



LINKEDIN TRENDS FOR SMALL BUSINESS

WITH JAKE LIDDELL

www.signalbizhub.org



<https://fusionconsult.co.uk>

Head of Digital

- Specialising in 2 things:
 - Lead generation on LinkedIn
 - Marketing Automation

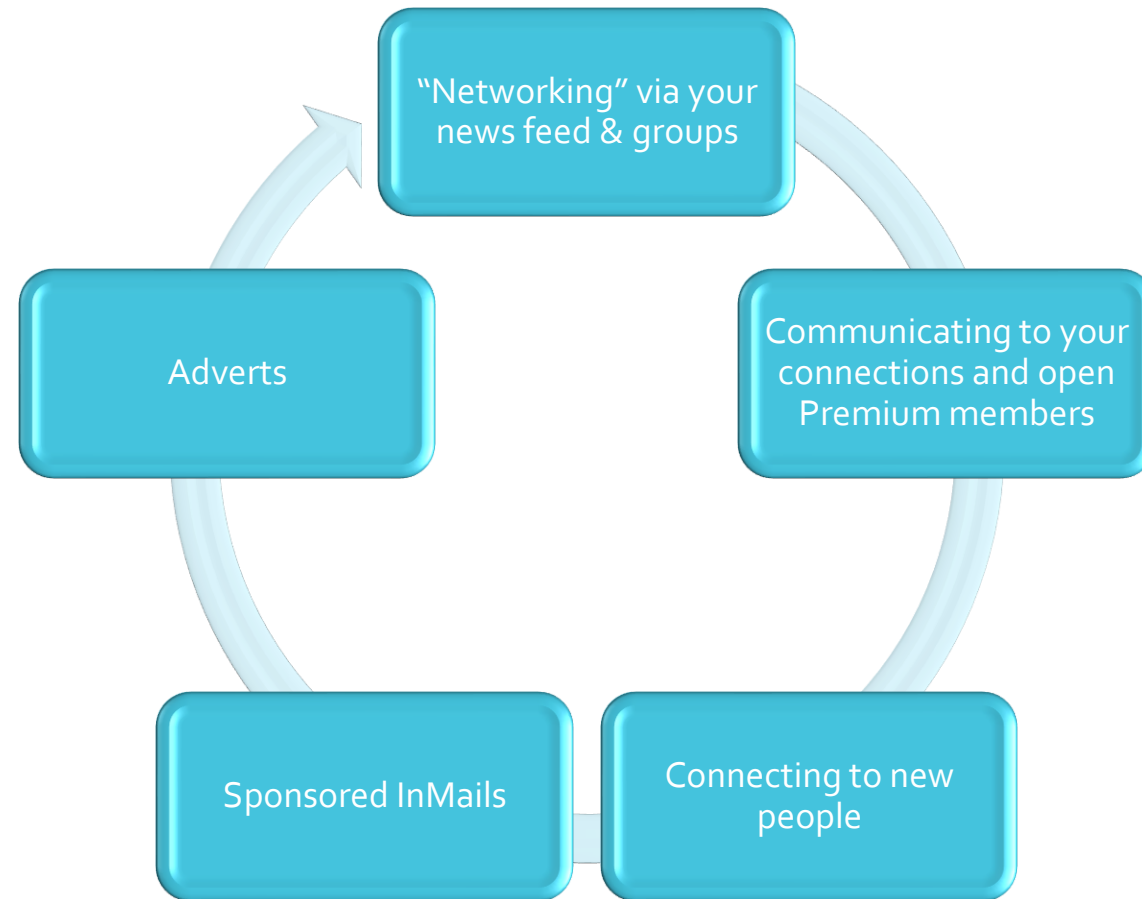
- Our team makes >50,000 connections per month on LinkedIn!

jake@fusiondigital.co.uk

07786 808800



5 Approaches to Lead Generation on LinkedIn



The Basics

Your public profile is your first impression. What does it say about you?

- Decent profile picture – no holiday snaps, no husband, wife, kids, dog!
- Keyword-Centric
- Punchy and interesting headline
- Make sure you get All-Star status:
 - According to LinkedIn:

Users with complete profiles are 40 times more likely to receive opportunities through LinkedIn.

