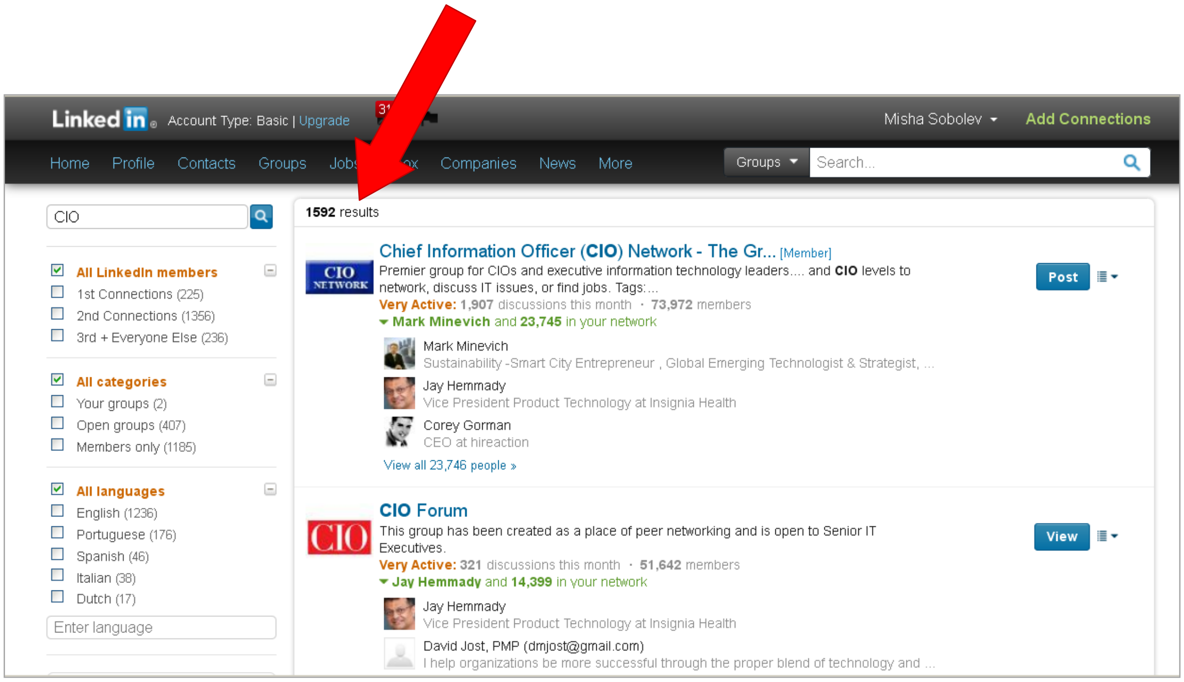
## Step 1 Find Relevant Groups

First, go to Groups > Directory

Let's say you sell technology to Chief Information Officers… Very well…

Let's go ahead and type "CIO" in the search box…

You get 1,592 groups! Not too shabby!




# Step 2 Join Relevant Groups

Now that you've selected groups where your prospective clients are members, go ahead and join them.

Yes, I know that not everyone will accept you.

Yes, I know that they have strict rules about posting solicitations in discussion threads.

Yes, I know that moderators will be suspicious of a salesperson joining the group.

However I also know that out of 1,578 you are GUARANTEED to find 50 that will accept you as a member.

You have a Linkedin-imposed limit of 50 groups so do chose wisely.

Usually, the larger the group the better, however there are exceptions.

You can also look at how active a group is, where it is located, etc.

Usually you can also get a lot from looking at group's stats.

# Step 3 Identify Relevant Group Members Who Are Open to Connecting With Other Group Members

Once you get accepted into a group, go to “Members” area > Advanced Search and search by title your likely prospective clients…

Let’s say you found 1,000 matches…

Not all of them, but some will be open to connecting with other group members:


Now, what you say is super important…

Don’t say:

“I’d like to add you to my professional network on LinkedIn”.

We already know that it is lame.

Your prospects don’t care about what you’d like.

I don't care about what you'd like.

Your dog doesn't care about what you'd like.

Deal with it.

So instead put the spotlight on your prospect and lead with "You". Say something like this:

*"You and I are members of the same group on LinkedIn.*

*Since we have this shared interest, I feel we can both benefit from connecting directly.*

*Therefore I'd like to invite you to accept my invitation.*

*Best,*

*-Jane D."*

This invitation is personalized, relevant and not too pushy. Even if I have no intention of connecting with strangers this way, it is highly unlikely it will be reported as spam.

