



# COVID-19 RECOVERY

In partnership with brilliant red  
digital

The logo for brilliant red digital, featuring the text "brilliant red" in a small, white, sans-serif font above the word "digital" in a larger, bold, red, lowercase sans-serif font. The "d" in "digital" is stylized with a dotted pattern.

# COVID-19 Webinar:

## How to generate leads on LinkedIn

21 July 2020

# Welcome

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Brilliant Red Digital

# Agenda

- **Getting the LinkedIn basics right**
- **Building connections and growing followers**
- **How to generate leads on LinkedIn**



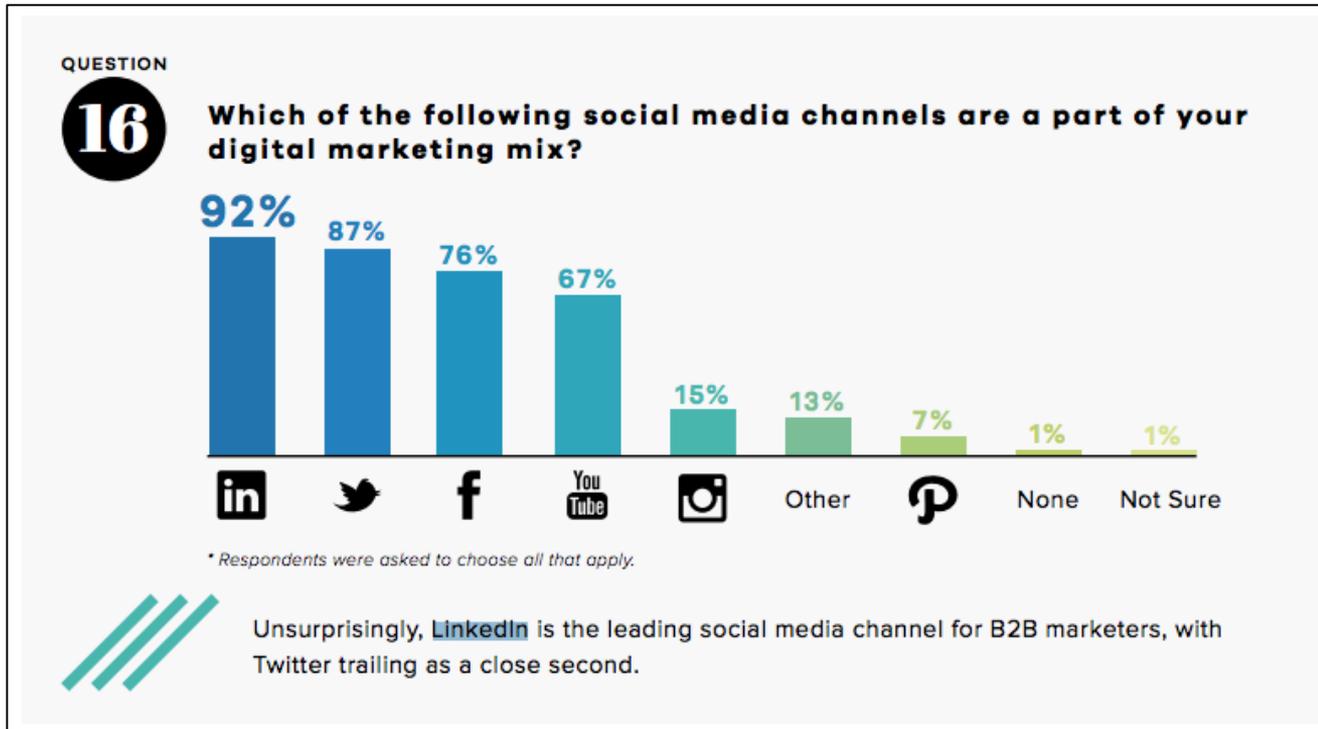
# What is LinkedIn?

“LinkedIn is the world's largest online professional network. You can use LinkedIn to find the right job, connect and strengthen professional relationships, and learn the skills you need to succeed in your career.”