The Basics

Settings:

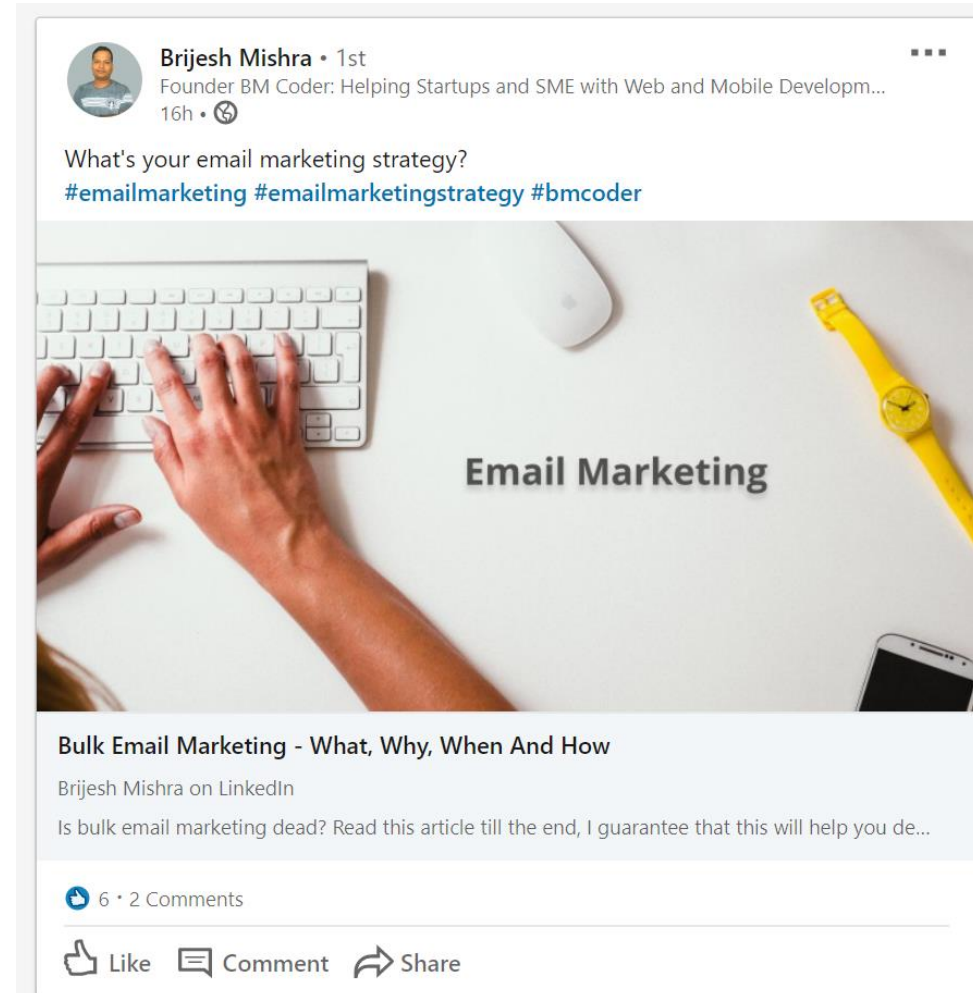
- Have a long, strong password.
- Switch off the Similar Profiles feature.
- Switch off sharing of connections.
- Disconnect old devices.
- Do an audit of what you're sharing.

Posting content:

Types:

