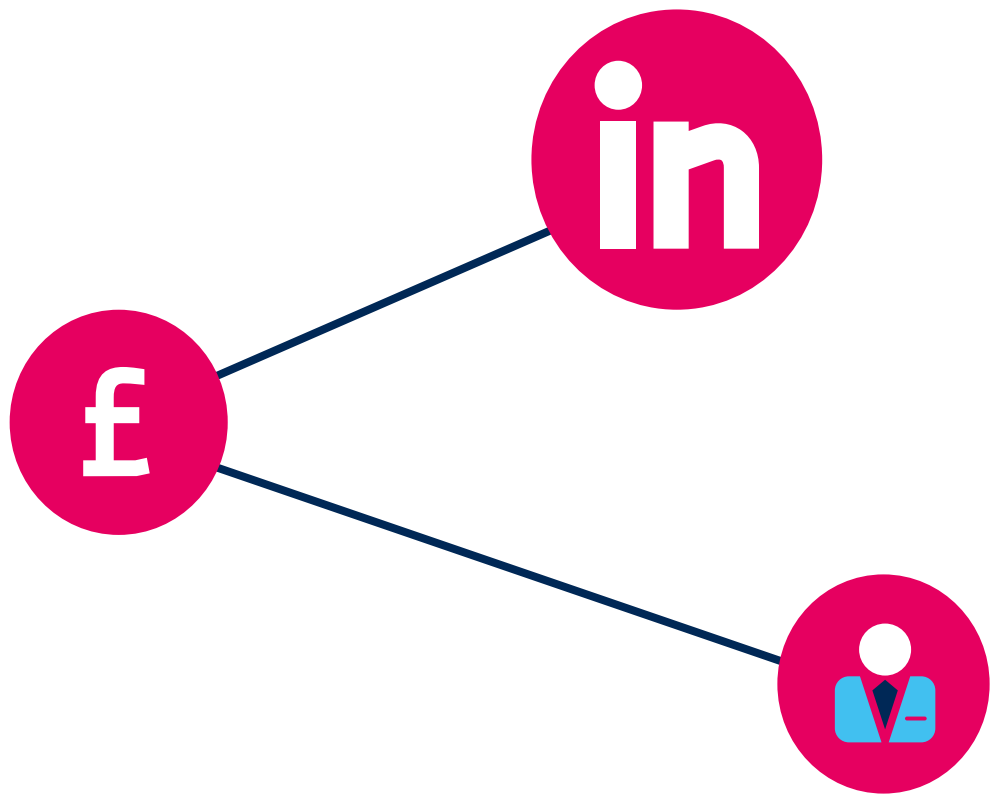


THE ULTIMATE WORKSHEET

**TO JUMP-START YOUR FIRST
LINKEDIN LEAD-GENERATION
CAMPAIGN**



LET'S GET YOUR LEAD-GENERATION CAMPAIGN OFF THE GROUND!

LinkedIn is a wonderful platform to connect to business colleagues, stay up-to-date with developments in your industry and find a new job. And that's how most people use it.

But a select few understand that it is much more powerful than all that. Used deliberately and systematically, LinkedIn transforms a company's fortunes, unleashing a flood of new leads and new clients.

The process is simple: Connect to the right people, then nurture your relationship with them, until you become a trusted partner and they are ready to buy.

But it only works efficiently and effectively if you have a clear picture of who your best prospects are, what you need to say to capture their attention, and how you are going to manage the process.

This worksheet is designed to help you set that groundwork, so that when you launch your LinkedIn lead-generation campaign it will have an immediate impact on your business, without wasting time on costly mistakes.