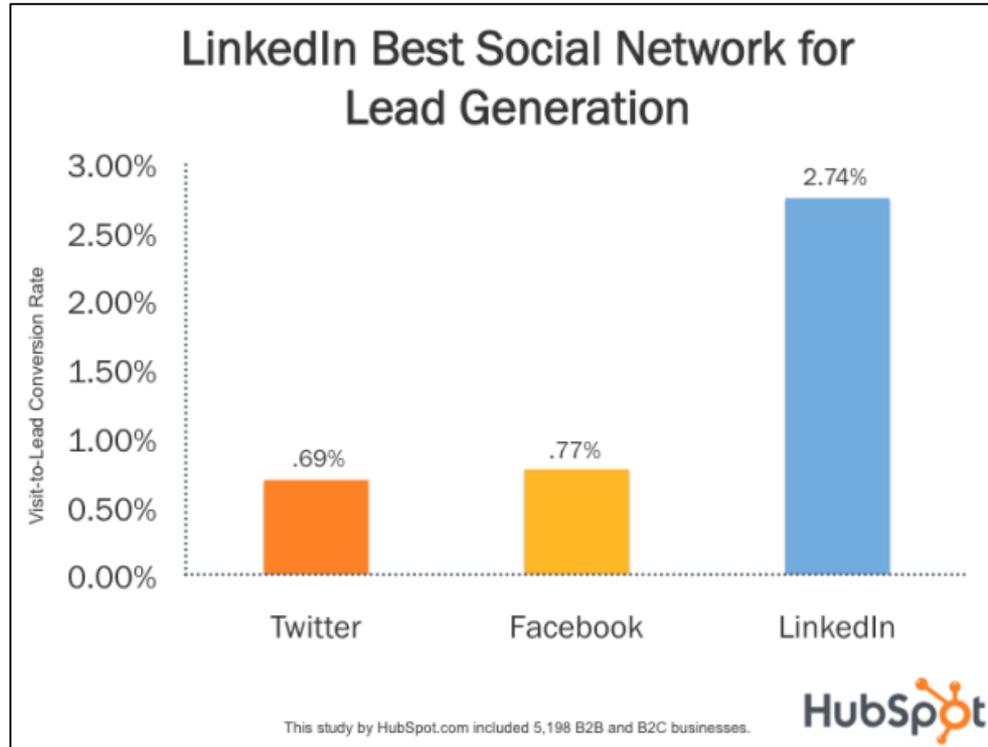
# LinkedIn by Numbers

- 690 million active users in 2020
- In 2019, LinkedIn was voted the most trusted network
- 90 million LinkedIn users are senior-level influencers and 63 million are in decision-making positions.
- LinkedIn is the #1 channel B2B marketers use to distribute content at 94%.

# LinkedIn by Numbers



# LinkedIn by Numbers



# LinkedIn for B2B Marketing

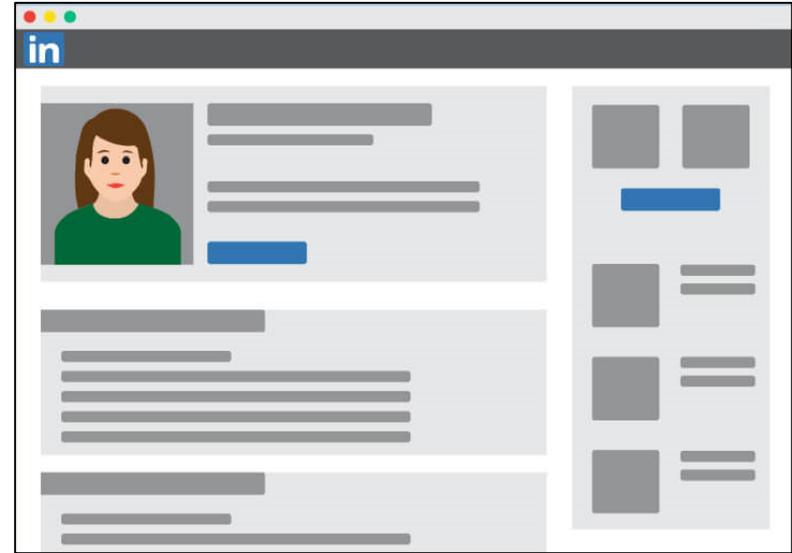
- 78% of B2B marketers rate LinkedIn the most effective social media platform at helping their organisation achieve specific objectives.
- 97% of B2B marketers use LinkedIn for their content marketing efforts.
- 45% of all social media traffic to a company's homepage comes from LinkedIn.