Don't get me wrong, not everyone you send an invitation to will accept it… But enough of them will.

Btw, if you like these tactics so far, you can get the whole report, free – just type in your email below:

Or you can grab your free copy: just enter your valid email address and click the button.

## Step 4. Gradually engage

Once your invitation is accepted you do what ____?

Now the natural reaction of any sales person is to start an all-out full frontal sales pitch assault.

Don't.

It is not going to work.

What should you do instead?

The same thing you'd do when someone subscribed to your blog…

Be helpful…

Provide value without asking anything in return.

Only when you earned the trust, established yourself as an expert in a relevant field, as someone who cares… only then you can start switching to the sales mode.

# BONUS:

# How to add 500 new connections in 30 days or less with these 10 easy steps:

Are you connected to 500+ people on LinkedIn?

No?

Why not?

I can tell you why…

Because **you are LAZY!**

That's right.

You heard it correct.

If you wanted, you could have 1,000+ connections in one year.

The best part, you don't actually need to do that much work.

Here are the 10 steps how you can absolutely positively sky rocket the number of your prospective customers, referrers, endorsers, connectors and champions in your LinkedIn network:

## 1. Leverage Your Inbox

Are you on Outlook?

Gmail?

Yahoo?

AOL (just kidding)?…

Before you do anything else, go to every single email platform you are using and export your contact book into LinkedIn. This one little tactic will get you easily 200-300 contacts in your LinkedIn you didn't have before.

Here is why it is super important for you.

1/3 of your contact list moves jobs every year, on average. So if you don't touch your contact database on Outlook, in three years you can toss it.

However, if you are connected on LinkedIn – this is forever.

Because you can always see their current job, or access their personal email.

So go ahead, dump all your email contact books into LinkedIn… And make a note to do this syncing at least every 6 months.

## 2. Do you know what business cards are for?

So let's say you go to a business conference… you shake hands, you exchange cards.

Now tell me and be truthful – what are you doing with those business cards when the conference is over?

No, seriously?

I will tell you – best case scenario – you will give a bunch of 100+ cards to an intern to load it up to some CRM and you will send them 1 generic email blast 3 months after the conference.

And you didn't believe me when I said I could read your mind.

Here is what I do with them: the day after the conference (or the same day if this was a multi-day event) I find them on LinkedIn and invite them to connect with a personal note "Hey it was great to meet you at the conference the other day…"

There you have it.

Make this a habit.

## 3. So you think you are smart?

I think you are smart.

How do I know?

Well, something tells me you have a college degree (at least) so you are certifiably smart.

That means you have access to 100K+ alumni base that your alma mater produced.

That also means that you have every legitimate right to connect with them directly on LinkedIn.

Just do it.

## 4. That Little Circle of Trust of Yours…

Family, friends, friends of friends, ex'es and their friends – if you really scratch your head I am sure you can easily put together a list of 100 names or more.

Now go and invite them to connect.

You may not see them as potential clients, employers, referrals, suppliers or collaborators.

Maybe not now. Or tomorrow…

However, one day one of these seemingly useless connections will be worth its weight in gold.

I promise.

## 5. Randomness…

You met someone during a cross-Atlantic flight?

A cute couple while on family vacation?

Someone you didn't know at on office party?

Your sister-in-law's significant other at a Thanksgiving dinner?

Charity event?

Movie screening?

Other parent at your kids' activities?

Connect with them.

Find something that you have in common, put this in the invitation request and it won't look weird. Trust me on this one.

## 6. Previous life

People move a lot.

I am more an exception… I moved even more… tumble-weed, they say.

Every place comes with its own set of neighbors, co-workers, friends and acquaintances.

I don't ever expect to keep in touch with all of them. But there is a tremendous benefit of connecting with people you used to know.

So go ahead… make a list and invite them to connect.

## 7. You as an Organizer

If other items didn't get you to 500+, then here is what you do…

Organize a conference or a webinar – go wild about inviting people in your CRM system.

Ask people to forward the invitation around.

Then invite all attendees to connect on LinkedIn.

## 8. Pinch a list

Are attending, sponsoring, or speaking at an industry event? You are probably doing some or all of these activities multiple times a year.

So as a result you actually have more leverage with the organizers than you realize.

And it is time to use this leverage:

So go ahead and ask for the updated list of all attendees, preferably with emails.

