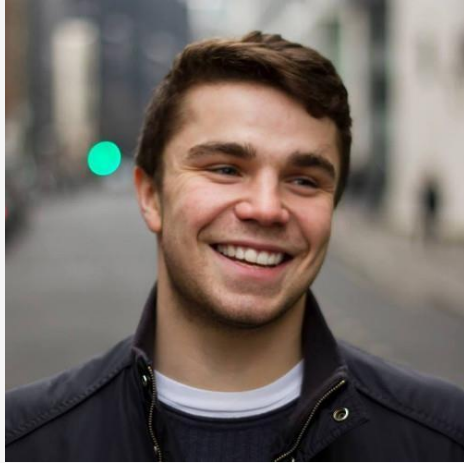


# A LINKEDIN STRATEGY THAT WORKS!

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Prospecting.in



Customer review

## The Copy Space

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I'm really happy with how fast you guys got this LinkedIn campaign setup, and how quick the feedback is. One week in, and we've already seen leads and meetings booked in.

It's a great service.

Charlie Price

CEO - Founder

# WELCOME

After running cold outreach campaigns on LinkedIn, for three years, we genuinely believe that giving and helping people is the best way to grow your business.

That's why we developed a new type of campaign entirely based on positive engagement.

And we would like to share some of our experiences and some of our client's experiences with you.

I hope this helps you to succeed in engaging with your ideal clients and start developing valuable relationships and business opportunities.

Best wishes,

Kanokkarn Tevapitak, PhD

Co-Founder  
Prospecting.in



**Kai Tevapitak, PhD**

**Co-Founder**



**Robert Cooke**

**Co-Founder**



**Robert Cooke**

Co-Founder Prospecting.in

# What you will find in this strategy

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We will talk you through some of the experiences our clients had and some of the solutions we tried to solve these problems.

Then we would like to introduce our newly developed strategy and explain how this could benefit you.

# Running LinkedIn campaigns



## The Problem

When we just started using LinkedIn, we thought it was all about sending the right messages and trying to lure people into your sales funnel.

So we looked at our community to see how they were doing things, and we got the advice to start using automation software.

Because of this, we ran many almost spam-like campaigns, and although our revenue was ok, our client turnover was high. Since they did not get the results that they desired because "**Direct cold messaging does not work.**"



Trying to solve this problem, we developed a complicated campaign that included a 17-day sequence with every action you can do on LinkedIn completely done for you.

These were costly campaigns, and did not generate the results we were looking for, so we analyzed the results extensively.



# What we discovered when analyzing our LinkedIn campaigns



## Surprising results

When analyzing our campaigns, we decided to look at every LinkedIn profile in depth that we were contacting.

And what we found was that for specific industries, almost 80% of the LinkedIn accounts did not show any sign of activity. So no posts no shares and no likes or did this only very infrequently when they showed up in the posted on LinkedIn in the last 30 days.

By disqualifying them as potential ideal clients, we hoped to increase the effectivity of our campaigns with 80%. However, this caused a problem because to remove those prospects, you need to look at them, and that made the campaign still very inefficient.

So we developed a method to efficiently filter those accounts so you can focus entirely on the active accounts.

Maybe even more interesting was that by researching the activity of our ideal client, we developed an **engagement index** and a method of categorizing accounts and content. With this information, you can, with relative accuracy, know the intent of a person that is posting content on LinkedIn.

An example with a person with a small network but with a high engagement index. This case usually indicates a person that networks locally and values his network highly and is valued highly by their network. This information can be beneficial if you are looking for a job or business opportunity in your area, and you are looking for an introduction.