# Optimising Your Profile

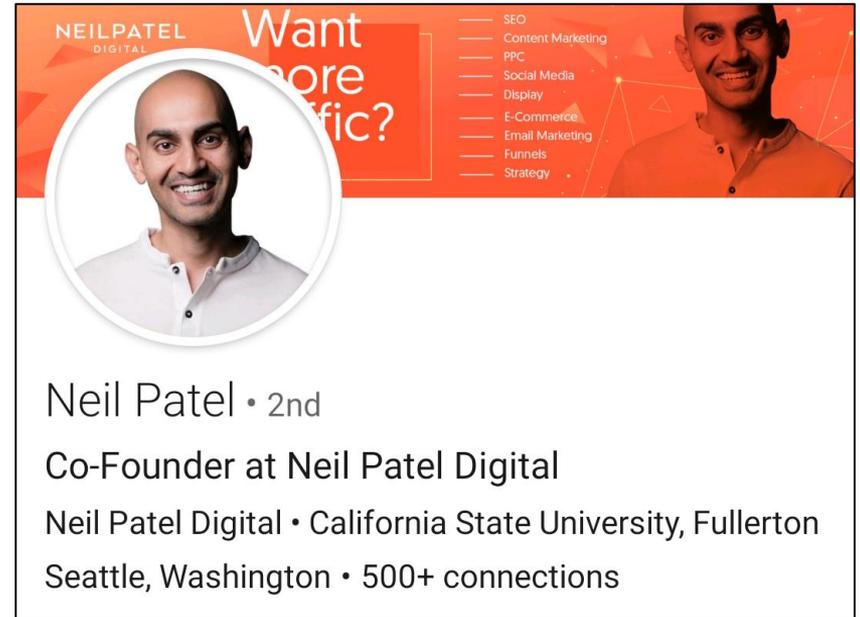
# Optimising Your Personal LinkedIn Profile

- Don't think of it as an online CV, think of it as an inbound marketing tool
- An optimised profile will appear in LinkedIn search results
- Allows people to know what your value proposition is



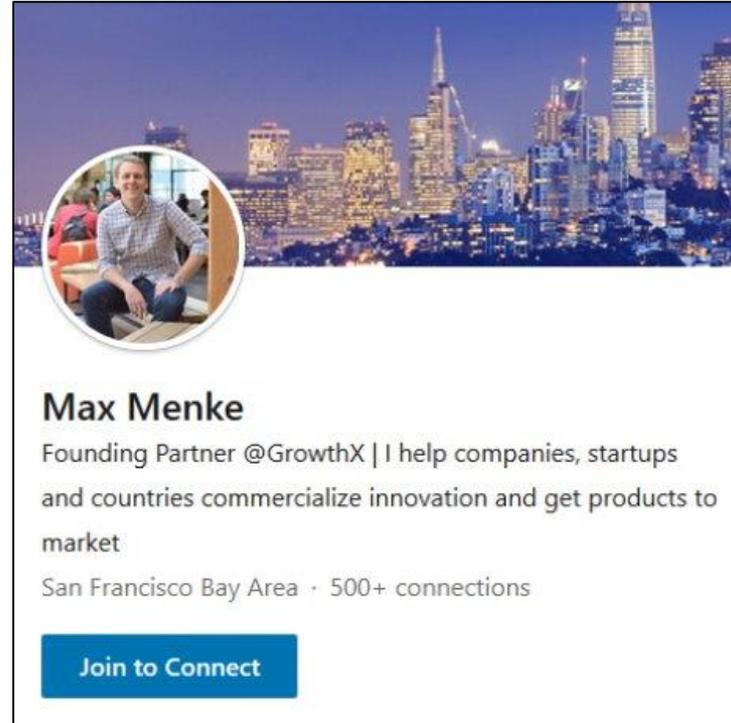
# Personal Profile Tips

- Choose a professional profile photo!
- Communicate your **value proposition** in your background image
- Create a vanity URL



# Personal Profile Tips

- Attention grabbing  
Headline
- Ensure your About  
summary has personality
- Complete Experience and  
Education sections, make  
them compelling



# Personal Profile Tips

- Get Endorsements & Recommendations
- Add Skills & Accomplishments
- Use keywords in your profile content
- Declare war on buzzwords



The image shows a screenshot of a LinkedIn profile for Goldie Chan. At the top is a large cover photo of her in a black cap and jacket, posing in front of a wall with large letters. Below that is a circular profile picture of her with bright green hair. The text on the profile reads: **Goldie Chan**, LinkedIn Top Voice: Social Media | Forbes: Personal Branding and Storytelling | Producer's Guild, Los Angeles, California · 500+ connections. At the bottom is a blue button that says "Join to Connect".