After or even during the event connect with relevant (or all) attendees on Linkedin.

## 9. Syndicate

Add "Connect with me on LinkedIn" icon and link to your:

- website

- blog

- email signature

- ebooks, pdf, whitepapers – everything distributed electronically

- flyers, programs, brochures – use bit.ly link shortening service if necessary

- other social media properties on Twitter, Facebook, YouTube, Google+, Pinterest, Quora, and others.

- business card

## 10. The art of a fiery hot cold connect

You can this two ways:

a) InMail – this is a feature of LinkedIn where you can send a certain number of emails to total strangers… but there is a tight limit of how many you can send and it also doesn't come free.

b) Cold email – if you know or guessed your recipients email, you can invite them to connect and in the message make it relevant and personal enough for them to accept or respond.

There is an art to it… don't try to sell, don't pitch, don't talk about what you want. If you say something like:

*"Hi John,*

*I noticed in your profile that you recently published a book on _____. This is a topic of interest for me and I'd be happy to share with some of the material I collected over the years that could be helpful with your next book. I hope to connect with you directly.*

*Best,*

*-Misha"*

Make it personal, relevant, about them and provide value without asking for anything more than just to accept your invitation.


# Make Your Content Work Harder For You

## 1. Syndicate Your Content

Have a case study? Share a link to it in a relevant LinkedIn group.

Then convert a snippet of it into a blog post > share with the relevant LinkedIn group.

Convert into a free Kindle book > share with the group

…Podcast > share…

…YouTube video > share…

Held a workshop for clients? Spoke at a conference? Wrote a book? Interviewed someone?... the opportunities to extend the shelf life AND the shelf itself for your content are literally limitless.

And all that can be shared on Linkedin.

You see, some people a visual – they'll consume your video.

Other people are auditory – they prefer to read (out loud in their heads) what you have to say.

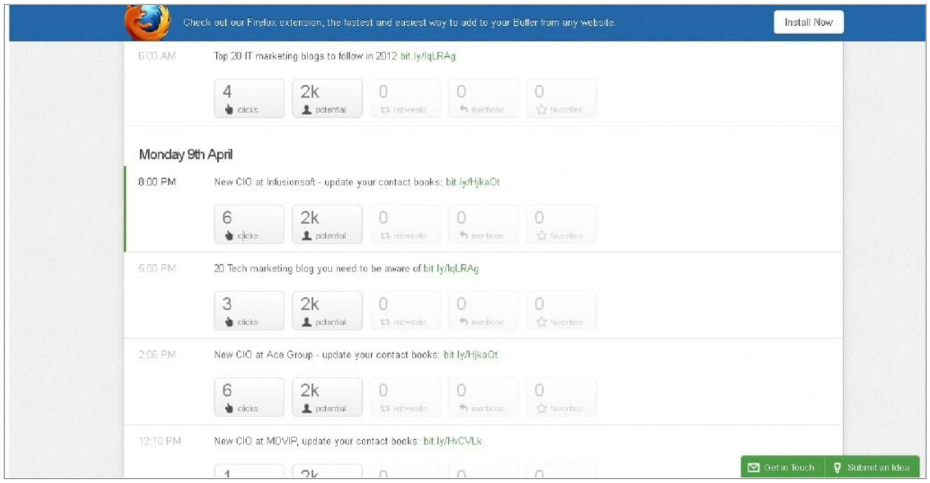
Still the third group of people are tactile – they prefer to have your physical book in their hands so that they can leaf through pages.

Something for everyone.

That's how you can have them all.

## 2. Use Buffer to Automate Posting

Are familiar with Buffer? It's seriously awesome!



One problem with social media is that it does take time: to find or generate sharable content and push it to your followers. Batching things works, however only to an extent: you can't really "do" social media once a week and push 100 updates at once, that's just not how this works.

Not to worry! There are plenty of apps that allow you to schedule updates now. My favorite is Buffer: the best design and UX I've seen in a while; allows you to automate updates not only for LinkedIn, but for Twitter and Facebook as well; it also provides you excellent analytics so you can see what works and what doesn't. The best part: it is FREE! Well, the basic version that would be sufficient for most needs.