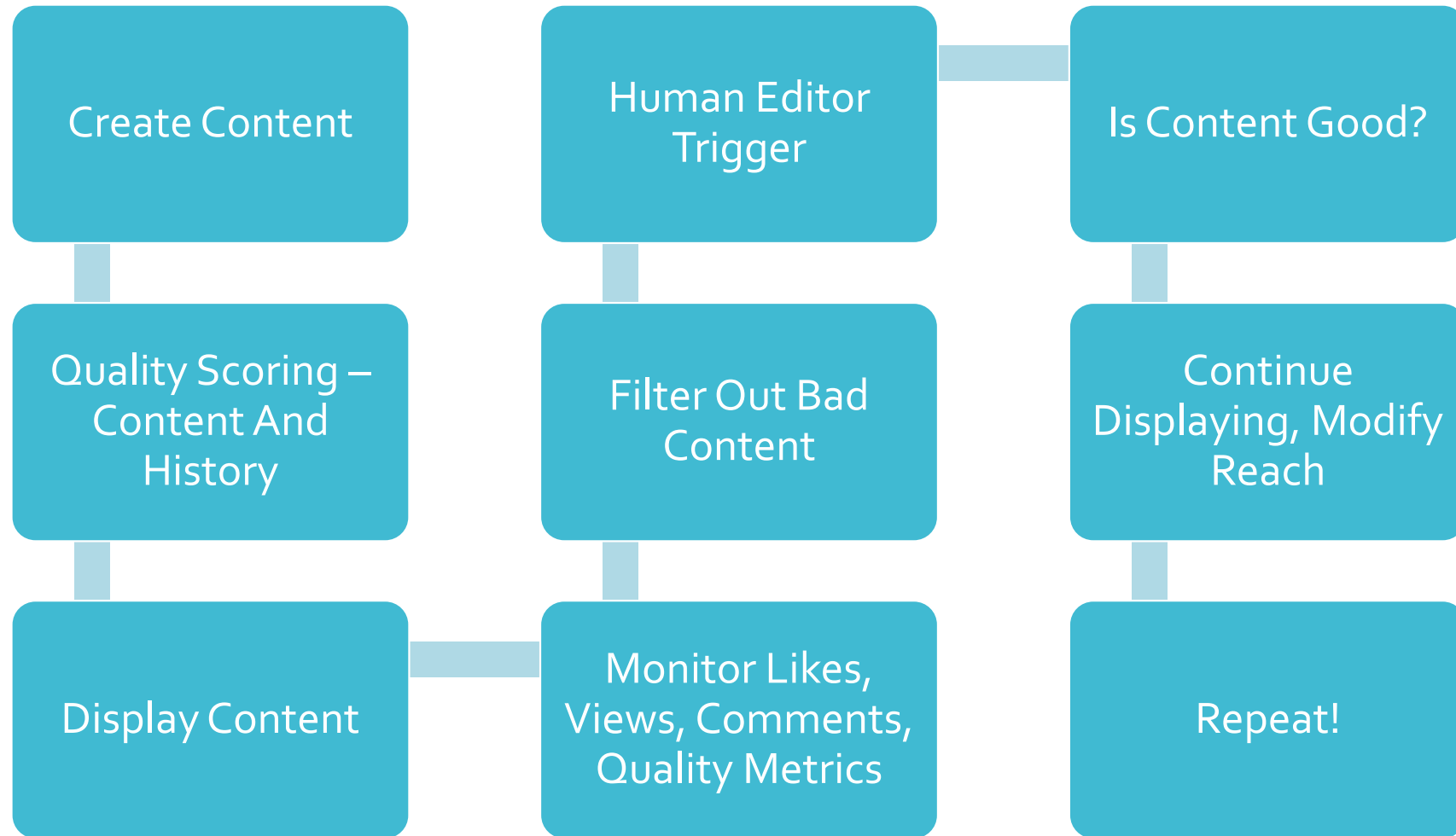
- Text
- Images
- Articles
- Video
- Shared Post
- PDF

Avoid external links!