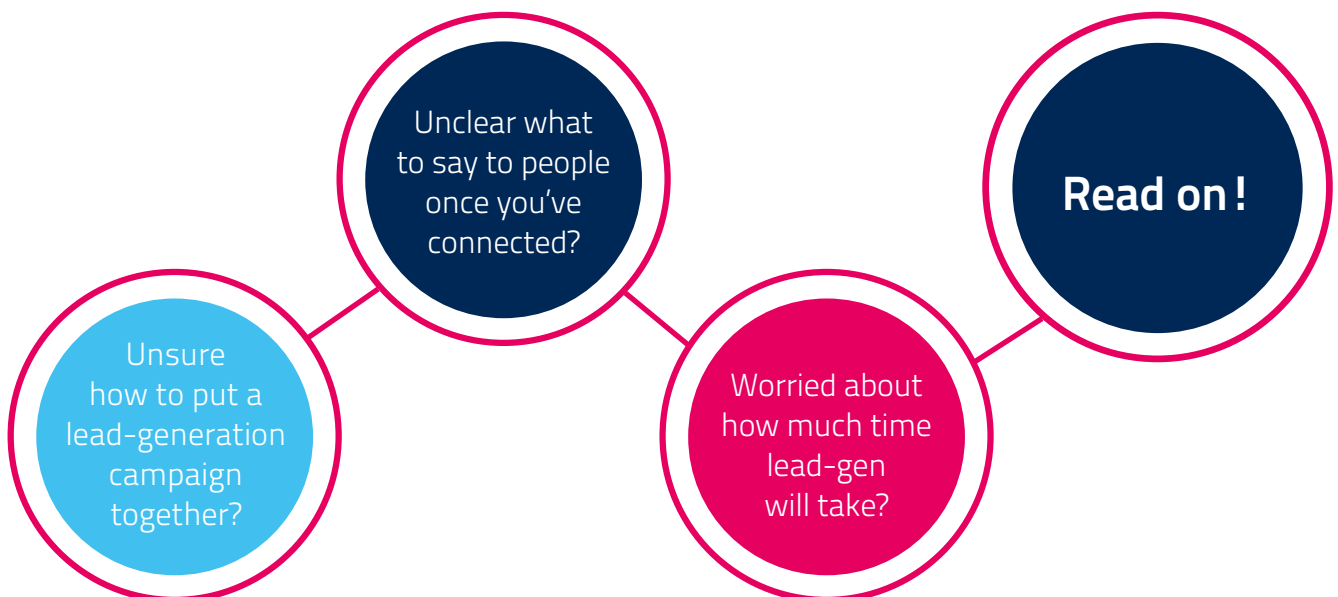
We hope you find it useful, informative – and ultimately, profitable!



Danny Bermant
Director
Brainstorm Digital



Miriam Shaviv
Director of Content
Brainstorm Digital





WHO SHOULD I TARGET?

The key to a successful LinkedIn lead-generation campaign is to target the right people – those who can either become your clients, or refer business to you.

Do not assume this is obvious! It can be difficult to pin down exactly who you should be focusing on, and you might be surprised to discover that your colleagues hold completely different views.

A good starting point is to analyse your current client base, to determine which relationships work for your company, and which don't.

WHICH CURRENT CLIENTS DO YOU WANT MORE OF?

List your top 10 clients. The best measure is those which are most profitable, but you might also wish to consider those who give you the most regular work, or the ones with most potential to spend more money with you.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Think carefully. What trends do you spot in terms of industry, size, structure, the problems they face, the type of work you do for them, your working relationship, how they became clients?

.....

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.....

WHICH CURRENT CLIENTS DO YOU WANT LESS OF?

Most businesses have clients that they are better off without. Identifying these helps you figure out what types of businesses to avoid during your lead-generation campaign.

List the 10 companies which bring you least profit, give you work only irregularly, have least potential for future opportunities, etc.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

Think carefully. What trends do you spot in terms of industry, size, structure, the problems they face, the type of work you do for them, your working relationship, how they became clients?

.....

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WHAT GAPS EXIST IN THE MARKET?

Can you identify any types of businesses you are not currently pursuing, which could become good clients for you?

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.....

WHAT DOES YOUR BUSINESS PLAN SAY?

Check your business or marketing plan, to see how your company defines its ideal clients:

NO-NO'S.

Are there any kinds of companies you specifically want to exclude from your lead-generation campaign – companies that might superficially answer some of your criteria, but are not good candidates to do business with?

LET'S GET SPECIFIC.

Taking into account the previous exercises, let's define which clients you should cultivate in your campaign:

Companies		
Industries	Location: Countries	Distance from your office
<input type="text"/>	<input type="text"/>	<input type="checkbox"/> 0-20km
Size:	Regions	<input type="checkbox"/> 20-50km
<input type="checkbox"/> 0-10 employees	<input type="text"/>	<input type="checkbox"/> 50-75km
<input type="checkbox"/> 11-50		<input type="checkbox"/> 75-100km
<input type="checkbox"/> 51-200	Specific cities	
<input type="checkbox"/> 201-500	<input type="text"/>	
<input type="checkbox"/> 501-1,000		
<input type="checkbox"/> 1,001-10,000		
<input type="checkbox"/> 10,000+		

Who, within the companies, will buy from you?