# Optimising Your Business Profile

# Business Profile Tips

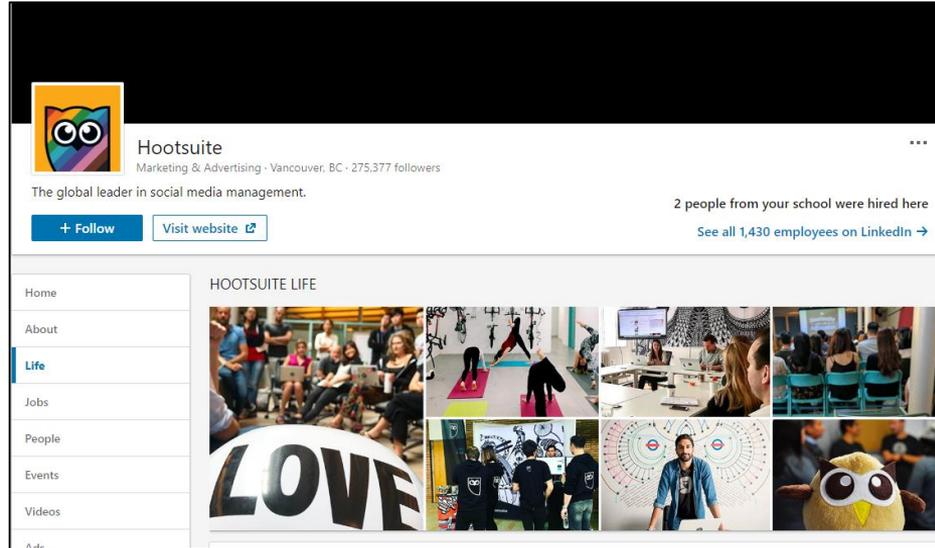
- Update profile and banner images
- Write a compelling About & Headline and include relevant keywords
- Complete other key fields such as Website, Address, Industry & Company Size



# Business Profile Tips

## ➤ Explore other Page features:

- Showcase Pages
- Virtual meet the team
- Employee testimonials
- Career pages
- Life at your business
- Cultural insights
- Promote causes

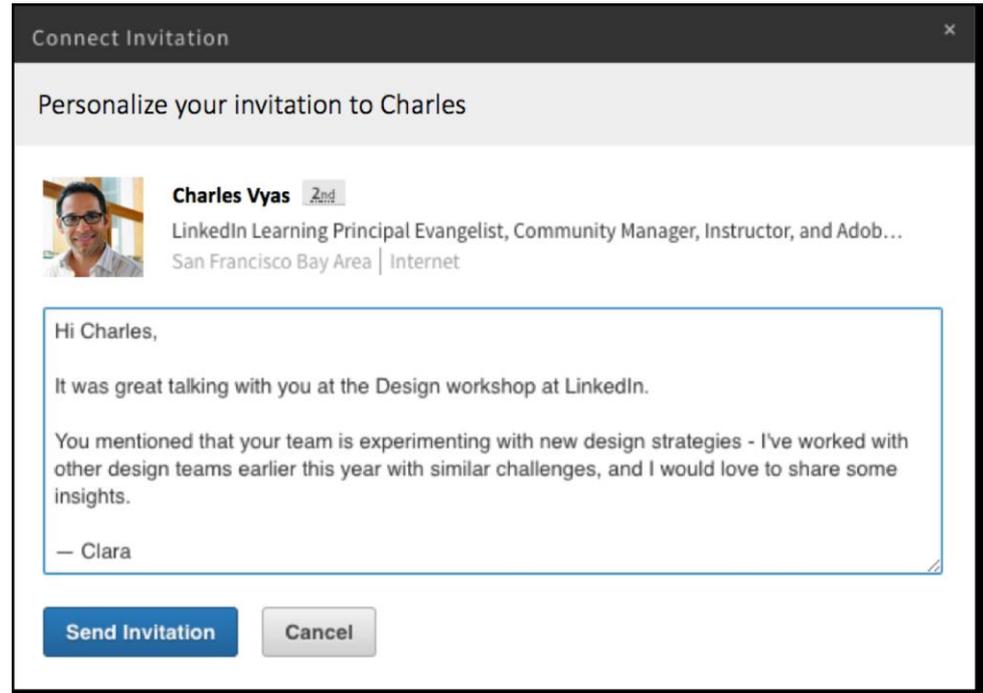




# Building Connections & Growing Followers

# How to Build Connections

- Personalise your connection requests
- Use keywords in your profile
- Invite email/ phone contacts
- Ask to be introduced