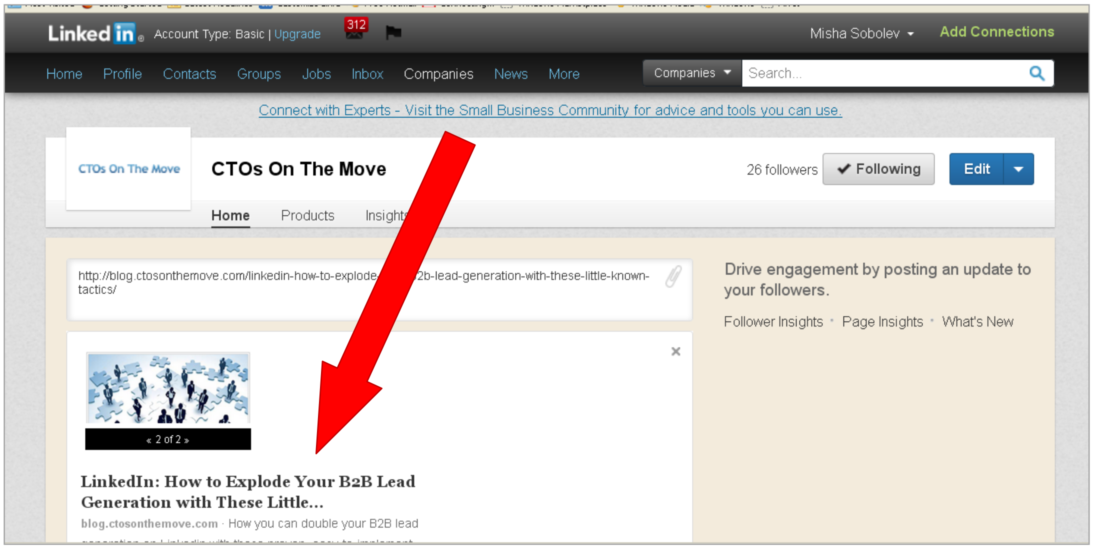

# 3. Leverage Your Real Estate

LinkedIn gives you excellent real estate to post and promote your content:

- Your company page
- Your feed
- Your product pages
- Your own page
- Your colleagues' pages

Make sure you leverage this real estate, that's how your products and offerings get discovered, that's how you attract followers to your company.

And that's in addition to SEO, social media visibility and traction benefits that we'll discuss in another ebook.




# 4. Post in Groups

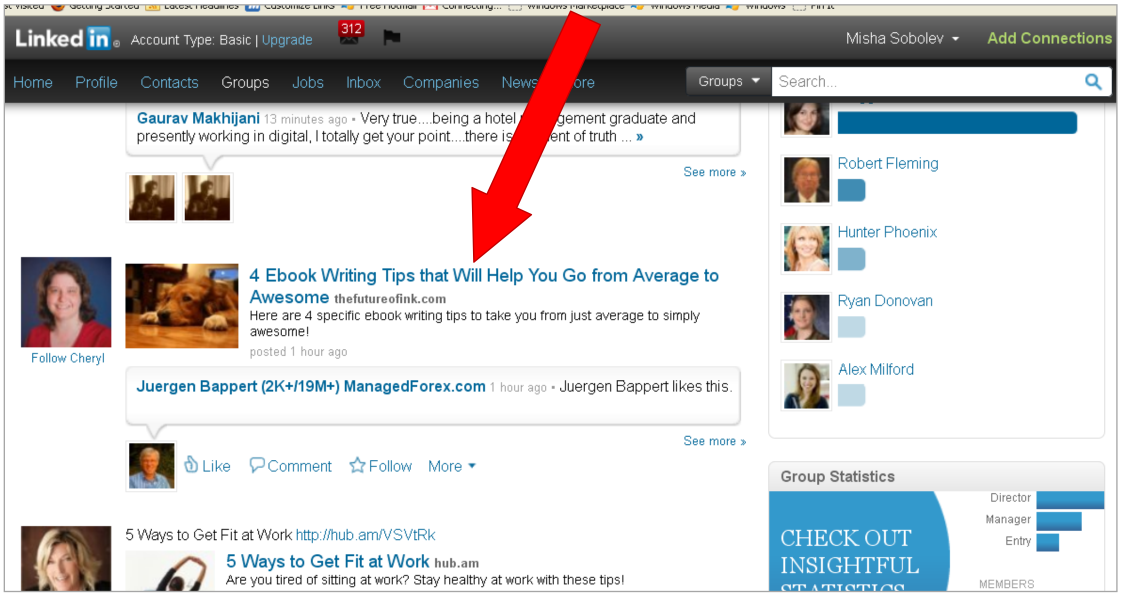
First, let's discuss what NOT to do in LinkedIn groups:

- Don't hijack posts of other LinkedIn members – i.e. if you sell CRM and you see someone posting on that topic, don't put in comments "Yes, but our CRM is better. Check it out: http://link"

- Don't blatantly pitch… "Buy my stuff" just doesn't work. Instead, post "Top 10 ways to (strong benefit)" or "How to fix (major pain point)".