Their job titles:

What other key words might their profiles include?

Seniority:

Manager

Owner

VP

Chief Executive

Director

Senior

For more essential LinkedIn and lead-generation tips, check out www.brainstorm-digital.co.uk

STEP



WHO ARE MY DREAM CLIENTS?

Are there particular companies you would like to work with? Who is on your 'Magic 20' list of dream clients? You can target these directly.

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.
11.
12.
13.
14.
15.
16.
17.
18.
19.
20.

LAPSED CLIENTS.

How about companies you used to do good business with, but are no longer in contact? Or companies which at one time seemed like good prospects, but you never closed?

1.
2.
3.
4.
5.

6.
7.
8.
9.
10.

TIP: Make sure you are connected to:

- All your current colleagues (giving you access to their connections)
- All your current clients (as above... and so that you can continue nurturing your relationship with them, post-sale)

DID YOU KNOW?

LINKEDIN IS
277%
MORE EFFECTIVE FOR
LEAD-GENERATION THAN
FACEBOOK OR TWITTER¹



¹Hubspot: <http://ow.ly/zoxU9>

WHO CAN REFER ME BUSINESS?

Are there companies worth connecting to, which might be able to send business your way even if they will never become clients themselves?

Think of companies or individuals in a related but non-competing niche who might serve the same clients as you. For example, an accountant specialising in start-ups might look for business coaches or hi-tech hubs that specialise in start-ups as well.

WHO CAN REFER BUSINESS TO YOU?

Companies

Industries

Size:

- 0-10 employees
- 11-50
- 51-200
- 201-500
- 501-1,000
- 1,001-10,000
- 10,000+

Who, within the companies, will buy from you?

Their job titles:

Location: Countries

Regions

Specific cities

What other key words might their profiles include?

Distance from your office

- 0-20km
- 20-50km
- 50-75km
- 75-100km

Seniority:

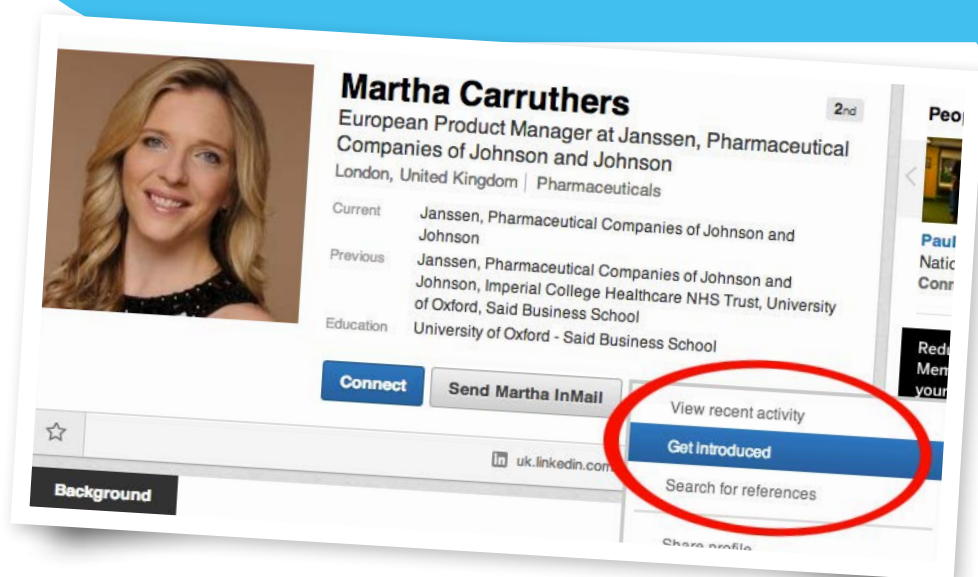
- Manager
- Owner
- VP
- Chief Executive
- Director
- Senior

TIP:

Leveraging your network to get referred to potential clients is one of the most powerful ways to use LinkedIn. There are two ways to do this.

The first is to ask a mutual acquaintance to introduce you to your prospect. Go to the prospect's profile, and click on "Get Introduced", on the drop-down menu next to "Send a Message". If you have more than one connection in common, you'll be given a choice. Pick one you know well.