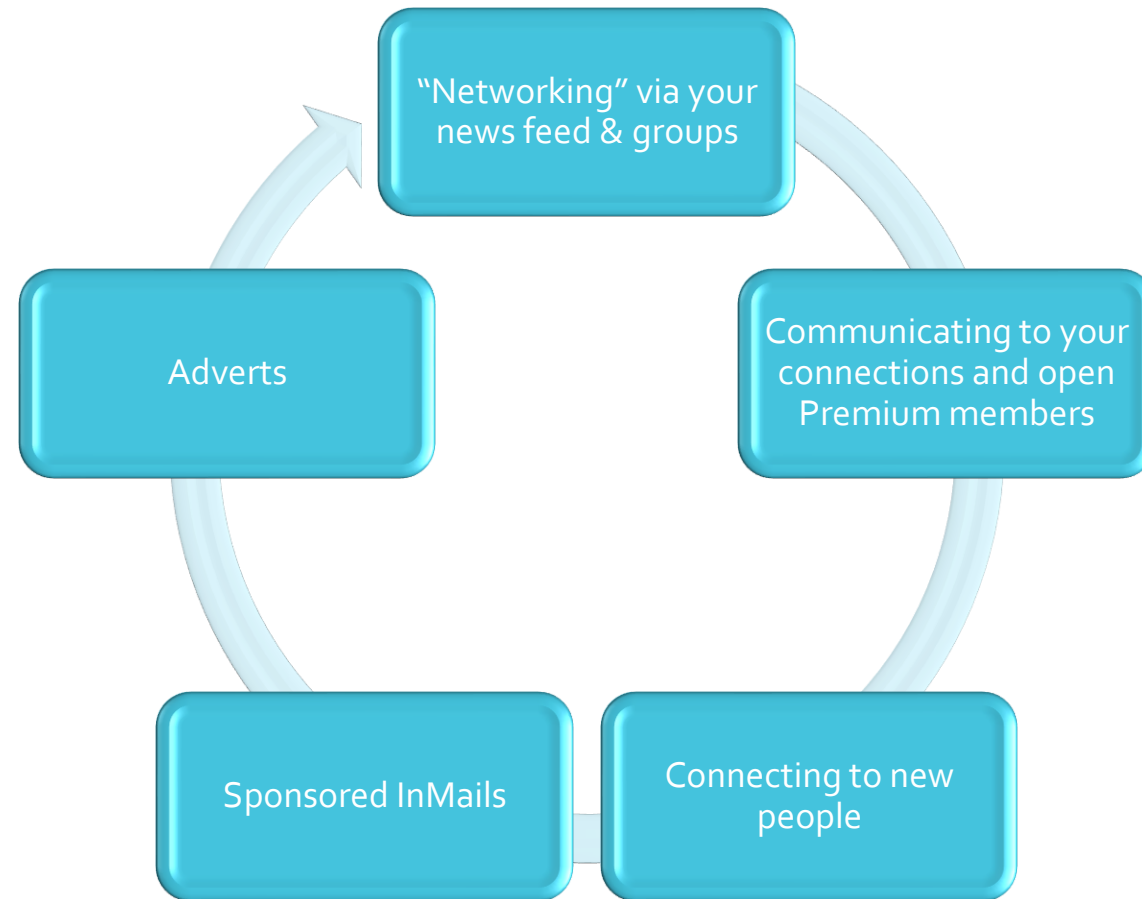


The image shows a screenshot of a LinkedIn post. At the top, the user's profile is visible: Brijesh Mishra, 1st, Founder BM Coder: Helping Startups and SME with Web and Mobile Developm..., 16h • [lock icon]. The post text asks, "What's your email marketing strategy?" and includes the hashtags #emailmarketing, #emailmarketingstrategy, and #bmcoder. Below the text is a photograph of a person's hands typing on a white keyboard on a desk. To the right of the keyboard is a white mouse and a yellow watch. The text "Email Marketing" is overlaid on the right side of the photo. Below the photo, the post title is "Bulk Email Marketing - What, Why, When And How" and it is attributed to "Brijesh Mishra on LinkedIn". The text of the post reads, "Is bulk email marketing dead? Read this article till the end, I guarantee that this will help you de...". At the bottom, it shows "6 • 2 Comments" and interaction buttons for "Like", "Comment", and "Share".

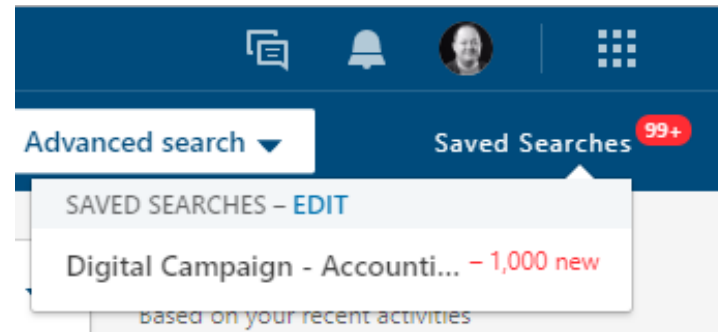
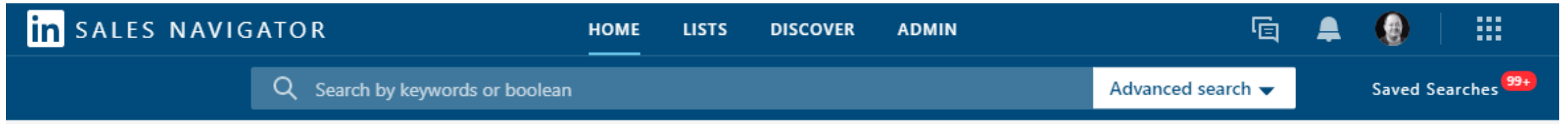
How does my content get shared?



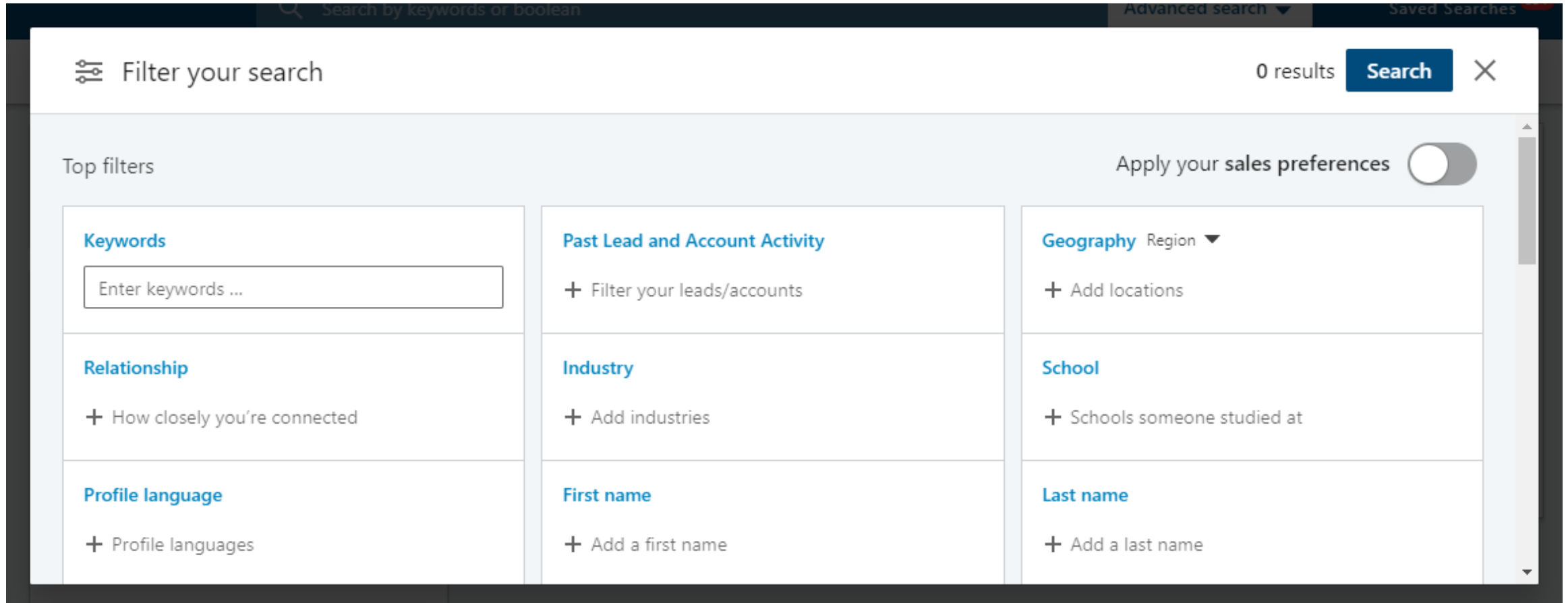
5 Approaches to Lead Generation on LinkedIn