- Don't stray off topic – if the group is for "Yoga Moms" don't talk about "Datacenter cooling solutions".

Above all, be helpful first. Sales and marketing will mostly take care of themselves, if you are.

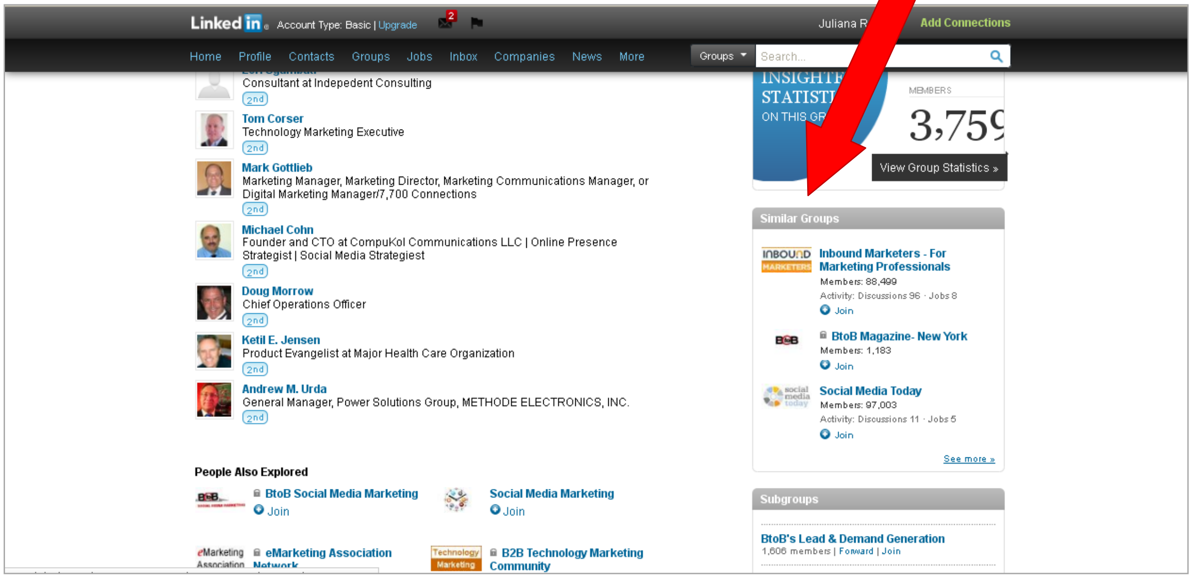



Groups are excellent for sharing ebooks, white papers, videos, blog posts, conference invitations, press releases.

# Gather and Deploy Intel

## 1. Profile Your Best Clients

Make a list 50 of your most awesome clients or prospective clients – find what groups they are part of – join those groups, find groups similar, join them, too.




Get your interns to tabulate common data point like what kind of education they have, what skills they posess, what interests they have, how they are connected to you.

These data sets will help you create a "persona" – a made up collective portrait that posses all the common traits of your clients and none of the distinct ones.

The find and join groups and communities that overlap with this persona.