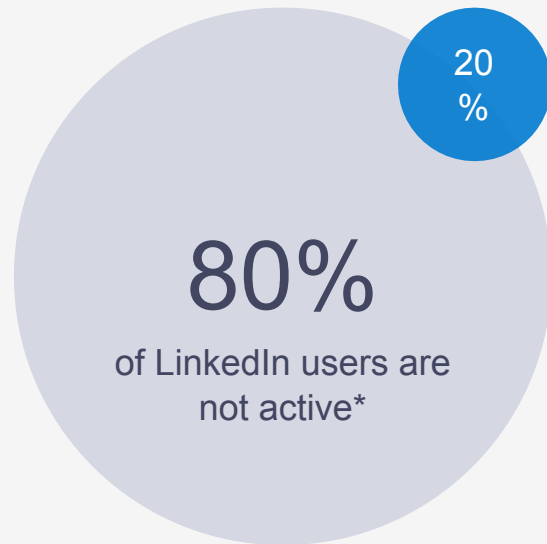
By doing this, we have been able to develop extremely efficient and successful campaigns.



# The Solution

We found that to be successful on LinkedIn; you need to check all boxes.

Kanokarn Tevapitak, PhD - Co-Founder Prospecting.in



## Overview

- Ideal client research
- Optimize profile
- Content strategy
- Engagement strategy
- Ideal client research + Optimize profile + Content strategy + Engagement Strategy

\* we qualify a user as active if a user posts a few times a week content this number can differ across industries

# Ideal client research



## The most important thing you can do

We understand that time and reputation is your greatest asset; that is why it is so vital that you define your Ideal Client. If you don't know whom to market to, you end up spending your resources on the wrong people, which is a sure recipe for failure and a loss of reputation by sending the wrong people the wrong message.

Identifying your ideal client narrows the scope of your efforts and enables us to create highly efficient and effective campaigns.



We will be spending most of the time on engaging with our ideal client. And if you have the wrong ideas about your ideal client, you can not build a relationship with them.

It is extremely difficult to search and connect with the ideal clients in your niche or industry that are also active and have an current interest in your products or services.



With our method of focusing on finding the prospects intent and analysing their activity this is now possible. By doing this we have been able to replace the 80% of inactive people with people that are not only active, but by analysing their engagement we can also find if they are interested in your products and services.





# Optimize profile



## Your profile is not a cv it is your most important advertisement

LinkedIn is the ultimate tool for finding new qualified prospects and clients, developing and building professional relationships, enhancing professional skills, and recruiting talent. Your profile should be used as a marketing tool, working to attract your ideal clients.

Since we won't be directly messaging our ideal clients, it is essential to use your profile to inform and attract ideal clients.

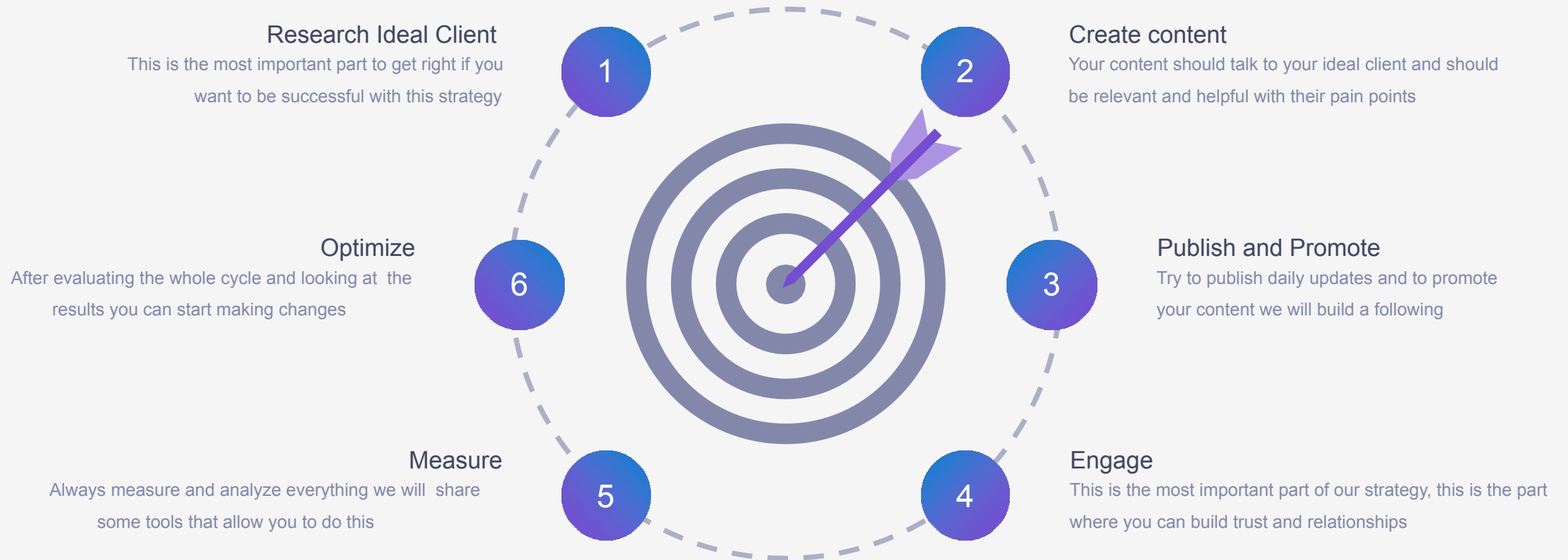
If it is challenging to optimize your LinkedIn profile it is possible to get help with this. You can find many excellent and capable LinkedIn profile optimizers on LinkedIn.