How do you find people?



How do you find people?



The image shows a screenshot of a search filter panel from a professional networking site. At the top, there is a search bar with the text "Search by keywords or boolean" and a magnifying glass icon. To the right of the search bar are the options "Advanced search" and "Saved Searches". Below the search bar, the panel is titled "Filter your search" and shows "0 results" and a "Search" button. The panel is divided into several filter categories, each with a plus sign icon and a description of the filter. The categories are: "Keywords" (with a text input field), "Relationship" (with the description "How closely you're connected"), "Profile language" (with "Profile languages"), "Past Lead and Account Activity" (with "Filter your leads/accounts"), "Industry" (with "Add industries"), "First name" (with "Add a first name"), "Geography" (with "Region" and "Add locations"), "School" (with "Schools someone studied at"), and "Last name" (with "Add a last name"). There is also a toggle switch for "Apply your sales preferences" on the right side of the panel.

Search by keywords or boolean

Advanced search

Saved Searches

Filter your search

0 results Search X

Top filters

Apply your sales preferences

Keywords

Enter keywords ...

Relationship

+ How closely you're connected

Profile language

+ Profile languages

Past Lead and Account Activity

+ Filter your leads/accounts

Industry

+ Add industries

First name

+ Add a first name

Geography Region ▼

+ Add locations

School


+ Schools someone studied at


Last name


+ Add a last name

Your network and open connections

Premium Member
This is a LinkedIn Premium member


arlow FCCA 2nd 



 This is the very beginning of your conversation with Alastair

New InMail Free to Open Profile 

Subject (required)

Type your message here...