# How to Grow Your Followers

- Mobilise your employees
- Link your LinkedIn URL to your website and email
- Encourage customers to follow you
- Invite connections to follow your company





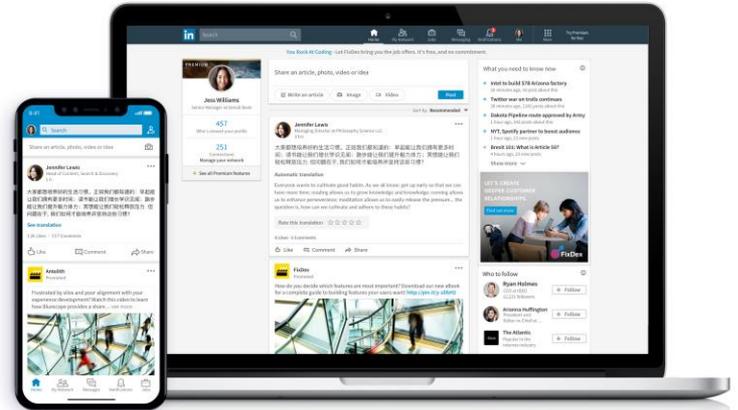
# Generating Leads on LinkedIn

# How to generate leads on LinkedIn

- ✓ **Optimise your Business and Personal Profiles**
- ✓ **Build Connections and Grow Followers**
- Share Knowledge, Spread Awareness & Build Authority
- Research Prospects (Decision Makers) and connect with them

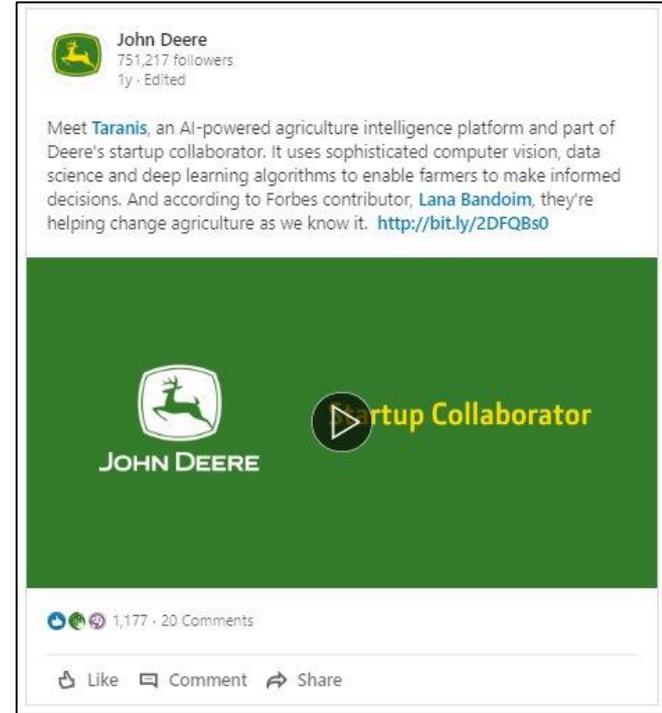
# Share Knowledge, Spread Awareness & Build Authority

- Post regular content updates which share unique insights, use hashtags
- Use LinkedIn Pulse to publish content
- Join and contribute to Groups
- Build Authority by being helpful



# The best types of content for LinkedIn

- Native Video
- Third Party Resources
- Photos and Graphics
- Links to blogs, SlideShare etc.
- Case studies and stories



# Share Knowledge, Spread Awareness & Build Authority – Tips



1. Plan your content in advance
2. Determine how often to post
  - At least 1 or 2 status updates per day
  - Published articles, 1-2 per week
3. Start connecting with interested people

# Research Prospects (Decision Makers) and connect with them

- Consider your sales cycle
- Identify the decision makers. E.g. HR or Finance Director
- Establish what you want the decision makers to do, e.g. download a free resource, visit your website, agree to a meeting etc.



# Research Prospects (Decision Makers) and connect with them

- Create your hit list of companies and decision makers
- Use the search and advanced filter search for finding prospects
- Initiate contact
  - Add as a connection
  - Join the same groups
  - Nurture the relationship





# LinkedIn Premium Tools

# LinkedIn Premium – Is it worth it?

<b>Career</b> Get hired and get ahead	<b>Business</b> Grow and nurture your network	<b>Sales</b> Unlock sales opportunities	<b>Hiring</b> Find and hire talent
<ul style="list-style-type: none"> <li>Stand out and get in touch with hiring managers</li> <li>See how you compare to other applicants</li> <li>Learn new skills to advance your career</li> </ul> <p>Select plan</p>	<ul style="list-style-type: none"> <li>Find and contact the right people</li> <li>Promote and grow your business</li> <li>Learn new skills to enhance your professional brand</li> </ul> <p>Select plan</p>	<ul style="list-style-type: none"> <li>Find leads and accounts in your target market</li> <li>Get real-time insights for warm outreach</li> <li>Build trusted relationships with customers and prospects</li> </ul> <p>Select plan</p>	<ul style="list-style-type: none"> <li>Find great candidates, faster</li> <li>Contact top talent directly</li> <li>Build relationships with prospective hires</li> </ul> <p>Select plan</p>
<p><b>Premium Career</b> £24.99 pm</p>	<p><b>Premium Business</b> £39.99 pm</p>	<p><b>Sales Navigator</b> £49.99 pm</p>	<p><b>Recruiter Lite</b> £79.99 pm</p>

# LinkedIn Premium – Career

## Premium Career features

Candidates with Premium Career get hired an average of 2X as fast.



### Direct messaging to recruiters

Reach out directly to any recruiter or job poster with 3 InMail credits



### Who's Viewed Your Profile

See who's viewed you in the last 90 days and how they found you



### Applicant Insights

See how you compare to other candidates



### Top Applicant Jobs

See jobs where you'd be a top applicant and may have an edge over other candidates



### Private Browsing

Browse anonymously while still seeing your profile views



### Online video courses **NEW**

Get the most in-demand business, tech and creative skills taught by industry experts with LinkedIn Learning



### Instant access to salary insights **NEW**

See salary details when browsing jobs without sharing your personal data



### Interview Preparation **NEW**

Prepare for commonly asked interview questions with sample answers from experts and hiring managers

# LinkedIn Premium – Business

## Premium Business features

Premium Business members get an average of 6X more profile views.



### 15 InMail™ messages

Contact anyone on LinkedIn, even if you're not connected



### Who's Viewed Your Profile

See who's viewed you in the last 90 days and how they found you



### Unlimited people browsing

View unlimited profiles from search results and suggested profiles – up to 3rd degree



### Business Insights **NEW**

Get deep insights into a company's growth and functional trends



### Online video courses **NEW**

Get the most in-demand business, tech and creative skills taught by industry experts with LinkedIn Learning



### Career Insights **NEW**

See how you compare to other job applicants and get instant access to salary details

# LinkedIn Premium – Sales Navigator

## Sales Navigator Professional features

Top social selling professionals are 3X more likely to exceed quota.



### 20 InMail™ messages

Start meaningful conversations with leads, even if you're not connected



### Standalone sales interface

Enjoy the power of LinkedIn, designed for sales professionals



### Advanced lead search

Zero in on decision makers with advanced search filters such as geography and seniority level



### Custom lead and account lists

Create, organize, and keep track of lead and account lists



### Lead recommendations and saved leads

Quickly discover the right people and save them to stay up to date



### Alerts and insights **UPDATED**

Take the right action at the right time with real-time updates on your leads and accounts, such as job changes and recent company growth



### All Premium features

Get all Premium has to offer such as who's viewed your profile and unlimited people browsing



### Online video courses

Get the most in-demand skills taught by industry experts with LinkedIn Learning to accelerate your sales career

# LinkedIn Premium – Recruiter Lite

## Recruiter Lite features

Join the thousands of businesses that are hiring with Recruiter Lite.



### 30 InMail™ messages

Contact anyone and save time with templates



### Advanced Search **UPDATED**

Zero-in on top talent with advanced search filters designed for recruiting



### Automatic candidate tracking

Track candidates and open roles with Projects



### Recruiting-specific design

The LinkedIn experience, enhanced for recruiting



### Who's Viewed Your Profile

See potential candidates who viewed you in the last 90 days



### Unlimited people browsing

View unlimited profiles from search results and suggested profiles – up to 3rd degree



### Integrated hiring

Manage your whole candidate pool in one place



### Smart Suggestions **NEW**

Use dynamic suggestions as you search to uncover additional talent

# LinkedIn Premium – Social Selling Index (SSI)

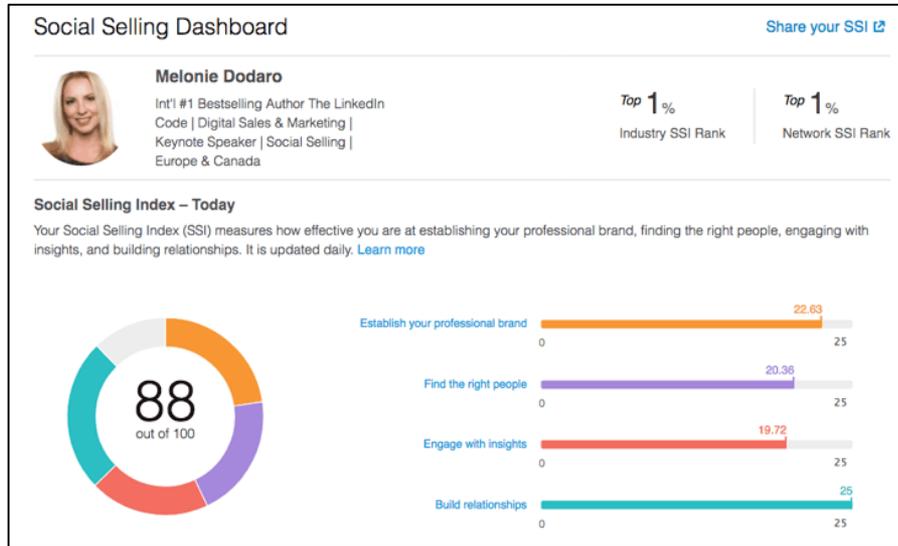
- Measures a company's or individual's adaptation of the four pillars of selling on LinkedIn, based on a scale of 0 to 100.”
  1. Professional Brand
  2. Finding the Right People
  3. Engaging with Insights
  4. Building Strong Relationships
  
- LinkedIn claim, the higher the score, the more successful that person or company is at reaching their sales goals

# LinkedIn Premium – Social Selling Index (SSI)

- Highly active LinkedIn users:
  - Gain 45% more sales opportunities
  - 51% are more likely to hit their quotas
  - 80% more productive.
  
- LinkedIn claim, the higher the score, the more successful that person or company is at reaching their sales goals

# LinkedIn Premium – Social Selling Index (SSI)

Log into your LinkedIn account and visit <https://www.linkedin.com/sales/ssi>



## LinkedIn Premium – Is it worth it?

- Ask yourself, will I or my company use the additional features to their potential?
- Does LinkedIn marketing fit into our sales and marketing plans?
- Is my target audience using LinkedIn regularly?
- What is my Social Selling Index Score?

## LinkedIn – Other Tools

- Advertise on LinkedIn with
  - Sponsored Content & Messaging
  - Text Ads
  - Lead Generation Ads
  - Dynamic Ads
  - Retargeting
- Target specific people via age, gender, role, industry, group, or company
- Advanced reporting and analysis tool



# LinkedIn – LinkedIn Analytics

- Provides metrics for your company page
- **Activity:** Shows an overview of reactions, shares, comments and mentions
- **Analytics:**
- Visitors – No. of page views, button clicks and visitor demographics
- Updates – Engagement metrics on posts, e.g. impressions, clicks, CTR, engagement rate and interactions
- Followers – Growth rate and list of followers & companies

## LinkedIn – Other Tools

- **Hootsuite** – Schedule and measure LinkedIn Posts in one platform. From £29 p/m
- **Crystal Knows** - analyses the personality of a social profile to then give insight of how to approach them in your email or message. From \$29 p/m
- **Attach** – Connect to InMail and discover the mails journey, e.g. when its opened, time spent looking at it. From \$27 p/m

# Thank you

# Questions