

7 Essential Strategies to Generate Leads on LinkedIn

Webinar reminders!

Get noticed. Build your personal and professional brand—your identity.

- What people think of when they think of Y-O-U!
- Branding & Positioning 101. Ask yourself these three questions:
- Who is your target market or customer?
- What is it that you provide? Beyond your product or service—what makes you unique?
- How will you position yourself in your customer's mind in a way that doesn't force your brand message on them, but adds value in the form of useful and engaging information?
- Be consistent on all social media platforms: with your message, your photo, your goals.

1. Optimize your profile to improve your SEO. Be 100% complete.

- **SEO**—Search Engine Optimization.
- **Keywords**—terms/exact phrases used to search for something/one on the internet.
- Set-up a free Google Adwords account. Study which keywords are being searched for what you do.
- Go to LinkedIn [Advanced Search](#) refine the settings to search by keywords.
- Upgrade to a Premium account to see the top keywords people find *you* by.
- Study [Skills & Expertise](#)—find the keywords that are trending in your industry.
- Complete your profile to 100%. You will be 40 times more effective on LinkedIn.
- 100% profile: profile photo and headline, current position (with description) and two past positions, your education, 50 connections and 5 skills.

2. Create a compelling, keyword rich headline.

- Headline is the most important real estate on your [profile](#).
- Best chance to capture a visitor and make a favorable first impression.
- Your headline, and photo, travels all around the LinkedIn sites with you.
- Upload a professional photo. Headshot only.
- Focus on keywords that your target markets are more likely to search for.

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3. Write a Summary statement. Tell your story.

- New design makes this more prominent than ever before.
- Write your **Summary** in the first person. Telling who you are, whom you serve and how you help.
- Highlight your expertise, experiences and all the qualifications that will make someone want to choose to do business with you.
- Have your contact information here—make it easy for people to contact you.
- Add keywords to your Specialties at the bottom of the Summary.
- Have a call-to-action. Offer up something.

Be Found: Think like a recruiter

4. Customize your website links and URLs.

- Pull down Edit under the Profile tab on the navigation bar.
- Select “other” to customize your **Website links** to include your keywords and be more descriptive than the generic default of “company website.”
- Use all three links with any URLs.
- Edit your “vanity” [LinkedIn URL](#) to increase your rank for searches.

5. Add Skills & Expertise. Get endorsements.

- Under the More tab.
- Add [Skills & Expertise](#) that are trending well on LinkedIn.
- Study “related skills” and spend some time selecting the skill that best defines what you do. The ones that speak to your target market & customer.
- Add skills right from this site, but go to your profile page to edit the order of them.
- Ask people to endorse you and tell them which skill you’d like to be endorsed.
- My [blog shares valuable tips](#) on how to add skills and get endorsements.

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Influence Your Network. Be top-of-mind.

6. Use LinkedIn Today to share valuable content.

- Position yourself as a valuable resource, an influencer.
- Drive people to your profile—be top-of-mind.
- Frequently post status [Updates](#) to come up on people's screens.
- Set-up [LinkedIn Today](#) to find and share relevant content.
- Always comment on your update. Highlight your main “takeaway.”
- Look for ways to do “small goods” for your network.
- “Like, comment or share” on their status Updates or blogs. Help your network.

7. Join Groups. Engage your target audience in discussions.

- Groups allow you to grow your influence and drive traffic to your profile.
- Identify best [Groups](#) to join by thinking of where your customers “hang out.”
- Listen in on your customer’s conversations to gain valuable insight.
- Participate in and initiate Group discussions to establish yourself as an authority in your field and generate leads and interest.
- Start a discussion by asking a question—begs an answer.
- Don’t sell, but share relevant, rich, resourceful content.
- Stoke the fire. Acknowledge participants within 48 hours, but don’t dominate.
- Turn Groups into one-on-one networking relationships. Private message members who participate in your discussions, or “like” your comments.
- Private message group members—take the online relationship, offline.