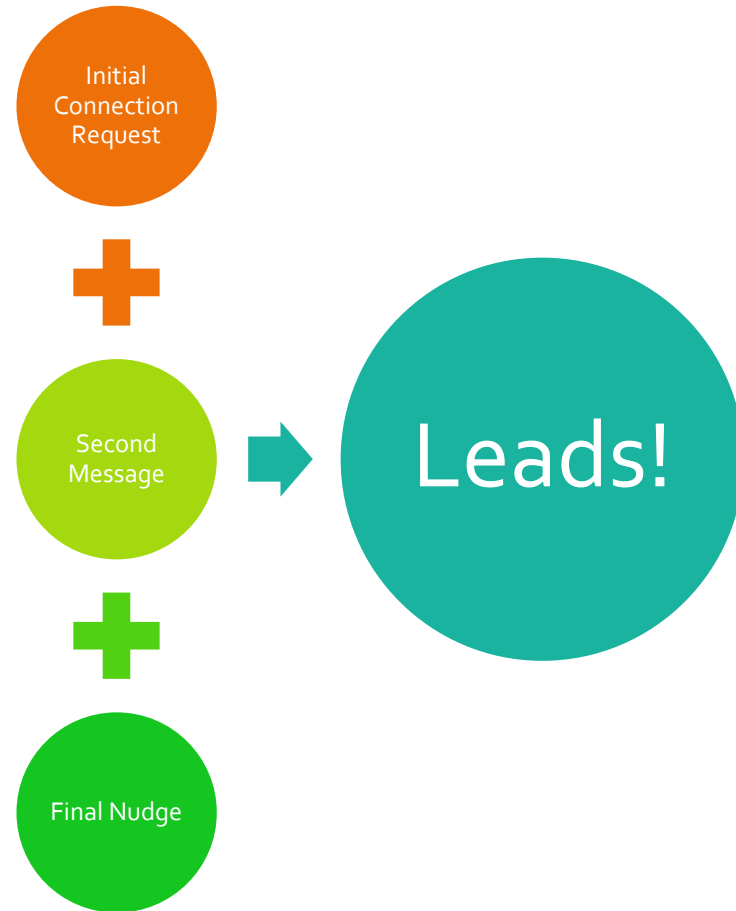
Jake Liddell
01344 550 460 

  26 Send

Outbound Connecting

- Highly effective for generating conversations... But there are some things to be careful of.
- LinkedIn don't like it... at least publicly.
- Hard limits for connecting
 - after 100 connection requests in a day you will have to enter a captcha.
 - after 3000 in a month, you will be stopped until next month
 - LinkedIn will sometimes force you to enter an email address to connect.

The Process



Outcomes

They ignore You

They connect and say nothing

They connect but tell you "no"

They engage!

Shall we connect?

Jake.



Anton Ruddenklau • 9:28 AM

Thanks Jake. I will accept your invite but don't need lead generation services as we are drinking from the fire hose on that front. Antony

Write a message...



Crafting an Invite Message

- Care must be taken. A potential lead can be lost with a poorly crafted initial message.
- Worse still, this carries a risk of getting your account blocked, if too many people are not pleased to receive the message.
- 300 character limit
- Friendly and personal is key

An Example

Hi Sally,

I came across your profile and saw that you are based in Shoreditch – just round the corner from us.

We have done business with companies similar to XYZ Design Media. Would love to show you some examples?

Look forward to connecting.
Jake.

Lettercount.com

Write or paste your text into this online character counter:

Hi Sally,

I came across your profile and saw that you are based in Shoreditch - just round the corner from us.

We have done business with companies similar to XYZ Design Media. Would love to show you some examples?

Look forward to connecting.
Jake.

Count characters

Reset

253

2 approaches

- The “open” and “intriguing” approach
- The “direct” approach

Open

Hi Sally,

I'm the founder and CEO of 3 businesses, two of which have achieved multiple 7-figure exits.

Interested in building relationships with similar business leaders.

Shall we connect?

Best regards,
Jake.

Direct

Hi Sally,

I specialise in LinkedIn lead generation for companies such as XYZ Design Media.

I see you are the sales director - would you be the right person to talk to regarding this?

Regards
Jake

The second message

Once someone accepts your connection, you can have a conversation.

Subsequent messages have a 7,000 character limit.

But still, get to the point. You are looking to engage and get off LinkedIn as soon as possible

The second message

Hi Sally,

Thanks for connecting.


As mentioned, I'd like to present some of our case studies from companies that we have worked with who are just like XYZ Design Media.

Do you have time for a chat? Or I could send over our white paper? It breaks down how we were able to increase overall profitability of ABC's marketing efforts by 248%.

Thanks,
Jake

Once they connect

Once you've got a connection, you can view their contact details:








Richard Woods · 1st

Implement these tactics & generate
From BBCs Apprentice Finalist, Entre
Author

Windlesham, Surrey, United Kingdom · 🌐

[Contact info](#)

Richard Woods

-  **Richard's Profile**
[linkedin.com/in/dickwoods](https://www.linkedin.com/in/dickwoods)
-  **Websites**
 - (Company Website)
 - (Company Website)
-  **Phone**
----- (Work)
-  **Email**
-  **Twitter**

Just because it feels good...

To misquote Skunk Anansie... it doesn't make it right!

Remember;

- Your prospect probably signed up to LinkedIn way before their current position
- They probably used a personal email address, not their preferred work email address
- They are probably blissfully unaware that they are sharing this information, as they probably set all this up years ago
- They will often take offence at you using it...

But the potential is there. Stick them on your mailing list and spam them until kingdom come. But I told you not to! Alright?

