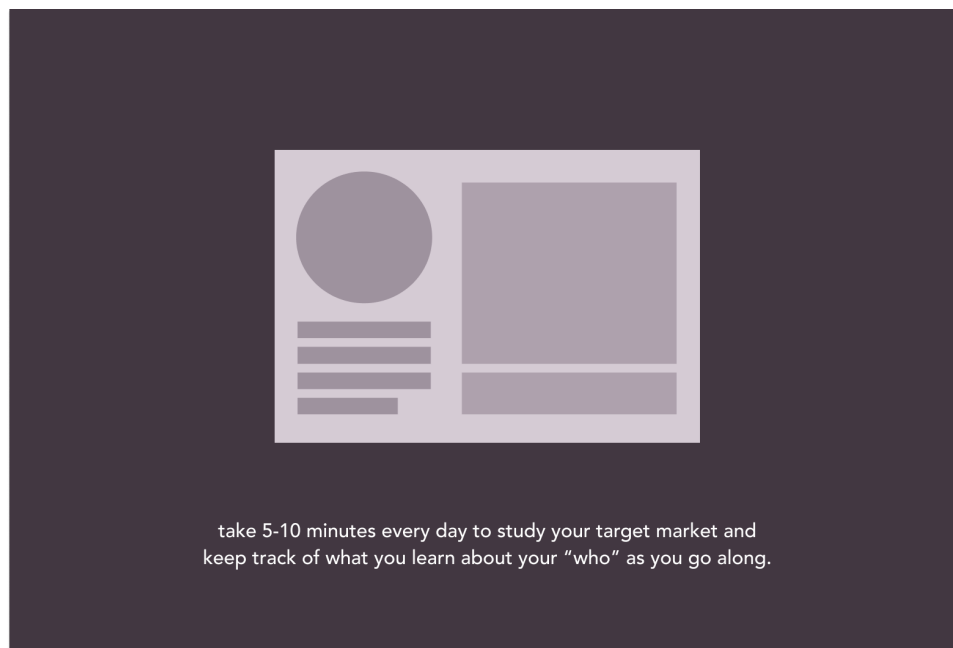


How Web3 Startups Use LinkedIn To Reach More Of Their Target Market In 30 Days

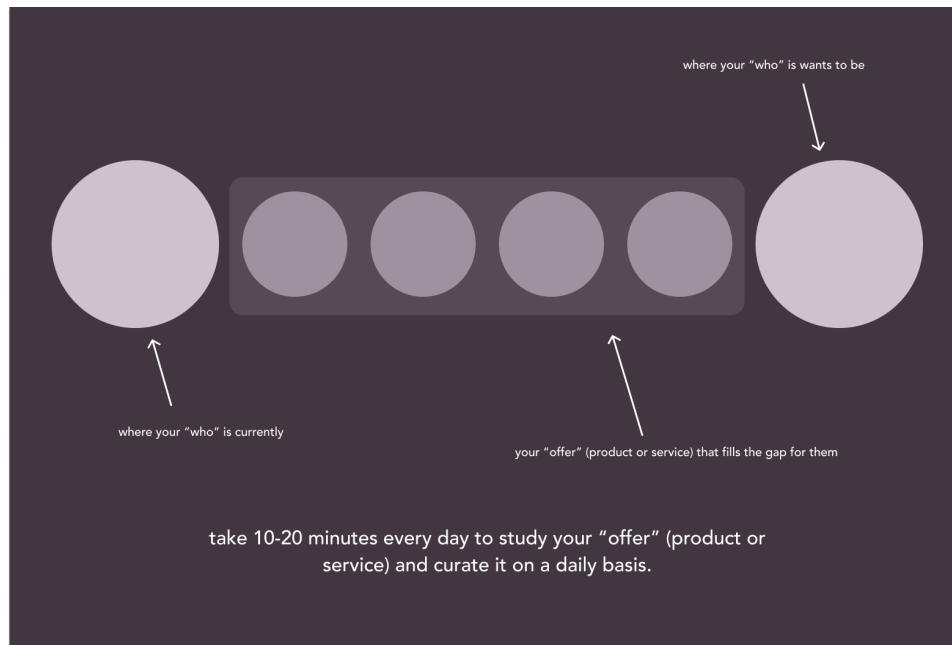
While most web3 startups are focused on building communities on Discord, get busy turning your LinkedIn into a super valuable marketing asset. Why? Because that's where people who haven't yet adopted web3 technology are. No matter how hard you try, they aren't going to come to you en masse. You have to come to them. The goal of this cheatsheet is to give you actionable steps to take so you can reach more of your target market on LinkedIn in 30 days.



Know Your "Who" (Your Target Market)

Because most web3 startups don't spend time understanding their "who", they don't have their target market nailed down. If you don't know your target market, you won't be able to produce content that is truly valuable to them. Getting very focused on "who" your product or service is for will help you produce quality content so that you can reach more of your target market. Successful entrepreneurs are market-driven (or "who"-driven), not self-driven.

Action Item: Create a document focused solely on understanding more about your “who”. Take 5-10 minutes each day to work on this document as you learn more and more about your “who”.



Know Your “Offer” (Your Product or Service)

Most web3 startups don’t know their “offer” nailed down either. When you’re in the startup stage, this is no easy feat. Getting very focused on your “offer” will help you find product-market fit. This will drastically differentiate you from most other web3 companies.

Action Item: Create a document focused solely on understanding more about your “offer”. Take 20 minutes each day to work on this document as you continue to fine tune your product and/or service offering.



Converting Marketing Assets

When potential customers reach your profile and landing pages, set yourself up for high engagement and conversion by making your message clear. Once you've nailed down your "who" and "offer", this will be easy to do. Optimize and curate both your profile and landing pages. Keep things professional, but still seek to differentiate yourself from others in the marketplace.

Action Items:

LinkedIn Profile

- Add an "I help ____ by ____" one-liner
- Curate your LinkedIn feature section to related content
- Purge the past
- Create a sleek profile and cover photo
- Add a link just below your headliner with a clear CTA

Landing Page

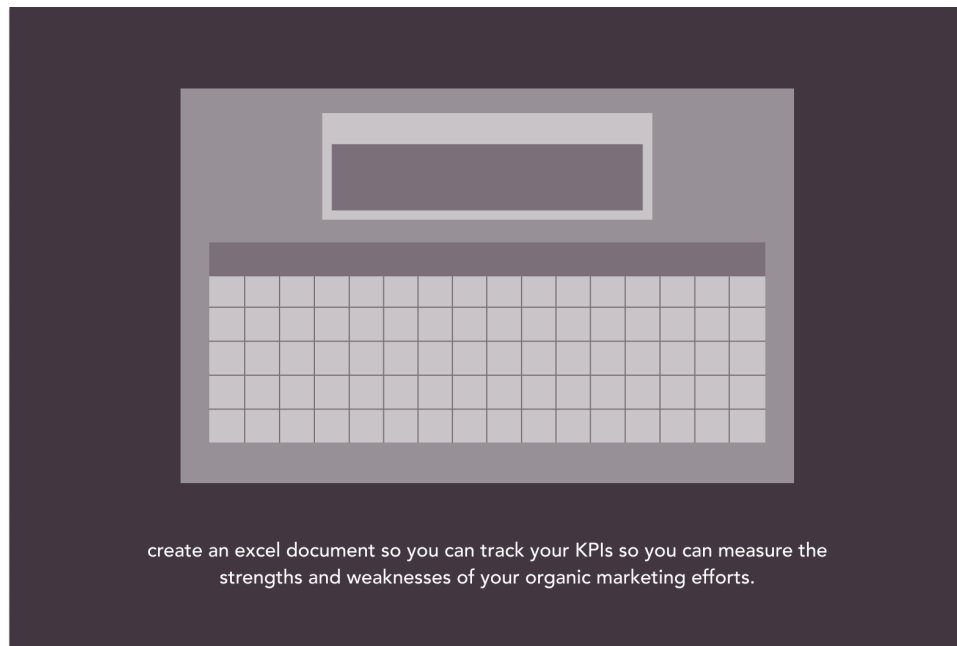
- Be clear on your #1 goal (ex. download app, book a call, shop, subscribe, etc.)
- Be sure your call to action is immediately clear
- Make it simple - 1 page is usually enough



Consistent Routines

The secret sauce to effectively reaching more of your target market in 30 days is being committed to following daily, weekly, and monthly routines. If you commit and follow through, you will see results in the next 30 days.

Action Items: Consistently implement the daily, weekly, and monthly activities (listed above).



Tracking Your Numbers

Every day, you'll need to track how many followers, reach-outs, conversations, posts, and other pertinent metrics. For example if I have a newsletter, I'll also track the number of subscribers, site visitors, conversion rates, email open rates, etc. We track our numbers so we know what's required to achieve your goals and know how to diagnose and resolve a problem.

Action Item: Create an excel document to track your necessary business KPIs. Use it everyday. When problems arise, use it to help diagnose and resolve the problem.