## 2. Check Comings and Goings

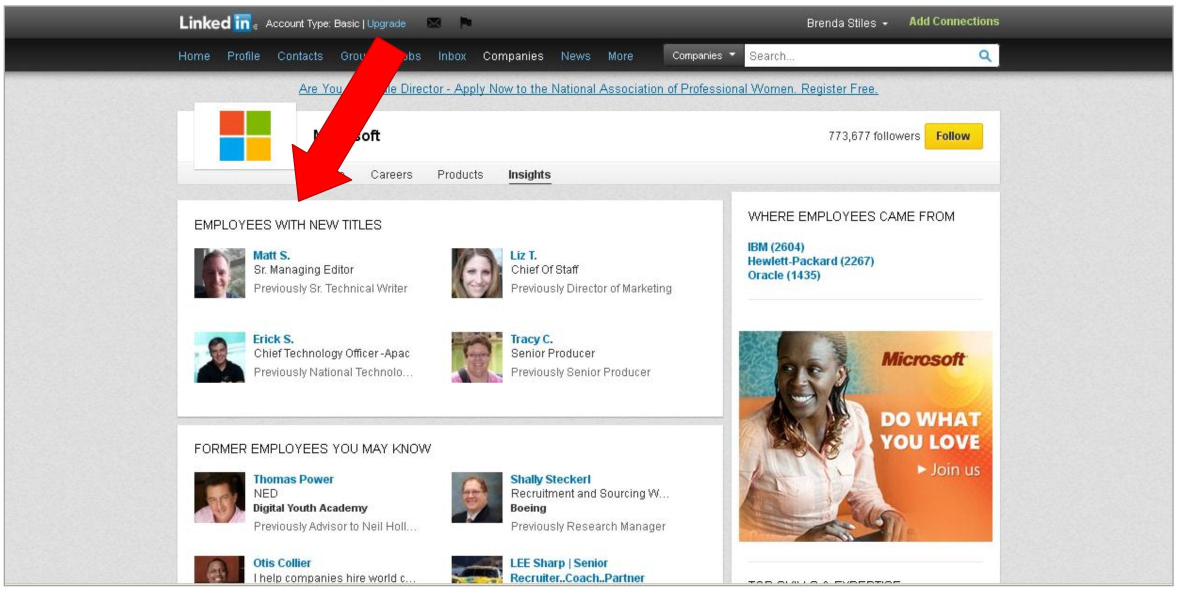
The company news feed on LinkedIn contains updates when professionals and executives change jobs. This is gold. Seriously.  By tracking appointments and promotions of your current and potential clients on LinkedIn you can:

- Make sure you stay on top of what's going on with your current clients. Imagine of your competitor is first to congratulate your best client on an important promotion. What would that do to your business relationship?

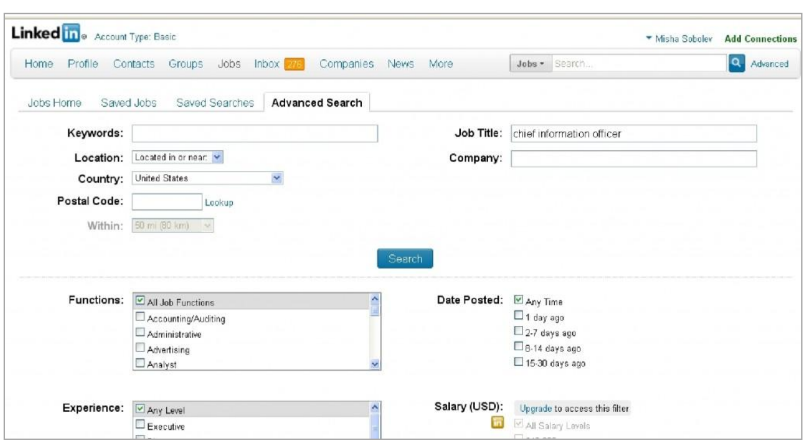
- On the flip side, be the first to know when your potential clients move around. That's the most opportune time to reach out to them.

- Usually information in LinkedIn is updated before it gets to Hoovers, Jigsaw, ZoomInfo and other industrial size database so when you are calling, no one else is. Imagine what this does to your response rate!

- Research shows that executives tend to take first few weeks after the appointment to chart their course going forward, connect with vendors, assess their upcoming challenges. That's the absolute best sales trigger you can use. Pick up that phone and call.