Other things to consider

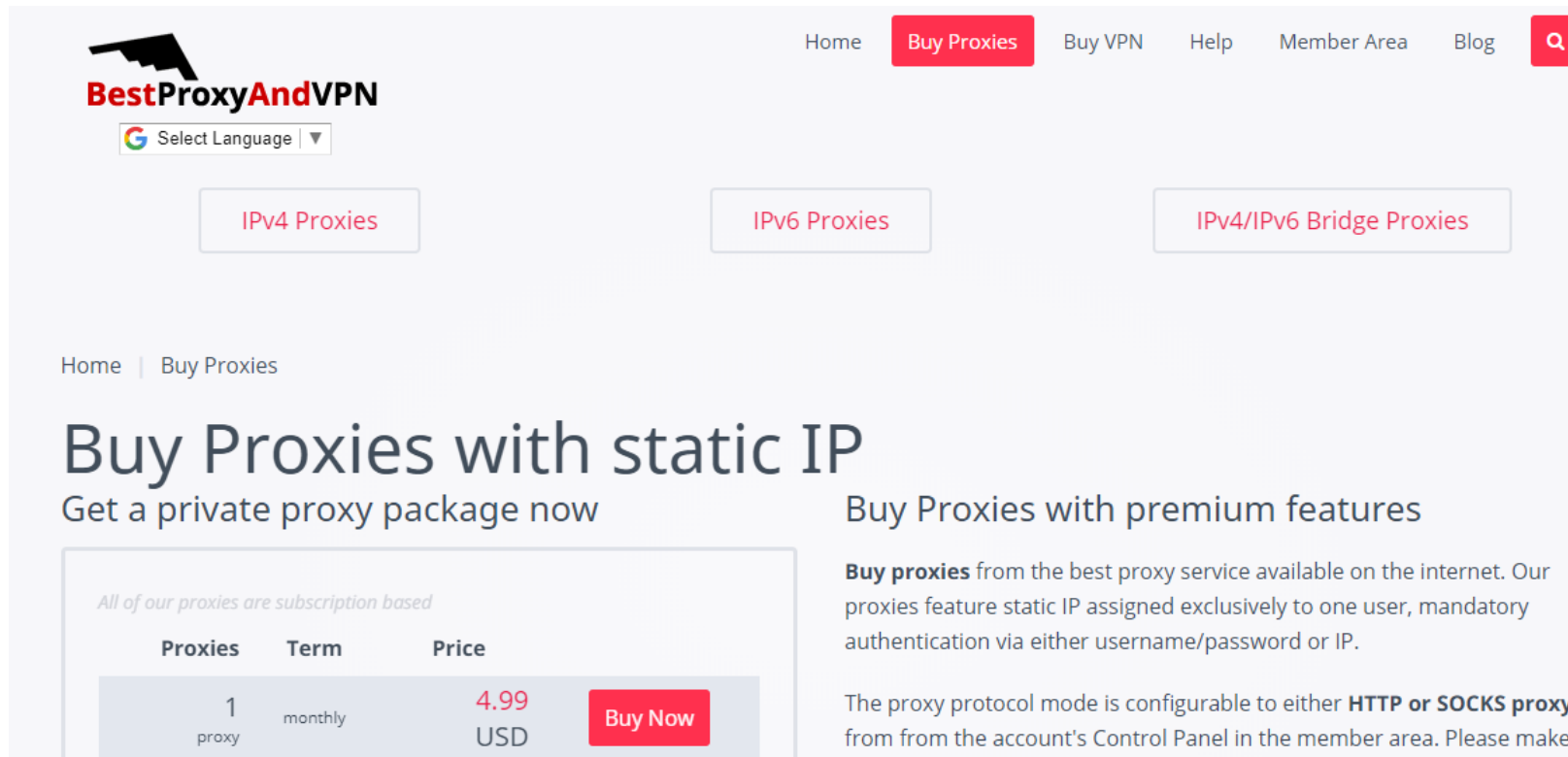
- Can you cope with the leads?
 - What is your process for actually following up with these people? If you don't have one, you'll be wasting good time and money.
- Do you have the time to do this?
 - Be in no doubt, even 30-50 connections a day will take you an hour or two of your time.

Don't get yourself banned

- It is against the LinkedIn T&Cs to allow someone else to log into your account.
- It is against the LinkedIn T&Cs to use software to automate connections.

Set up a proxy

- A proxy allows someone in Manchester, or Sydney, to appear to be in London.



The screenshot shows the website for BestProxyAndVPN. The navigation bar includes links for Home, Buy Proxies (highlighted in red), Buy VPN, Help, Member Area, and Blog. A search icon is also present. Below the navigation, there are three buttons: IPv4 Proxies, IPv6 Proxies, and IPv4/IPv6 Bridge Proxies. A language selection dropdown is visible. The main content area features a breadcrumb trail (Home | Buy Proxies) and a large heading "Buy Proxies with static IP" with the subtext "Get a private proxy package now". Below this is a table with columns for Proxies, Term, and Price. The table shows a package for 1 proxy monthly for 4.99 USD, with a "Buy Now" button. To the right of the table, there is a section titled "Buy Proxies with premium features" which describes the service as the best available on the internet, featuring static IP, mandatory authentication, and configurability for HTTP or SOCKS proxy protocols.

