

LinkedIn Lead Generation



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OVERVIEW OF **LINKEDIN LEAD GENERATION**

As a marketer, you're undoubtedly aware of some of the major social media sites you can use for lead generation. I'm willing to bet you've already heard about the importance of Instagram, Facebook, and Twitter — and if you use all three as part of your lead generation strategy, you might think you're all set.

However, if you're not using LinkedIn you could be missing out on a major opportunity to grow both brand recognition and revenue, especially if you're a B2B business. In fact, studies have shown that LinkedIn is the top paid and organic social channel for B2B businesses, and 82% of B2B marketers report finding the greatest success on the platform.

These statistics make sense, especially if we consider platform-specific demographics. The average Instagram user scrolls through their feed, like photos of their friends, watches their favorite celebrity's story, and occasionally uses the platform to find and purchase products.

Alternatively, the average LinkedIn user is on the site specifically for professionally-gearred content. They're already seeking out information to help grow their businesses, so you should meet them where they are.

Of course, it's easier said than done. Without a clear strategy in mind, the task of lead generation on LinkedIn can feel challenging.

LINKEDIN LEAD GENERATION STRATEGY

Lead generation refers to all of the activities and strategies you use to attract potential customers. Generating leads is important because, with nurturing, potential customers can become paying customers that use your products and drive revenue.

LinkedIn's typical audience comprises professional decision-makers with purchasing power, helping you speak directly to the potential customers that can become paying customers. Below, we'll discuss how you can use LinkedIn for lead generation.

1. Make sure your executives have a strong LinkedIn presence.

When you're first getting started on LinkedIn, it can be tricky to know how to dedicate your initial efforts. Should you create a compelling LinkedIn Page and immediately begin posting content to your business's feed? Or should you start by posting all your job openings to attract new talent?

Consider the leaders at your company and their current LinkedIn presence. Could they contribute more thoughtfully to LinkedIn groups within your industry or post more often to their feeds? More likely than not, your executives could be doing more to grow their LinkedIn following.

2. Create a powerful LinkedIn Page for your business.

Once you've ensured your own executives have a strong LinkedIn presence, it's time to cultivate an impressive page.

You'll want to ensure your page is active, with thought-provoking content and contributions to conversations already happening on LinkedIn.

A good LinkedIn Page will include information about what the company does, but beyond that, some of the thought leadership that's happening. There will be video content as well as the written word, commentary from executives, but also in many cases, information that's curated from other sources. It doesn't just need to be from the marketing group or from an internal source.

3. Post relevant content and updates.

To ensure your LinkedIn page and profile are strong, consider posting various content types, including video. Featuring this industry-relevant content can help you position yourself as a knowledgeable source and establish relevance and credibility with potential customers.

When you're recognized as an insightful, valuable source, you'll begin to develop connections with like-minded professionals that fit your ideal customer profile. If you post often, you'll become a regular on their feed, and familiarity makes it easier to initiate further conversations.

If you assume that the connections you have on LinkedIn are professionals within your industry, they can expose you to new audiences with the content you post. When your connections click 'Like' on a post you've made, it may show up on the feed of a new lead. This lead will see that your shared connection has liked your post, vouching for your credibility and authority, and possibly prompting them to send a request to connect.

LINKEDIN LEAD GENERATION STRATEGY cont.

4. Join LinkedIn groups your clients and customers are in.

LinkedIn, at its core, is a social platform like any other. Just as you can on Facebook, users can create groups centered around industry-relevant interests, and you should join these groups and have conversations with other professionals.

You can post content and updates to encourage discussions about relevant topics or simply talk about the services you offer. If you've joined groups wisely, your potential customers can see what you say and begin to recognize you as a source of valuable information.

You can also use groups to learn more about your audience. If members are active, learn from what they say and discover common industry pain points and how leads want these issues addressed. Use this information to your advantage, and create hyper-targeted value propositions when you reach out that speak directly to your customer's needs.

5. Ensure you have strong sales and marketing alignment.

You're likely all too familiar with the recent shift in consumer buying behavior. Nowadays, customers are researching online ahead of time and typically use marketing content to inform their purchasing decisions before even reaching out to a sales rep.

Consumers are becoming more savvy about learning about products and services that they need and progressing deep into the sales process before they reach out, raise their hand, and say that they need help.

It's critical that you align your sales and marketing teams since they play equally valuable parts in finding prospects and closing deals, and they overlap more heavily now than ever before.

6. Leverage connections with current customers and clients.

LinkedIn's main draw is networking, and you should use this feature to your advantage for lead generation.

Connect with current customers and clients on LinkedIn and learn from who their industry connections are, as they may be relevant to you as well. If you have relationships with existing clients you connect with, ask for referrals, references, or simply learn how to get in contact with a connection they have that matches your customer profile.

As LinkedIn is a professional network, such requests are less pushy, spammy, and salesesque than cold calling someone after finding their number online. Leads can receive your request to connect, browse your profile, and see your shared connection as a guarantee of trust.

In addition, when you connect with new leads, you're using warm outreach. This means that you already know a bit about them and can immediately make propositions that relate to their interests, providing value to them right from the start.

CONCLUSION

One of the biggest mistakes B2B companies can make is to measure their leads based on quantity, rather than quality. The bottom line is that one hundred unqualified leads are far less valuable than 10 qualified ones, and any member of your sales team will surely tell you the same. At LinkedIn, they strive to provide marketers with tools to get a deeper look at the quality of their leads, rather than strictly volume.

Because of its professional user base and the rich, accurate data that it yields, LinkedIn tends to deliver higher-quality leads than most other channels. Recent data finds that LinkedIn is 277% more effective for lead generation than Facebook and Twitter.

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