Ask us about the second, even more effective way!



If, like most people, your LinkedIn account is free, you'll need to upgrade. A Premium account will give you more filters on the Advanced Search, let you see hundreds more search results, and allow you more Inmails to reach prospects.

BUT WHICH TYPE SHOULD YOU CHOOSE?

	Free	Business Plus	Executive	Pro
Cost²		£29.99 per month + VAT	£49.99 per month + VAT	£299 per month + VAT
See who's viewed your profile	Limited	✓	✓	✓
See full profiles of everyone in your network	Up to 2nd degree connections	✓	✓	✓
See full names of 3rd degree and group connections	✗	✗	✓	✓
Inmail messages available	✗	10 per month	25 per month	50 per month
Introductions available	5	25	35	50
Open Profile – let anyone on LinkedIn see your profile and message you for free	✗	✓	✓	✓
Premium search	✗	4 filters	8 filters	8 filters
Profiles per search (How many results do you see?)	100	500	700	1,000
Saved search alerts	3 weekly	7 weekly	10 daily	15 daily
Reference search	✗	✓	✓	✓
Which do I want?				

²Prices, features correct as of July 2014. See <http://premium.linkedin.com> for more information.

STEP



OPTIMISE MY LINKEDIN PROFILE

Make sure your LinkedIn profile is complete – and that it does a great job selling your business!

AT MINIMUM:

Is your profile photo professional, and do you look friendly and accessible?	
Does your professional headline explain the key benefit you give your clients?	
Are your contact details filled in, and correct?	
Does your professional summary make the case for why your target clients should accept your LinkedIn invitation?	
Do you have testimonials, and do they reflect the service or product you are trying to sell?	
Is your company page set up and active?	
Is your personal profile linked to your company page?	

CASE STUDY



When we optimise clients' LinkedIn profiles for a lead-gen campaign, the key is always to move away from a CV-type page promoting the individual to one that promotes the business.

This usually involves a complete rethink!

Take the professional headline – the line immediately below your name. Most people use it to record their job title and company. But this doesn't make you stand out – and it doesn't sell you either.

Rather, use this prime real-estate to explain the main benefit you offer your clients, and help potential clients identify themselves.

Who would you rather connect to?

Miriam Shaviv, Director of Content at Brainstorm Digital

Or

Miriam Shaviv, Creates social media content that wins you clients. Specialising in Pharma and healthcare.

Your job title appears a couple of lines lower down anyway.

How can you word your professional headline better?

STEP



JOIN THE RIGHT GROUPS

To help you connect to and engage with your leads, you need to belong to the same groups as them. Visit the profiles of your "magic 20" target clients. Which groups do they have in common?

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

You can join up to 50 groups – choose well!

DID YOU KNOW?

ACTIVE LINKEDIN
GROUP MEMBERS GET

4X

AS MANY PROFILE
VIEWS AS OTHERS



DANGER
ALERT

Try to avoid linking to external sites or to your own material on LinkedIn groups. If another member flags your post as SPAM, you can become subject to moderation on all LinkedIn groups for weeks at a time. Make sure that the dreaded SWAM (Site-Wide Auto Moderation) doesn't happen to you!

WHAT CONTENT WILL WORK?

Sharing content is a crucial part of any LinkedIn lead-generation campaign. By regularly sending your contacts useful information – perhaps a blog post, article, eBook, infographic, video or tool - you will build up trust and authority, and also stay in touch with them until they are ready to buy.

FIRST, IDENTIFY WHAT CONTENT INTEREST THE CLIENTS YOU ARE TRYING TO ATTRACT.

To do so, you need to develop a very deep understanding of your clients' problems and habits – preferably building up a proper profile of them. Here are five key questions to get you started.

What are the top 10 problems driving your clients to you?

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2.
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8.
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10.

What questions do your clients regularly ask you?

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What aspects of your service get them most excited?

What key topics do they need to keep up-to-date with?

Which publications or commentators in their niche are considered 'must-read'?