Home | Buy Proxies

Buy Proxies with static IP

Get a private proxy package now

All of our proxies are subscription based

Proxies	Term	Price	
1 proxy	monthly	4.99 USD	Buy Now

Buy Proxies with premium features

Buy proxies from the best proxy service available on the internet. Our proxies feature static IP assigned exclusively to one user, mandatory authentication via either username/password or IP.

The proxy protocol mode is configurable to either **HTTP or SOCKS proxy** from from the account's Control Panel in the member area. Please make

Then use the proxy

- You need to use it every time you connect

sessionbox Products Help Center Security Pricing Account

Different browser profiles in a single window

Don't bother with multiple browser instances, our new desktop app will separate session tabs just like different browsers do.

Workstation guarantees your privacy by managing browser fingerprints across your sessions. You can

GhostBrowser Case Studies Pricing Demos

Ghost - The Web Browser that Makes You More Productive

Dedicated Work Spaces Help You Focus and #GSD.

Boost your productivity

The best way to organize your workspace

DOWNLOAD FOR FREE

WhatsApp Messenger Hangouts Skype Gmail Calendar Android Messages

Add a new app Add Custom App

Then use the proxy

- You need to use it every time you connect

This website uses cookies to improve service and provide tailored ads. By using this site, you agree to this use. See our [Cookie Policy](#)

[Add a phone number in case you have trouble signing in](#) [Change phone number](#)

- Login and security**
- Site preferences
- Subscriptions and payments
- Partners and services
- Account management

Change password

Choose a unique password to protect your account

[Change](#)

Last changed: July 29, 2019

Where you're signed in

See your active sessions, and sign out if you'd like

[Close](#)

3 active sessions

You're currently signed in to 3 sessions.

Here's a list of all the places you're signed into LinkedIn right now. You can see details about each session, sign out of individual sessions, or sign out of everywhere at once. You can also sign out of apps you've authorized with LinkedIn from the [Permitted services](#) setting.

Current session	Details
	Aldershot, Hampshire, United Kingdom (Approximate location)
	User Agent and OS unknown

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- Just like any other message, only paid for

LinkedIn Marketing Solutions


Advertising LinkedIn Pages Resources Customer Stories [Create ad](#)

[Create ad](#)

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Send personalized messages to the people who matter most to your business.


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Features


Sponsored InMail

Messaging 

Search messages 


-  **Matt Collison** Jul 29
You: Looks nice! We're also an agency, but we specialise in...
-  **Barrie Dowsett** Jul 29
Sponsored • IT businesses underclaiming R&D tax...
-  **Thomas Power** Jul 28
Thomas: Jake Our second Mastermind Group...
-  **Nadeem Akhtar** Jul 28
You: Hi Nadeem Quick introduction. I'm head of...

Barrie Dowsett 
CEO of Myriad, helping UK & Irish businesses claim their full entitlement to R...

 Sponsored Jan 25


IT businesses underclaiming R&D tax credits

[Email me](#)

 **Barrie Dowsett**
Hi Jake,


I hope you don't mind the direct contact on LinkedIn. The reason for reaching out is to make sure that you're claiming your full entitlement to R&D Tax Credits and not leaving money on the table.


As the leading R&D tax credits software specialists, we already help over 500 UK software developers claim their full





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Sponsored InMail


Messaging 


Search messages 


 Scott Sharp Aug 19
Scott: That's fine. 07854
174588

 Desiree Freitag Le... Aug 19
You: Hi Desiree, I'm am in the
process of writing a book...

 Jane Fleming Aug 19
LinkedIn Offer • Get your
copy of the latest...


 Giovanni Ruggieri Aug 18
Giovanni: Yes sure, bio sounds

Jane Fleming 

 LinkedIn Offer Aug 19

Get your copy of the latest **Sophisticated Marketer Quarterly**


[Read now](#)

 Jane Fleming
Hi Jake,

Our latest issue of The Sophisticated Marketer Quarterly is tackling the challenge of sales and marketing alignment head-on. We've packed in special reports, in-depth features and new research on what makes buyers buy, how to build sales and marketing chemistry, and how to align on the right target audiences.

You can read our latest issue [online](#) now and you can also subscribe to our free print edition [here](#). Issue 5 is packed with:

Campaign Manager

 **CAMPAIGN MANAGER**


Accounts
1 total account

Campaigns
Choose an account

Ads
Choose an account

[Create account](#) [Performance Chart](#) [Demographics](#)

Filters (1) ▼ Time range: 8/7/2019 - 9/5/2019 ▼

Account Name	Company Name	Status	Created Date	Spent	Total Budget	Campaigns
<input type="text" value="Search by account name or ID"/>	<input type="text" value="Search by company name"/>					
<input type="checkbox"/> 1 account	1 company	-	-	-	-	-
<input type="checkbox"/> Individual Account	 Jake Liddell	Active	10/21/2010	\$0.00	-	1

1

Your Turn! What approaches will you take?