Here are some tips on what to optimize.

- profile picture
- background picture
- customize url
- about
- headline
- customize your contact information
- get endorsements and recommendations

We will send a ultimate guide on how to optimize your profile in a later pdf.

# Content strategy



# Why Content Marketing is such a good match with LinkedIn



## Build trust and confidence with you ideal client

To be successful on LinkedIn, you have to create content and share your content on LinkedIn. Why? Because this is one of the best ways to let your clients learn about you. And if you do this consistently, you will make them recognize you and will start building trust.

It is a well-known fact that most people need at least five to ten contact points to build trust and confidence before doing business.

Content marketing is perfect for this. With the consistent creation of high-quality content that is highly relevant to your ideal client, you can easily create those five to six contact points organically.

By sharing valuable content on LinkedIn, you create opportunities to nurture and educate your ideal client and leave them with a very positive impression of you.

Then when clients are ready to make a buying decision, your content has pre-persuaded them. They will be confident that you have the skills and experience to solve their pain points, and closing the opportunity becomes easier.

The way to build a big audience online is that you should understand what value is.

We believe that the best way to share value is through entertaining and educational stories that your audience can enjoy.



# Content strategy



It is unnecessary to write the perfect article, but more important that you create your style.

Engaging content starts with telling a good story. Good stories require compelling characters, insider details, and tales of challenges overcome. You can post or write content for ideal clients to see and get who you are.

You can tell stories about many things like your everyday life, job, hobby, or share a blog. So do not forget to ask questions to get some feedback from your ideal clients. Do not overthink the story; do it to build a relationship.

**Some helpful tips are.**

- Make sure content is relevant to your ideal clients
- Make sure that it helps them with an issue they have right now
- Give your ideal clients a great thing that they can't find anywhere else
- Try an entertaining, motivate, funny, educational tone
- Tell your ideal clients a personal or motivational story
- Invite the audience to engage with your comment by adding a call to action



These are just a few quick tips we will follow up on this in a pdf dedicated to content marketing. If you can't wait and want to start immediately there is also a lot of good information you can find with google.

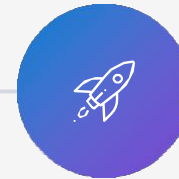
# Engagement strategy

A unique method based on LinkedIn activity

## A working LinkedIn strategy

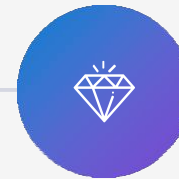
After running cold outreach campaigns on LinkedIn, for three years, we genuinely believe that giving and helping people is the best way to grow your business.

That's why we developed a new type of campaign entirely based on positive engagement.



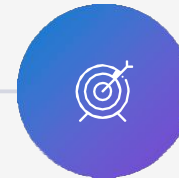
### Find active Ideal client

This is where our strategy stands out we have a unique method to provide you with the most qualified list of ideal clients



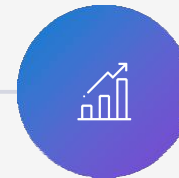
### Engage with their content

Because we provide you with the best possible content opportunities so you can fully focus on engagement



### Lead scoring

You can qualify and register all responses from your ideal clients. This allows you to evaluate and lead score ideal clients over long periods



### Nurture or focus on a new person

With the lead scoring information you can decide who to focus on to maximize your efforts or choose to focus on a new person

# Why Engagement is so powerful on LinkedIn



## LinkedIn is first a social platform

Ideal clients make decisions based on their emotions. They want to know about your story and not just about the product or service why they should trust you, why they should buy from you.

What are you doing to tell others about your story? How do you make them see and recognize you? When you connect with ideal clients, they should have an interest in you.

The most powerful way of letting your ideal clients learn about you is to engage with them directly. LinkedIn is perfect for this.

You can introduce yourself and show your ideas and knowledge with just a few comments that will inspire and motivate them to start a relationship.

The more you engage with their content, the more they will know about you. If you nurture and consistently engage with your ideal client's content, they will recognize you as a trusted part of their network.

Another big benefit of this is that the people in the network of your ideal client will also see you and will also learn more about you.



# Boost Engagement



## The Gary V. \$1.80 strategy

Now that the conversation has opened, you need to start building a relationship. You do this by giving feedback and showing that you are listening to your ideal client.

This strategy looks a lot like the Gary V. \$1.80 strategy, where Gary V. suggests to comment 90 times per day and leave your two cents.

The \$1.80 strategy is about engagement. It's about looking at what posts and topics can be relevant to the niche you're engaging in and leaving thoughtful comments to build a following.

We found that that was impossible to implement unless you do this full time. We found that it is much more effective to laser focus directly on your target audience.

So we adapted a \$1.80 strategy for LinkedIn and built a tool that allowed us to nurture and engage with ideal clients over long periods.

We will comment and engage with people based on a list of ideal clients. We create this list with our unique algorithm that determines for a great deal of how successful the engagement will be.



# A working LinkedIn strategy

The results of our strategy will be great if you can do all of these things at the same time. If it is challenging to do all these things, I would advise you to focus on ideal client research and engagement.

Cold outreach, waste time and more important your reputation and leaves a very negative impression with your potential clients.

In the next few pages you can see some screenshots of how we implement this strategy.

We hope this helps you to succeed in engaging with your ideal clients and start developing valuable relationships and business opportunities.

Best Wishes,

Kanokarn Tevapitak, PhD  
Founder Prospecting.in



Ideal client research

Profile optimization

Content strategy

Engagement strategy



LinkedIn Tracker

Debug

Leaderboard

Engagement

Funnel

LinkedIn

Account

Alexander Gesell

Profiles

Posts

Firstline	Reactions	Comments	Views	Status
We created the most advanced #LinkedIn training around the globe.	182	1	0	done-comments
We created the most advanced #LinkedIn training around the globe. Leading experts in #Pers...	180	4	0	done-comments
Why content goes viral - a top 10 list.Noah Kagan created this guide sharing his experience a...	481	119	0	done-comments
Grow to a leading LinkedIn Influencer.Today 4 inspiring leaders started our LinkedIn Influence...	195	126	0	done-comments
Couldn't be more proud.First training. First homework. First post. Viral.Our pilot participant Mi...	415	120	0	done-comments
Alex's Poll Saturday.I'm interested in how well you judge your #LinkedIn skills?There is a hug...	179	2	0	done-comments
RPA is moving to #hyperautomation.A trend that started years ago.The major challenge of the...	244	148	0	done-comments
When you post on LinkedIn?I did my research.Find below an overview of the latest #LinkedIn ...	197	160	0	done-comments
?When should you post on LinkedIn?I did my research. Choosing the right time to post is q...	204	225	0	done-comments
For everyone who missed good #electronicmusic in this party free times of #coronavirus.Join ...	162	1	0	done-comments

Go to page:

1

Show rows:

10

1-10 of 26

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>

LinkedIn Tracker

×

Debug

Leaderboard

Engagement

Funnel

LinkedIn

Account

Alexander Gesell

▼

profiles

Leaderboard

▼

Count	Name	Description
285	<a href="#">Alexander Gesell</a>	Follow ➡ "The most adv. Social Selling & Growth Hacking Strategies" LinkedIn Growth Program 🙌 Gr...
20	<a href="#">Laurent Burdin</a>	Navigating through complexity of tech and AI trends   Innovation Thought Leader   Keynote Speaker   C...
19	<a href="#">Sam Webb</a>	Community Manager at InEcommerce
19	<a href="#">Jiri Fiala</a>	CTO   Technology Evangelist   Digital VC   VP of Product Growth   Entrepreneur
19	<a href="#">Franco Mastrorilli</a>	Senior Vice President, Sales Strategy and Operations at The Go To Market Company
19	<a href="#">Stefan Avivson</a>	CEO & Founder @ BMoreRaw.com
18	<a href="#">Simmi Kukreja</a>	SDR at Ready   Revenue-generating Datasets for Sales & Marketing Teams
18	<a href="#">Raymundo Díaz Flores</a>	I create models to optimize systems and strategies for business growth. Grow X 2 every 90 days / Gro...
18	<a href="#">Ryan Niddel</a>	Helping Successful Business Owners Exponentially Increase Their Valuation With The "MOSS Method"...
18	<a href="#">Paul Burns</a>	Digital Marketing Ninja 🥷

Go to page: 1 Show rows: 10 1-10 of 281 < >

LinkedIn Tracker

Debug

Leaderboard

Engagement

Funnel

LinkedIn

Account

help

Show

100

entries

Actions

Types

Lists

Stage

Reload

Export

Delete

Name	Description	Type	P	C	R	FR	CON	List	S	Q	LS	Action	Date	N	L	U
Kassy Pajarillo - ..	Linkedin Trainer...	Coach	post	0.4	9.6	0.10	9093	Partnership		4	860	Likes >	09-02	N		
Sharon Murray	☀️ LinkedIn Expe...	LI Coach	post	0	0		5261	Prospect		2	90	Loves >	09-04			
Al Tepper	Helping business...	BD Coach	post	4.6	7.3	7.10	9511	Prospect		5	55	Commented >	09-02			
Claire Shelley	Lead generation ...	Coach	post	0	0		0	Prospect		5	50	Likes >	09-02			
Jessica Williams-C..	Marketing Manage...	Coach	post	0	1	0.10	3147	Prospect			13	Likes >	09-02			
Bianca Botten	Working with SME...	Inspiration	post	1.7	3.7	0.10	850	LinkedIn			12	Commented >	09-02			
Tabita Dietrich		Coach	post	4.7	7.2	7.10	3641	Prospect			12	Likes >	09-02			
Simone Bonnett	Social Media Con...	SM Coach	post	0	0		1591	Prospect		5	10	Likes >	09-04			
Verity Wilkie	LinkedIn Marketi...	SM Coach	post	0	0		2658	Prospect		1	9	Commented >	09-04			
Mic Adam	LinkedIn Trainer...	LI Coach	post	10.6	38.3	7.10	12816	Prospect			9	Likes >	09-04			
Gustavo Escobar He..	🇺🇸 Do you want y...	Coach	post	0.1	0.9	7.10	9178	Prospect			9	Likes >	09-02			
Arnab Ghosh	Do NOT check my ...	Inspiration	post	22.6	58.1	0.10	920	LinkedIn			9	Mentioned <	09-02			
Emma Wyatt	☀️ LinkedIn Strat...	LI Coach	post	3.4	9.1	0.10	1983	Prospect			9	Likes >	09-02			
Alan Hennessy	Social Media - C...	Coach	post	0.6	7.7	7.10	2841	Prospect			8	Likes >	09-02			
Steve Martile	We help coaches,...	Sales	post	0.7	4.9	6.10	13653	Prospect			7	Likes >	09-04			
Megan Edwards	LinkedIn Content...	LI Coach	post	39.1	92	0.10	14181	Prospect			7	Likes >	09-04			
Nigel Cliffe	LinkedIn Trainer...	Inspiration	post	23.9	34.4	0.10	4886	LinkedIn			7	Likes >	09-04			
RALUCA TOPOR	Helping purpose-...	LI Coach	post	0.7	10.1	0.10	8852	Prospect			7	Liked <	09-04			
Franziska Schaadt	Coaching Busines...	LI Coach	post	11.1	43.4	2.10	8077	Prospect			7	Celebrates >	09-02			
Jason Vana		Inspiration	post	0	0		0	LinkedIn			7	Likes >	09-02			
Ben Catley-Richard..	Helping people d...	Coach	post	1.3	2.1	14.10	382	Prospect			7	Likes >	09-02			
Harrison Baron	I help people an...	Coach	post	0.4	4	30.10	2404	Prospect			7	Likes >	09-02			
Claire Durrant	<b>Social M</b> ...	LI Coach	post	0.6	1.9	0.10	613	Prospect			6	Commented >	09-02			
Darren Carter	I help early-sta...	Sales	post	10.9	23.9	0.10	10327	Prospect			6	Commented >	09-02			
Mike Murphy	LinkedIn Strateg...	BD Coach	post	1	8.4	0.10	10294	Prospect			5	Likes >	09-04			
Stefan Boyle	👉 B2B Lead Gen...	Sales	post	7.6	9	1.10	12368	Prospect			5	Likes >	09-02			
Natalie Channell (		LI Coach	post	0	0		0	Partnership			4	Likes >	09-04			

LinkedIn Tracker

Debug

LeaderboardEngagementFunnelLinkedInAccount

help

Search:

2020-06-23 - post - Loves > - score : 1  
2020-06-23 - post - Likes > - score : 1  
2020-06-23 - no post - Message < - score : 2  
2020-06-23 - no post - Message > - score : 2  
2020-06-23 - no post - Message > - score : 2  
2020-06-23 - no post - Message > - score : 2  
2020-06-23 - no post - Message < - score : 2  
2020-06-23 - no post - Message < - score : 2  
2020-06-23 - no post - Message < - score : 2  
2020-06-23 - no post - Message < - score : 2

Show


100

entries

ActionsTypesListsStageReload

Name	Description
Kassy Pajarillo - ...	Linkedin Trainer...
Sharon Murray	LinkedIn Expe...
Al Tepper	Helping business...
Claire Shelley	Lead generation ...
Jessica Williams-C...	Marketing Manage...
Tabita Dietrich	
Bianca Botten	Working with SME...
Simone Bonnett	Social Media Con...
Emma Wyatt	LinkedIn Strat...
Arnab Ghosh	Do NOT check my ...
Mic Adam	LinkedIn Trainer...
Gustavo Escobar He..	Do you want y...
Verity Wilkie	LinkedIn Marketi...
Alan Hennessy	Social Media - C...
RALUCA TOPOR	Helping purpose-...
Nigel Cliffe	LinkedIn Trainer...
Megan Edwards	LinkedIn Content...
Harrison Baron	I help people an...
Ben Catley-Richard..	Helping people d...
Steve Martile	We help coaches,...
Jason Vana	
Franziska Schaadt	Coaching Busines...
Claire Durrant	Social M...
Darren Carter	I help early-sta...

LS	Action	Date	N	L	U
860	Likes >	09-02	N		
90	Loves >	09-04			
55	Commented >	09-02			
50	Likes >	09-16			
13	Likes >	09-16			
12	Likes >	09-02			
12	Commented >	09-02			
10	Likes >	09-16			
9	Likes >	09-16			
9	Mentioned <	09-16			
9	Likes >	09-16			
9	Likes >	09-16			
9	Commented >	09-16			
8	Likes >	09-16			
7	Liked <	09-16			
7	Likes >	09-16			
7	Likes >	09-16			
7	Likes >	09-16			
7	Likes >	09-16			
7	Likes >	09-16			
7	Celebrates >	09-16			
6	Commented >	09-02			
6	Commented >	09-16			

LinkedIn Tracker											
Leaderboard		Engagement		Funnel		LinkedIn		Account			
refresh											
Cold	Positive	Contacted	FollowUp	Win	Partnership	Loss	<div> <div>name</div> <div>Mark White</div> <div>comments</div> <div>3</div> <div>reactions</div> <div>8.6</div> <div>engagement</div> <div>3.7</div> <div>description</div> <div>Independent LinkedIn Trainer - Helping businesses use LinkedIn more effectively for Sales, Marketing &amp; HR since 2009</div> <div>followers</div> <div>6892</div> <div>type</div> <div>LI Coach</div> <div>frequency</div> <div>0.10</div> <div>score</div> <div>2</div> <div>listname</div> <div>Partnership</div> <div>updated</div> <div>2020-09-16 11:20:45</div> <div>leaderboard</div> <div>n</div> </div>				
RALUCA TOPOR	Arnab Ghosh	Claire Durrant	Nigel Cliffe	Bianca Botten	Kassy Pajarillo - Braganza	Jessica Williams-Chadwick					
Bob Low	Steve Martile		Tabita Dietrich	Chris Branch							
Stefan Boyle	Gustavo Escobar	Harrison Baron	Emma Wyatt	 Claire Shelley	Graham Haworth						
Ella Orr	Henriquez	Alan Hennessy	Megan Edwards		Mark White						
Mike Murphy	Al Tepper	Jason Vana	Mic Adam	Louise Brogan							
		Ben Catley-Richardson	Paul Higgins	Darren Carter							
			Georgina Chapman	Simone Bonnett							
			Natalie Chappell (BA Hons)	Sanjana Raj							
			Sharon Murray								
			Verity Wilkie								



Week 1	Action
Monday	35 prospecting
Tuesday	35 prospecting
Wednesday	35 prospecting
Thursday	35 engagement
Friday	35 engagement

Week 2	Action
Monday	35 engagement
Tuesday	35 engagement
Wednesday	35 engagement
Thursday	35 engagement
Friday	35 follow / evaluation

Week 3	Action
Monday	35 follow / prospecting
Tuesday	35 follow / prospecting
Wednesday	35 engagement
Thursday	35 engagement
Friday	35 engagement

Week 4	Action
Monday	35 follow / prospecting
Tuesday	35 follow / prospecting
Wednesday	35 engagement
Thursday	35 engagement
Friday	35 engagement

Week 5	Action
Monday	35 engagement
Tuesday	35 engagement
Wednesday	35 engagement
Thursday	35 engagement
Friday	35 engagement

Week 6	Action
Monday	35 engagement
Tuesday	35 engagement
Wednesday	35 2e message / evaluation
Thursday	35 2e message / prospecting
Friday	35 2e message / prospecting

Week 7	Action
Monday	35 engagement
Tuesday	35 engagement
Wednesday	35 engagement
Thursday	35 3e message / prospecting
Friday	35 3e message / prospecting

Week 8	Action
Monday	35 engagement
Tuesday	35 engagement
Wednesday	35 engagement
Thursday	35 3e message / prospecting
Friday	35 3e message / prospecting

Customer review

## The Mullion Group

We have a complex B2B product and have tried different campaigns, but nothing compares to direct relationship building on LinkedIn.  
Thank you for the program and the coaching!

**Patama Parivatanamisorn,**  
Head Of Program Management  
**The Mullion Group**

This is by far the best strategy that we have created and we have a lot of success with it.

If you have any question I would be happy to talk to you

**Robert Cooke**  
robert@prospecting.in