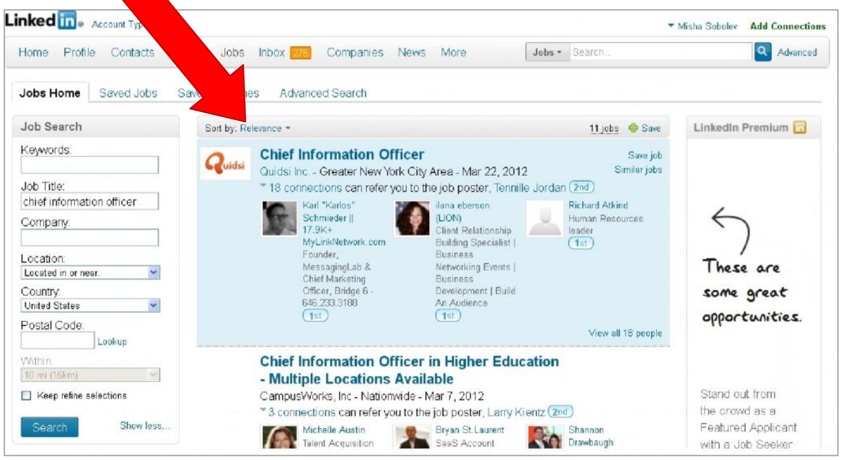



# 3. Check job postings

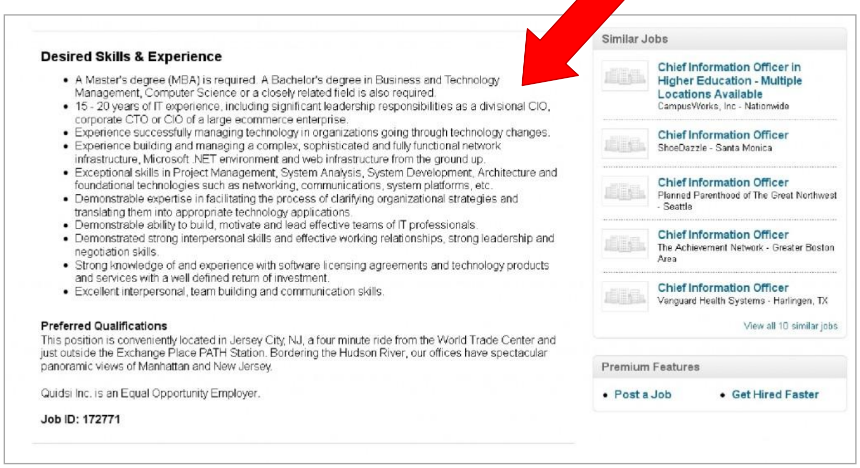


Let's say you are an IT company and you're selling your products/services/consulting to Chief Information Officers. Now go search for that title in the Jobs section of LinkedIn and check out the results. This works if your client base has a defined title that can be searched.

In most B2B companies the spectrum of various titles is rather specific. If you are not sure, go to your salesforce account and pull a report with your current / prospective clients – see any titles that pop up more often than others? Search for them on LinkedIn Jobs.




Look what we've found! Quidsi, the parent company of Diapers.com, recently acquired by Amazon in a mega-million dollar deal, is looking for a Chief Information Officer… That's big! So lets click on that:




From this list of requirements alone we can get so much valuable information: they run a .NET environment, have a complex network and web infrastructure, etc.

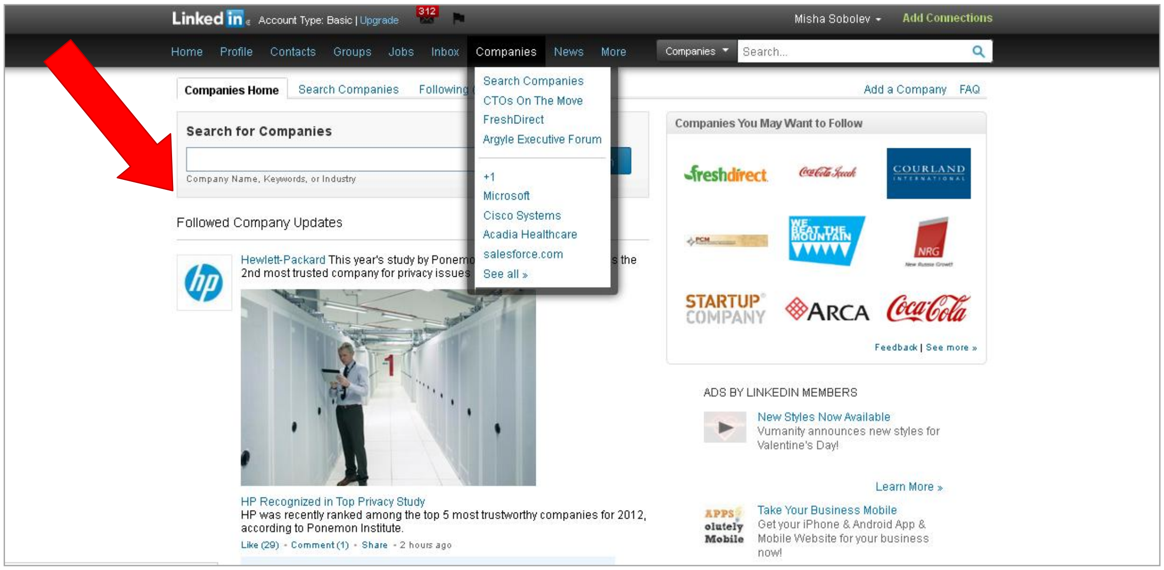
The information that Quidsi is looking for a CIO versatile in .NET technology is valuable and ACTIONABLE insight. Why? I am glad you asked. You can use this info in several ways:

- You will forward this page to your current and potential CIO clients to let them know this job is available. They will say thank you.