STEP



GATHER CONTENT

Most of the content you share in your status updates and your company page does not have to be written by you. To ensure a steady stream of relevant third-party content, sign up for one or more news services:

<input type="checkbox"/> Google Alerts	Key terms you're going to follow:	<input type="text"/>
<input type="checkbox"/> Twitter	Key people to follow:	<input type="text"/>
<input type="checkbox"/> Klout	<input type="checkbox"/> Reddit	<input type="checkbox"/> Squidoo
<input type="checkbox"/> Feedly	<input type="checkbox"/> StumbleUpon	<input type="checkbox"/> Buzzsumo.com
<input type="checkbox"/> Scoop.it	<input type="checkbox"/> Digg	

DID YOU KNOW?

NURTURED LEADS MAKE

47%

LARGER PURCHASES THAN
NON-NURTURED LEADS³



³The Annuitas Group

WHAT CONTENT ARE YOU GOING TO CREATE YOURSELF?

If you really want to build up a relationship with potential clients, posting other people's content is not enough; you need to regularly produce original material as well.

Here are some factors to consider:

What kind of content will work for us?

<input type="checkbox"/> Blog posts	<input type="checkbox"/> White papers	<input type="checkbox"/> Surveys
<input type="checkbox"/> Video blogs	<input type="checkbox"/> Infographics	<input type="checkbox"/> Case studies
<input type="checkbox"/> Video interviews	<input type="checkbox"/> Webinars	<input type="checkbox"/> Cheat sheets
<input type="checkbox"/> eBooks	<input type="checkbox"/> Podcasts	<input type="checkbox"/> Free tools

Who will be responsible for content production?

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How long does our team have for content production each month?

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What's our budget?

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Do we know how to use key words in content?

.....

.....

What calls-to-action will our content include?

How are we going to make use of our content, beyond LinkedIn?

FINALLY, DEVELOP A LONG-TERM PLAN:

	Content type (Blog post, eBook, infographic, video, etc.)	Topic
Month 1		
Month 2		
Month 3		
Month 4		
Month 5		
Month 6		
Month 7		
Month 8		
Month 9		
Month 10		
Month 11		
Month 12		

HOW MANY NEW CONNECTIONS DO I NEED EACH MONTH?

LinkedIn lead-generation is, to an extent, a numbers game. If you are consistently converting (say) 5 per cent of your contacts into business, adding 30 connections each month is unlikely to transform your company. But if you add 150 connections? Or 250? Now we're talking.

How fast should you build your network? Working this out in advance will make a great deal of difference both to how you resource your campaign, and to your results.

Let's work out how many LinkedIn invitations you need to issue each month, for your campaign to be effective.

- Number of new clients you need next year to make a difference to your business:
- Number of prospects you need in your sales funnel to generate this number of new clients (base this, for now, on previous conversion rates)
- Times this by three (on the rough assumption that around a third of your invites will be accepted)
- Divide by 12 = **Number of LinkedIn invitations you need to send each month**

TIP: Rerun this calculation every few months, as you get better data from your campaign.

HOW LONG DOES IT TAKE TO GET RESULTS?

One of the questions our clients ask us most often is, how long does it take from the start of the lead-generation campaign until they get solid leads and new clients?

The answer is that every campaign is different, depending on the tactics you employ and the industry you're in. Some can see results within weeks. For example, one client, Pharmexx, which delivers commercial and medical staffing solutions for healthcare companies, generated 15 face-to-face meetings in the first three months alone.

Others nurture their new connections for longer before they try to take the relationship 'offline'. We generally recommend at least five points of contact between you and your connection on LinkedIn beforehand, so that the relationship is really strong. This usually takes five to six months.

CONGRATULATIONS!

You've now done all the work necessary to launch a successful LinkedIn lead-generation campaign. You're armed with a clear picture of who you're targeting, an effective profile, and a plan to produce powerful content.

For more crucial tips on how to use LinkedIn effectively, please check out our popular guide, **The 7 Biggest Mistakes Businesses Make on LinkedIn (and How to Avoid Them!)**. It can be downloaded for FREE from our website, by **clicking here**.



DISCOVER HOW TO:

- Secure the most useful connections (and how to filter connection requests from strangers effectively)
- Use LinkedIn to promote your company's brand
- Attract the attention of potential clients
- Avoid getting banned from LinkedIn groups (surprisingly common)

And if you want support running your LinkedIn lead-generation campaign, please by all means get in touch. We know that it can be time-consuming and confusing, especially first time round, and would be delighted to help.

Wishing you every success meeting your lead-generation goals,



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