- You will make a calendar event for yourself to check LinkedIn or Quidsi's "Leadership" section of the website to see whom they end up hiring.

- You will create a ready-to-go email draft with "Congratulations!" subject line that you will fire away, referencing what you know about the person and company as soon as you find out who took the spot.

## 4. Follow your target companies




Have a list of companies you want to engage? Follow them on LinkedIn. You will get automatic updates from LinkedIn and keep your hand on the pulse of companies that are your potential clients. They will GIVE YOU the insights that you will turn into powerful hooks in your outbound email or phone campaign.

You may see that your client is expanding to a new market, hiring new senior executives, raised financing. These are just few of the many sales trigger events you can pick up from the LinkedIn feed of the companies you follow.

# Follow the Rules of the Road

## 1. Engage, don't sell

First things first: let's just be clear that we are NOT selling on LinkedIn. Yes, you read that right – **NO SELLING ON LINKEDIN!** It is not a sales platform. Then what are we doing here then? Oh, I am glad you asked:

You are going to increase your reach (get in front of more people), engage them with your valuable content and drive them to your landing pages.

… So no straight up pitches. Instead seed result-oriented content, click-worthy linkbaited headlines that would drive traffic to your landing pages.

Let's unpack this:

**1. Increase Your Reach**

LinkedIn is an excellent platform for connecting effectively with a vast number of people many of whom will be your future clients.

You can increase your reach by actively outbound connecting (sending out LinkedIn invitations to your contact list, people you met at a conference, etc.), accepting most of legitimate inbound connecting requests, joining relevant groups, etc. We are not going for quality, but mostly for quantity here.

**2. Engage Your Audience with Valuable Content**

What's valuable content? It is not "here is a press release on how great we were last year" – it is not actionable, not relevant and not interesting for your clients.

"101 Ways to Increase Client Engagement and Grow Your Sales" is valuable content – it is specific, relevant, valuable and presented in small, bite-sized chunks.

**3. Drive Your Audience to a Landing Page**

Remember, you are not trying to close a sale on LinkedIn, you are trying to establish enough interest and trust with your LinkedIn connections to move to the next step in the sales process, whatever it might be.

So make sure that your valuable content is full of appealing, actionable and A/B tested CTAs (Calls-to-Action) with links to your landing pages where your LinkedIn connections can engage further.

# 2. Measure and Improve.

Measure traffic referred from LinkedIn (through Google Analytics), measure clicks on links (through bit.ly url shortening service).

What doesn't get measured doesn't get improved. What to measure:

- what type of content gets you the most clicks?

- what type of content gets most shares, likes, and retweets?

- what time of the day is the most effective for posting?

- what headlines and titles work best?

- what social media platform gets you the most traffic?

# 3. Bonus tips: good LinkedIn practices to follow:

- Accept all incoming connect requests

- Connect: after meetings, conferences, tradeshow ping people you met with a LinkedIn request

- Give forward: post useful, valuable content before asking for anything.

- Use the 15-3-1 ratio: for every **15** pieces of good relevant content you post that's not your own, engage **3** people with questions and/or comments and only then post **1** link to your own landing page with a CTA.

- Link your other social presence – blog, website, twitter, facebook, etc. – to your LinkedIn account.

- Include LinkedIn button in your email signature, website, blog, etc.

- Follow companies : clients, competitors, complements to monitor what they are doing with LinkedIn, apply what works for you.

# Stay Current:

LinkedIn is an evolving platform. Certain tools and functionalities go away (Answers – gone! Events – gone!),



….others appear – e.g. LinkedIn Signal.

To stay current you need to engage actively with the platform, stay in touch with experts, keep your ear to the ground and constantly try new things.

# Summary

Focus on 4 steps:

1. Grow your following
2. Create and Distribute Helpful, Valuable and Relevant content
3. Leverage research tools to profile, identify and engage your prospective clients most likely to convert into paying customers.
4. Follow the rules and best practices for the sales and marketing profession on LinkedIn.

# Next Steps

If you found these insights useful for your business and if you market to CIOs, CTOs and other senior IT executives take advantage of our "real time lead generation" offer below: