5 DAY LinkedIn Workshop

By

Vaibhav Sisinty

TRACK YOUR PROGRESS

Note: This page contains your task for the corresponding day.

DAY 1	Understand the Target Audience
DAY 2	Optimize your LinkedIn Profile
DAY 3	Play the connection game
DAY 4	Create High Quality content
DAY 5	It's time for outbound game!

Lesser known jargon(s):

TG: Target Audience or Target Group. Your Target group refers to the set of people who you are targeting as business prospects, or who would be interested in your content if you're looking for personal branding.

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UNDERSTANDING THE CURRICULUM (DAY 1)

Overall Blueprint

Steps to Glory

Defining your Objective

Defining your target audience

A BRIEF IDEA OF HOW TO PLAY THE LinkedIn GAME

STEP 1

Get your first 5,000 Followers!

Who are your first 5,000 followers?

The first 5000 followers are your first 5000 connections. There might be some people who will explicitly follow you and not connect, so there's a chance you'd have slightly less number of connections and more followers.

The connection analogy

✔ People in the Human resources field will naturally network with other HR people.

✔ People who are entrepreneurs will network with other entrepreneurs.

✔ Digital Marketing people will network with people from similar areas, or marketers.

❌ Human Resources people are bleak business prospects for Digital Marketers.

Important: The first 5,000 connections define your primary audience. They will make or break your Linkedin connection game. Weed out irrelevant connections.

Goal for this section: Get your targeted 5,000 connections

Create content keeping the first 5,000 followers in mind. It is their engagement that matters to you, and will help you reach more people on Linkedin.

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WHY SEEK ENGAGEMENT?

Let's assume- you're a content creator. You want your content to reach your connections and other people out of your network.

Case:

- You have 500 people in your network.
- Your connections have an average of 1000 followers.

Scenario 1:

- Your content is not interesting. It does not appeal to the target group. You don't get any reactions or comments.
- The post ends up as a dead post with negligible reach.

Scenario 2 (The Ripple Effect):

- 20 of your connections/ followers find the content interesting. They react to/comment on the piece of content you've posted.
- Each connection has an average network with 1000 followers. The content gets pushed to the news feed of their followers.
- In a case where nobody reacted to your comment, you would have got only 500 reach; whereas with 20 people engaging with your content pushes your content to a maximum reach of 20 X 1000 = 20000 People.
- 50 people out of the 20000 people find your content interesting, either follow you or send you a connection request to stay in touch.

Thus is the need of finding a target audience, and creating targeted content. If you are missing out on any of these, you might need to change your game.

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LinkedIn CONNECTIONS

LinkedIn has a connection limit of 30,000 as opposed to other social networks. For example, a Facebook user can have a maximum of 5,000 friends in her/his friends' list. You can stay connected with as many as 30,000 people on LinkedIn.

How do connections work?

Connections are 2-way nodes. If you connect with a particular user, they can communicate with you and you can do the same for them. The content engagement can happen from both sides.

Followers are 1-way nodes. If someone follows you, they are exposed to your content, but you don't necessarily get exposed to their content. You might get exposed to a follower's content if they share a content with a hashtag you follow, or if they are a second degree connection and a mutual connection engages with their content.

There are 3 types of connections on LinkedIn.

1st Degree Connection	People who are connected with you
2nd Degree Connection	People who are connected with your connections (You have 1 or many individuals as mutual connections)
3rd Degree Connections	People who are not connected either with you or your connections.

- Send connection requests to 5,000 of your target audience.
- Diversify a little post 5,000 till 30,000 followers.
- Beyond 30,000 connections, creating quality content is the key.

Note: 40-50% of the people will be your target audience, and the rest will be the people who will consume your content and engage with it.

YOUR OBJECTIVE ON LinkedIn

❓ Generate Leads from LinkedIn for your Business
❓ Generate Leads from LinkedIn as a Freelancer
❓ Build a personal brand
❓ Get a New/Higher/Better Paying Job
❓ Anything else?

Note: Focus on one objective at a time. One of the objectives that you're looking for should be your primary objective, and you should optimize your profile in a manner that shows your focus towards your primary objective.

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UNDERSTAND YOUR TARGET AUDIENCE

Ask yourself:

1. Who do you help?
2. What do you help them achieve?
3. How do you do that?

Examples:

1. I help **businesses** generate **more leads** using **LinkedIn growth hacking**.
2. I help **ecommerce brands** make **more sales** using **Performance marketing**.
3. I help **small startups** get **more clients** using **Facebook ads**.
4. I help **founders** manage **time smartly** using my **time management formula**.

Focus on your niche:

Digital Marketer (Vague)	Facebook Ads? (Exact pointer)
	Google Ads? (Exact pointer)
	Quora Ads? (Exact pointer)
	TikTok Ads? (Exact pointer)

Important: Defining your Target group is of utmost importance; aimlessly connecting with people and posting irrelevant content on LinkedIn might get you followers and connections, but there's a very less chance it will ever help you with your business development or personal branding goals.

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BUILDING A PERSONAL BRAND?

Ask yourself:

1. Who are you?
2. Who could benefit from you?

Potential Target Groups:

Software Developer	Fellow software developers who are getting started
Digital Marketer	Fellow digital marketers/Startup owners
Agency Owner	Potential clients/ new and upcoming entrepreneurs
Entrepreneur	Wide scoped based on the startup
Life coach	Potential clients/ people who are trying to be life coaches

LOOKING FOR A JOB?

Ask yourself:

1. What do you do?
2. What are your dream companies?
3. Who could get you a job/interview offer?

Potential Target Groups:

Hiring Managers	Hiring Managers in your dream company
Similar (=)	People in similar roles as you in your dream company
Higher (+)	People in higher roles as you in your dream company

Note: If you're a Digital Marketer looking for a job at Uber or Swiggy, you'd need to connect with people in positions who could get you a call for an interview. You might connect with people in similar roles, or people who are in senior roles.

DAY 1: GETTING TO THE TASK

Find your **OBJECTIVE**

Identify your **TARGET AUDIENCE**

Examples:

Objective 1 **Generate Leads**	❓**For whom?** ✔Real Estate Brands ❓**What is your objective?** ✔Get more booking ❓**How do you plan to achieve it?** ✔Facebook Ads
Objective 2 **Personal Brand**	❓**Who are you?** ✔Digital Marketer ❓**Who could you benefit?** ✔Fellow digital marketers & new founders/ business owners
Objective 3 **Get a job**	❓**What do you do?** ✔Digital Marketing ❓**What are your dream companies?** ✔Swiggy, Uber, Ola ❓**Who could get you a job interview call/offer?** ✔HR, HRM, Seniors

UNDERSTANDING THE CURRICULUM **(DAY 2)**

Profile & cover image

Headline optimization

Service Listing

About section

Experience, Endorsements and Recommendation
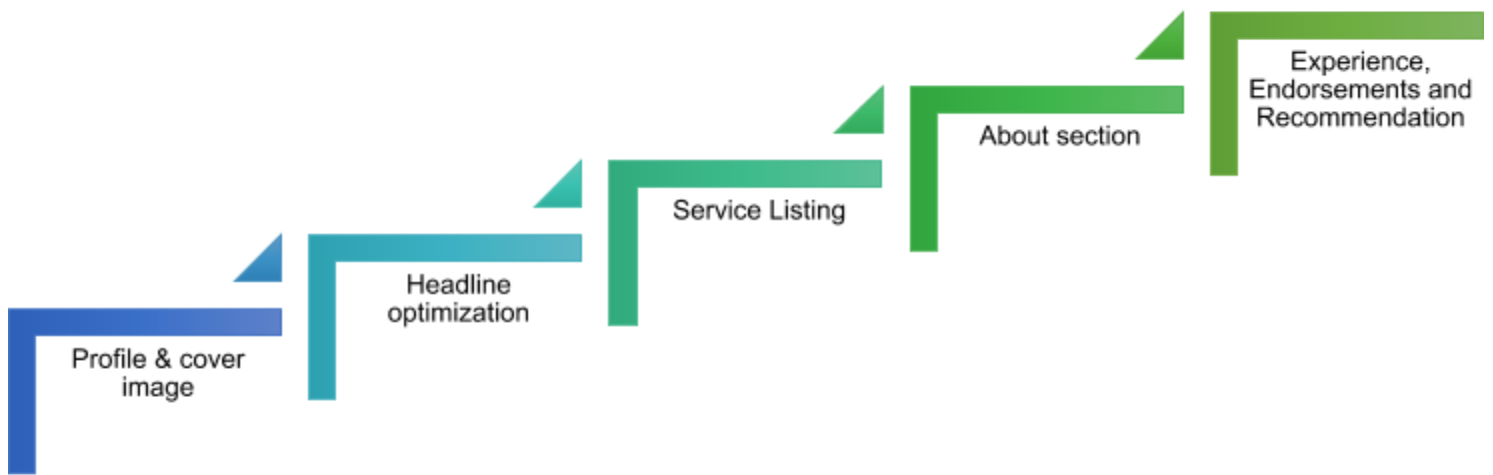
WHY OPTIMIZE LinkedIn PROFILE?

Lowest time taken : Highest output

Why optimize?

To show up when someone searches for the keyword you want to rank for.

What is LinkedIn profile optimization?

- Similar to SEO
- The process of converting your LinkedIn page to a funnel
- The process of recreating your profile in a way that you appear in search, and get noticed

Use your LinkedIn profile as a website. Convert it to a funnel. An optimized profile exactly does that!

A highly optimized LinkedIn profile can even appear on Google Search for the specified keywords.

The Outcomes:

- Get found on search
- Convert your audience using a CTA on profile

THE 3 FACTORS

- **Searchable**
- **Clickable**
- **Approachable**

Why apply the 3 factors?

Application of the 3 factors leads to increase in conversions.

Searchable	The process of optimizing your profile that you appear on the search results when your prospective client/ anyone from the target group searches using the keywords you want to rank for.
Clickable	The process of optimizing your profile appearance in a way so that your profile appeals and attracts your prospect, and encourages them to click on the same.
Approachable	The process of optimizing your profile- so that when the prospects lands on your profile, is motivated/biased towards approaching you based on trust-citation flow.

What can the 3 factors do for you?

1. Help increase search appearances
2. Help increase profile views
3. Helps convert inbound traffic to customers
4. Helps you earn money!

SEARCHABLE

The factor(s):

- Are you coming on top for the desired keyword?

Example of Keywords:

- Growth Hacker in Mumbai
- Head of Marketing in Mumbai
- Digital Marketer in Hyderabad

Note:

Linkedin has several filters for search. If you're looking for Growth Hacker in Mumbai, you'd need to enter Growth Hacker in the search box, and select Mumbai in the location filter. To further narrow down to 1st, 2nd or 3rd degree connections, use the connection filter.

What helps you rank?

Headline	Shared connections
Current Designation	Past Designation

Searchability can be controlled using reverse engineering!

The Linkedin Search Page

CLICKABLE

Vaibhav Sisinty • 2nd
Head of Marketing, Klook India | Ex-Uber | Growth Hacker | Speaker
Mumbai Area, India

Current: Growth Consultant at Sisinty.com

Rajeev YSR, Nitesh Sharma, and 25 other shared connections

- Should contain your current position or designation
- Headline suggesting what you do
- Current position/designation
- Appealing profile picture

Clickability can NOT be controlled.

The only way to BE clicked on is to be CLICKABLE.

Steps to be **CLICKABLE**:

- Optimize your Profile Picture
- Optimize your Headline to describe what you do
- Put in details of your current and past work
- Put in your location

• 2nd
Administrative Officer at KiiT University
Bhubaneshwar Area, India

Summary: ¬¬¬¬¬¬¬¬¬¬¬¬¬¬¬¬¬¬¬Top-performing Administrative officer bringing 17+ years verifiable track record...

Is this image clickable? Decide for yourself! ;)

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APPROACHABLE

Why look **APPROACHABLE**?

- Builds trust
- Speaks of your achievements and work experience
- Adds to credibility
- Encourages prospect to collaborate

How to be approachable?

OPTIMIZE YOUR PROFILE!

Name	Location	Description
Title	Job History	Endorsement
Recommendation	Profile Image	Cover Image
Headline	Service Listing	Featured Listing

Put in your email or mode of communication to look approachable.

You can add a text imitating a call to action which can encourage the prospect to get in touch with you.

THE RECIPE

Optimization of Headline:

- Add keywords
- Talk to TG
- Clearly say what you do and for whom

Example:

Vaibhav Sisinty

Head of Marketing, Klook India | Ex-Uber | Growth Hacker | Speaker

Mumbai, Maharashtra, India · 500+ connections · Contact info

Optimization of Description:

- Add keywords
- Speak about yourself

Example:

About

Hi, I'm Vaibhav, a growth hacker by profession and an entrepreneur from heart.

Ever since my childhood (literally, I was 8 years old), I began doing marketing. Back then, I applied some spectacular marketing techniques to sell Beyblades at 200% of its cost price.

However, I fell in love with marketing much later when I started "Discovery Android" in 2011. I, along with 3 team members, was successful in growing it to 1M+ page views in a year's time.
After Google banned our Adsense account (a story for another day), we had to shut down the website.

However, failures didn't stop me from experimenting and trying new things.
So, in the second year of engineering in 2013, when students are generally busy studying new subjects, I started CrazyHeads, where I was managing a team of 14 crazy heads who had a knack for growth marketing.

In less than 3 years, we served over 100 clients from India, US, Brazil, Australia etc. In 2014, CrazyHeads won "Fast Emerging Digital Media Startup of the Year" award.
In 2015, I decided to exit from CrazyHeads and take on the next challenge.

Uber, the $40B beast now, was then trying to get its foot placed in Indian Market. I joined Uber to help them tap the unexplored markets in India and increase brand visibility. At the age of 23, I was promoted to the post of Marketing Manager.

From merely 100 trips per week, we scaled up the market to reach a million trips every week by applying a well-planned and executed growth strategy.

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Optimization of Location:

- Mention where you are located
- Split test with desired client location (the grey area)

Example:

- Mention "Hyderabad, Telangana, India"
- Mention "Mumbai, Maharashtra, India"
- Mention "San Francisco, California, United States"

Optimization of Job Description:

- Describe about your past job(s) and current job
- Add keywords to job description
- Add media to job description to improve trust

Example:

Uber
4 yrs 1 mo

Growth Strategy - Latin America
Full-time
Aug 2018 – Sep 2019 · 1 yr 2 mos
Mexico City Area, Mexico

Catering to Mexico, Brazil, Peru, Chile, Colombia, Argentina.

Marketing Manager
Full-time
Mar 2017 – Aug 2018 · 1 yr 6 mos
Hyderabad Area, India

- Have ideated and executed several Digital and Brand campaigns like, "Month Of Magic", "Uber undi kada", "The Uber Marketing" etc.
- Worked with the BD team to sign MOU's with GMR Airport and HMRL. Spearheaded operations for Uber at high value places like: Airports, Metros, Railways, Malls etc. ...see more

+3

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Add Service Listings:

- Say what you do
- Choose from the available list of services
- Choose whether you're willing to work in-house or remotely

Example:

Providing services
Lead Generation, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Email Marketing, Digital Marketing, Social Media Marketing, Growth Marketing, Marketing Consulting, Business Consulting, and...
See all details

👁 Public

Encourage people to communicate:

- Add your email
- Mention a line showing your willingness to communicate

Example:

If you want to talk more about growth hacking, marketing strategy or especially Linkedin (since it's my personal favourite), hit me up or just email me : vaibhav@sisinty.com

Leverage the Featured Section:

- Add Testimonials
- Link to Homepage/Blog
- Add one of your best posts
- Put in 5 featured items (5 is the upper limit)

Example:

Featured   See all ‹ ›

MY LINKEDIN COURSE
LinkedIn Growth Hacking Masterclass
shr.link
Learn how I got 125K+ followers, reached over 40M people and acquire 1000's of lead...

MY OFFICAL WEBSITE
www.sisinty.com
shr.link
Get access to some of my most exclusive content

HIRE SPEA
Want me to spea
shr.link
I have given more like GE, Dell, Micr

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The Profile Picture:

- Add a clean, crisp profile picture
- Not too professional
- Not too casual (No beach outfits, please!)

Example:

The Cover Image:

- Should talk to your TG
- Should reflect who you are
- Add where you're featured/ clients you've worked for
- Put text to the right (human eyes look right)

Example:

Add skills to profile:

- Should reflect what you do and your capabilities
- Add licenses and certifications
- Add awards and honors
- Add languages
- Add projects

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Endorsements:

- Helps build trust
- Get endorsed by colleagues, people who know about your expertise
- Everyone can endorse you

Example:

Recommendations:

- Builds trust
- Get recommended by colleagues, employers, clients etc. with a note

Example:

DAY 2: GETTING TO THE TASK

OPTIMIZE YOUR PROFILE!

1. Create a cover picture capturing your credibility via words and images- Build trust flow
2. Clean, clear and professional profile photo (Avoid bad quality, No beach pictures, please!
3. List services provided by you
4. Mention what you do, who you are, and how you do things in your headline- Mention client's location if you want (to be found on search)

Tip: Use Canva to create your cover picture. Canva is a free tool, found at canva.com. Search for Linkedin Banner to find out designs that you can play around with.

Pro Tip: Linkedin cover image size is 1584px X 396px. Create the image using the dimensions to have the perfect rendition. Canva Pro users can download the image at 3x its size to ensure the best version of the image is downloaded. (LinkedIn tends to reduce the image resolution)

UNDERSTANDING THE CURRICULUM **(DAY 3)**

Analyze Connections

Compare to TG

Clean up Connection List

Add relevant people
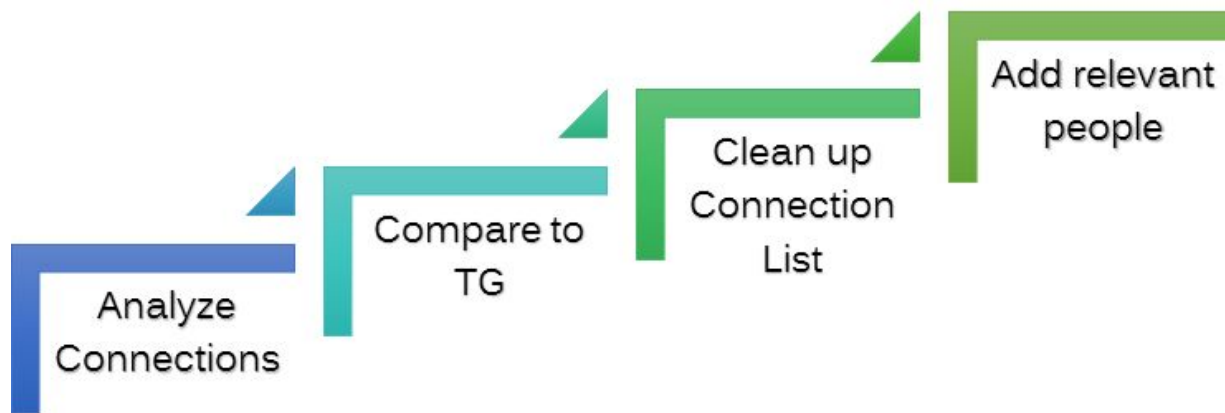
ANALYZING CONNECTIONS

Steps to Analyze

- Open "My Network"
- See all connections
- Check and find out the tentative number of connections from each category
- Compare your connections to your TG

REMOVE ALL IRRELEVANT CONNECTIONS

If you're a Marketer and have 1000's of Software Engineers in your connection list, you need to remove them.

Before removing, make a note of people who are usually interacting with your content. For people who are irrelevant and inactive, remove them from your connection list.

CLEANING UP THE LIST

How to:

- Go to search bar
- Search for designation you want to remove, i.e. engineers
- Select 1st Degree connections
- Remove people who are irrelevant

Who to keep:

- Marketers can keep other relevant people
- Software engineers can keep people in IT Industry
- Digital Marketers can keep people who engage with content

Who to remove:

- Remove people who are irrelevant
- People who are not active on Linkedin (can be found by going to their profile and checking their activity)
- People who are not relevant and don't engage with your content

Important:

- Don't remove friends and colleagues
- Don't remove people who engage with your content
- Don't remove people who might be interested in your services

ADDING NEW CONNECTIONS

How-to:

- Go to search bar
- Find people in your TG (Search by designation, e.g. founder)
- Enter desired location
- Select "Industry"
- Use connection filter- choose only 2nd and 3rd degree connections
- Pick educational background, or language as you deem fit

How many are too many?

Start to send out only 20-30 connections/day, and scale it till 100/day.

DO NOT send out more than 100 connection requests/day or 3000 connection requests/week- LinkedIn algorithm will flag you.

Always send a custom message with the connection invite.

Leverage Sales Navigator:

People who have Sales Navigator can use the same. LinkedIn sales navigator is a great tool to find people who meet your criteria, with deeper search options.

Note: LinkedIn Sales Navigator is the most premium offering of LinkedIn. It costs about 4000 INR ($60) per month. LinkedIn offers a free trial of the tool for one month.

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AUDIENCE COMPOSITION

The Perfect Recipe

- 30-50% of the target group
- 40-60% people who feed on your content

When and How?

- From 0-5000 connections, strictly add people from TG
- From 5000-30000 connections, show some leniency
- Only enable "Follow" option on profile for 0-5000 connections, if you're looking to generate leads

Who to add?

- Target audience, 30-50%
- People who look up to you and admire you
- People who are in the same niche as you and likely to engage
- People who are in junior levels than you
- If you're into personal branding, you can add almost everyone, however judge people based on the niche and activity levels, and the custom invitation

Example

If you're a digital marketer looking to build a personal brand, add digital marketers who are just starting out.

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LEVERAGING GROUPS

How to:

- Use search bar to find keywords that you're looking for
- Click on Groups
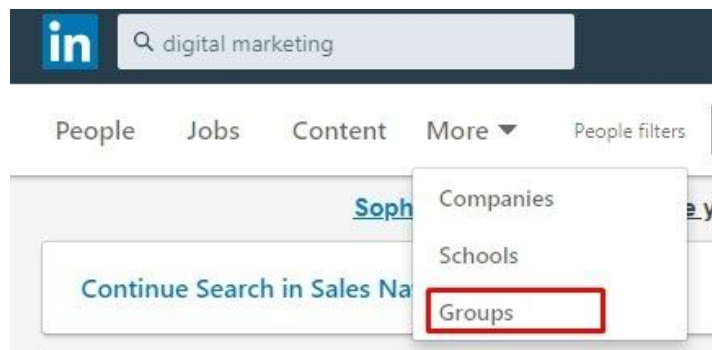
If you're a Growth Hacker, use "Growth Hacker" as the search string, and find groups. Join the groups and send requests to people who are in the group, since they're most likely to interact and accept your invite.

Tip: Open all profiles in new tabs, so that you don't lose track of who you've already sent a connection request to.

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LEVERAGING OPN

What is OPN?

OPN stands for **Other People Network**. Leveraging other people network is a growth hack a power-user can use to find active users who are actively engaging with content created by others in the same or similar niche.

Why OPN?

OPN should be leveraged because only 0.3% people engage with content on LinkedIn.

Example

Assuming, you're a Digital Marketer:

- Find out influencers in your domain
- Like, Neil Patel or Brian Dean

Go to their activity, click on people who reacted on their post

- This will open up a list of everyone who reacted
- Open links in new tabs
- Send them connection invites

USING SALES NAVIGATOR

What is Sales Navigator?

The most premium offering by LinkedIn. The best ever tool you'd need to boost your sales and add relevant target groups to your network and interact with them. It gives deeper search options and premium search filters.

A Deeper Look

Assuming you're searching for Founders in San Francisco Bay Area who are active and have posted on Linkedin in last 30 days, and have influence in their company, you can Sales Navigator using filters such as:

- Search "Founders" - e.g. 100K people
- Apply location filter "SF Bay Area"- e.g. 50k people
- Apply category- "Internet Marketing"- e.g. 10k people
- Small startups- (1-10 headcount)- e.g. 4k people
- Seniority level- (CXO, Founder)- e.g. 2k people
- Years of experience- (2-3 years) e.g. 1.5k people
- Posted on Linkedin in last 30 days- e.g. 1.2k people

You can use the filters to narrow down the search, and only send requests to relevant people, who are active on LinkedIn.

You can open the profile of the relevant person on Sale Navigator or Linkedin.com

Pro Tip: Go to Youtube. Search "Sales Navigator training"

TEMPLATE IDEAS

COOL

Hi XXX

I have been following your posts about Linkedin growth marketing for quite some time. I appreciate the knowledge you've been sharing, and would love to connect.

Thanks

YYY

NOT COOL

I found your profile on LinkedIn, please add me to your professional network.

Resources to Use:

1. https://www.themuse.com/advice/want-people-to-accept-your-linkedin-requests-use-these-10-templates?fbclid=IwAR0aTNa6ZEjL3dZ2rOSuPfsSsht-ZACruKpZs0cEZj4QtQYTeJLG0YJPjh4
2. https://www.linkedin.com/pulse/7-best-ways-customize-connection-request-j-t-o-donnell/?fbclid=IwAR0fSse_N1ZymDr-SqAThqaFDs-oG_TIg-mejpFyn_eUTMHM5RPjpGXWoto
3. https://thedsmgroup.com/best-linkedin-invitations/?fbclid=IwAR1ntPZ9Mf8Lo54V9yXFMkb2ypMKmn9avG_Ce4DfuHnZUINYbyXetyRrytU

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DAY 3: GETTING TO THE TASK

ADD TO YOUR NETWORK!

- Use simple LinkedIn search to find people from your target group
- Send invites using custom search
- Add a custom message with each invite
- Share a screenshot ;)

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UNDERSTANDING THE CURRICULUM **(DAY 4)**

Create good content

Create good content

Create good content

What else?
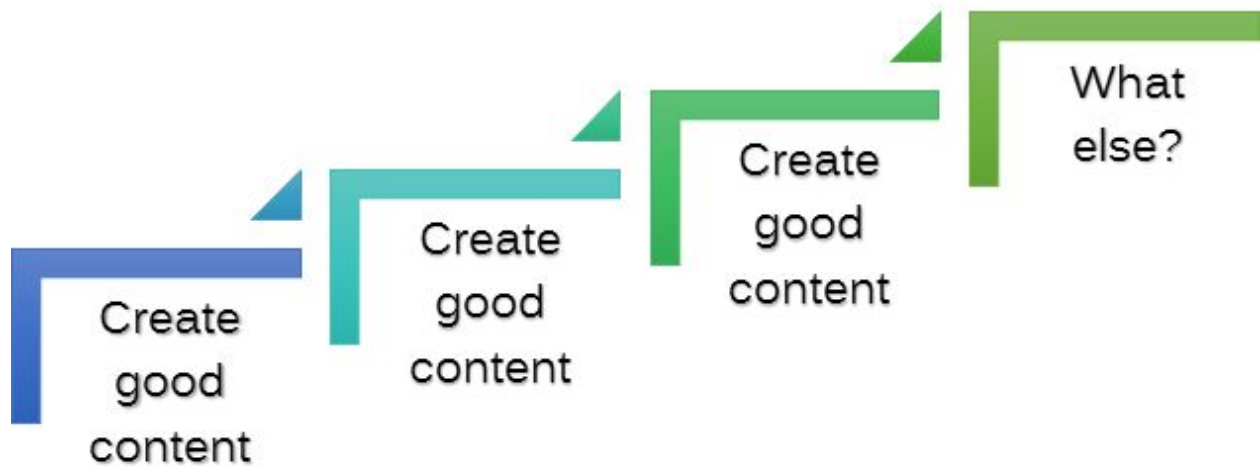
IS CONTENT IMPORTANT?

HECK YEAH!

But, why would you even ask this question? **Read on, Amigo!**

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LINKEDIN ENGAGEMENT

LinkedIn

90+% Dead Audience	—	The nth Umpires, Notice, Never React or engage
6-8% Engage	—	Consumers, read, react comment
1-2% Create Content	—	Why don't you? Be awesome, buddy!
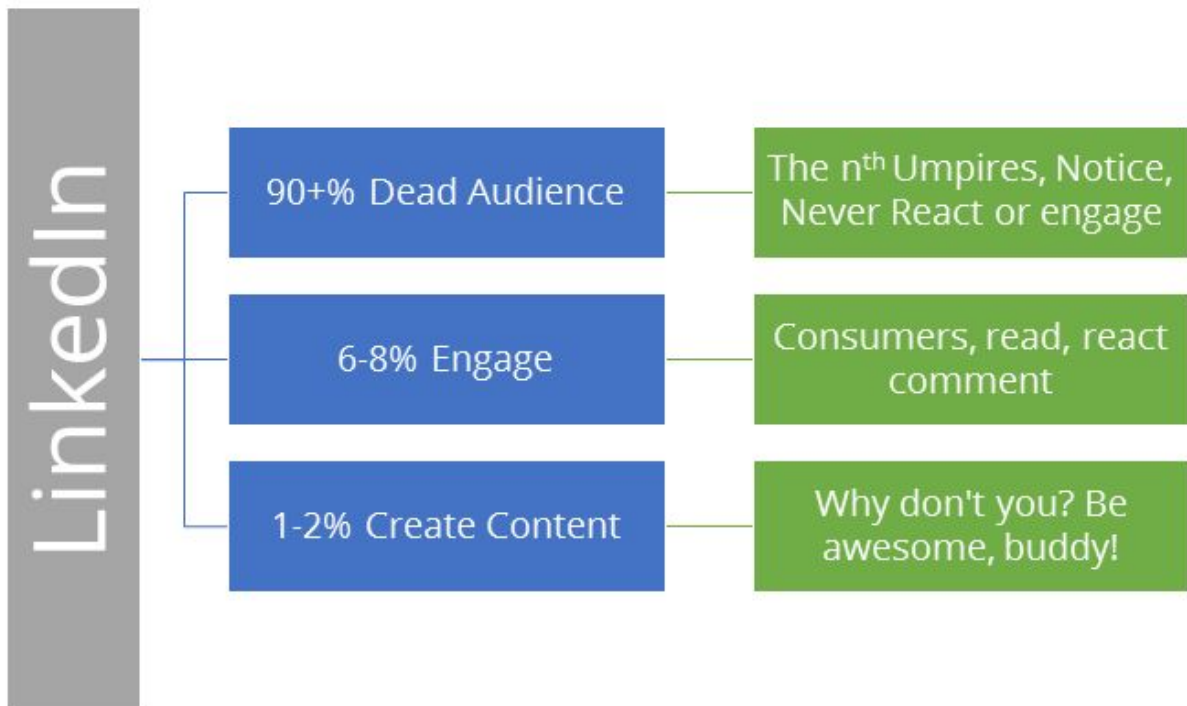
20 DAY ANALYSIS

I analyzed my last 20 posts, each of which had 15,000+ engagements. Here are the findings:

Degree	Sum	Percentage
1st Degree Engagement	2061	13.12%
2nd Degree Engagement	12395	78.89%
3rd Degree +	1256	7.99%
Total	15712	100.00%

The Takeaway?

- **20% of engagement** came from people who are **either connections or followers**.
- **Rest 80%?** Yes, **none of them were followers**. Remember the ripple effect from Day 1?

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CONTENT IS KING

How?

- Content drives traffic
- The Ripple Effect- Connections and Followers like your post or engage with it, it goes to their feeds
- Their connections and followers see the content
- They realize your existence
- They visit your profile
- Remember Approachability?
- They either follow you, or send you a connection request
- More business prospects

2 Types of Content

- **For your own profile**
  - Create a post, share a story or a case study- put it on your profile
- **For others' profile**
  - Create an engaging, likeable comment, and get noticed. Simple as that!
  - When you comment on your TG's post, they notice you- if you have a good piece of comment written that draws attention
    - Don't post random comments like "Awesome", "Good job" etc.
    - The content must be subjective, resonate with the users' persona, and valuable enough to get noticed

Tip: Like as many relevant peoples' posts as you can.

VIRAL CONTENT

The Formula

- No formula here, buddy!
- 1 in 5, 1 in 6 or 1 in 10 pieces of content go viral.
- Use smart data
- Make up your mind: Not every piece of content will go viral.
- Consistency is the BIGGEST growth hack.

Pro Tip: Use an Analytics app to measure the engagement. I recommend Shield Analytics at http://shieldapp.ai

Create lots of content, valuable content that is.

Types of content that do work

- Stories (Don't make up stories. This is bad. Copy-pasting stories is NOT cool.)
  - Drives engagement
- Case Studies
  - Helps in lead generation, adds credibility.
- Story and case study combined
- Trend jacking
  - Find out what's trendy, and write more about it!
  - Example: Tesla cybertruck, Coronavirus, Jio-FB deal, etc.
- Voice your opinion
  - Your opinion about something professional
  - No hate speech
  - No religious or sensational BS!
  - Example: 4 day work week, Zomato-Uber eats Merger, etc.

THE SCIENCE OF CONTENT

" Sir, can you please look at my resume and refer me to a suitable role in your company? "

Messages like this often don't get a response. Here is what you should do instead :)

...see more

Only 3-4 lines of your content is displayed to the user. LinkedIn considers the clicking of "...SEE MORE" as an engagement metric.

SEE MORE

When people click on "See more" multiple times, LinkedIn gauges it as a metric of interest, and starts showing it to more people throughout the network. When the user clicks on "...See More", the entire post opens up.

Make people click on "... SEE MORE".

The Hook

Create the first 2 lines that make people curious. That's **THE HOOK** for you! A kind of clickbait, that makes people engage.

The Body

The story that keeps the people engaged and entertained.

CTA

Make users take action. Put in CTA at the end. "Comment, like, go to a link, ask for thoughts, etc."

CONTENT TIPS

- **Avoid Bulky paragraphs.**
    - **Nobody likes bulky paragraphs.**
- **Break posts into smaller lines.**
    - **For R's sake. (R-Readability)**
- **Make the post readable and mobile optimized.**
    - **Read up!**
- **Keep the post simple and short.**
- **Use 3-4 broad hashtags.**
- **No more than 3-4 hashtags.**
- **Be Authentic!**
- **Research hashtags to find if it's a broad or narrow one.**

[linkedin.com/feed/hashtag/[YOUR WORD HERE]](linkedin.com/feed/hashtag/[YOUR WORD HERE])

This will show how many people follow the hashtag.

Things to Avoid

- **Don't talk political/sensitive topics**
- **Don't share links in your post**
    - LinkedIn hates for its traffic to bounce off to another site
    - Mention, "Link in the comments"
    - Mention the link in the comment
- **Don't share videos of other platforms**
    - Upload video directly from your device
    - Don't share videos from Facebook, YouTube, etc.

VAIBHAV SISINTY

DAY 4: GETTING TO THE TASK

CREATE THE PERFECT POST FOR YOUR LINKEDIN

- Pick a type of content to create
    - Story
    - Trend-jacking
    - Voice your opinion
    - Case study

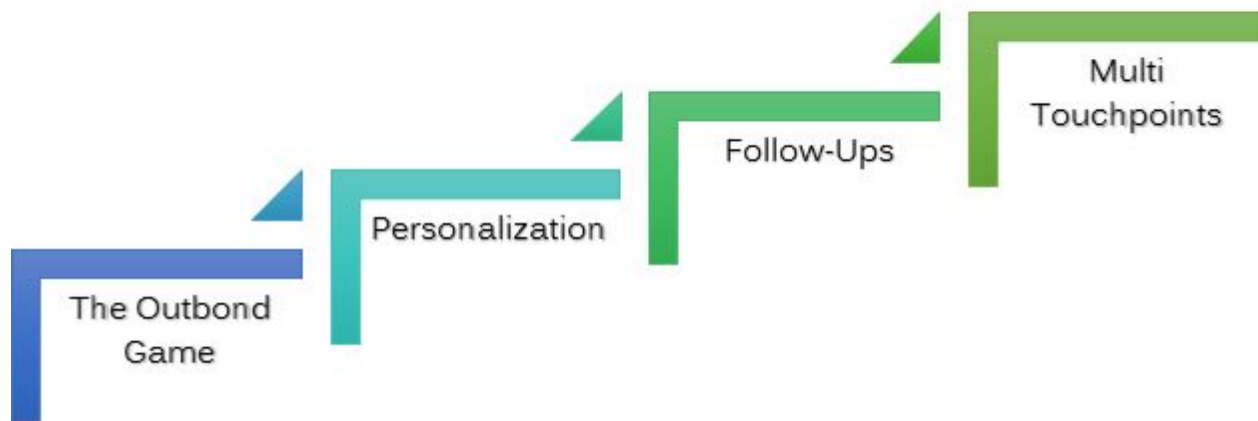### START WITH HOOK

.

.

.

BUILD THE STORY

.

.

END WITH CTA

AND…. "**POST**" pe click karona!

VAIBHAV SISINTY

UNDERSTANDING THE CURRICULUM **(DAY 5)**

The Outbond Game

Personalization

Follow-Ups

Multi Touchpoints

WHAT IS OUTBOUND?

Outbound is you reaching out to people

Is it spammy?

YES and NO

A SPAMMY INVITE- Cliché, Common and Unpersonalized

"I'd like to add you to my professional network."

A spammy invite has a higher chance to get rejected.

A GOOD INVITE- Personalized and Professional

Hi XXX

I have been following your posts about Linkedin growth marketing for quite some time. I have been working around with Linkedin Growth for quite some time. I appreciate the knowledge you've been sharing, and would love to connect and learn from you.

Thanks

YYY

A good, personalized invite has a higher chance to get accepted.

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SISINTY.COM

PERSONALIZATION

REQUEST PERSONALIZATION

The only thing that will increase your acceptance rate.

- Say something in common
- Tell where you found them/ how you know about them
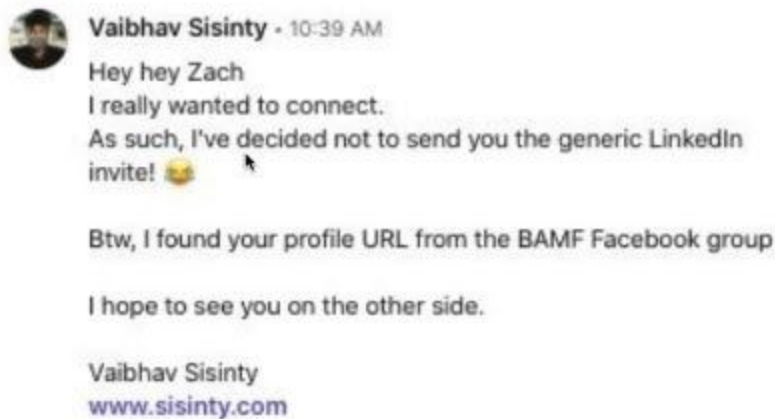- Talk about content

HOW TO :

If you met someone at a *Marketing conference*, mention the same.

Know someone from a *Facebook group*? Mention it!

Check **their content, personalize** your message accordingly.

Example of a Personalized message:

Vaibhav Sisinty · 10:39 AM
Hey hey Zach
I really wanted to connect.
As such, I've decided not to send you the generic LinkedIn invite! 😄

Btw, I found your profile URL from the BAMF Facebook group

I hope to see you on the other side.

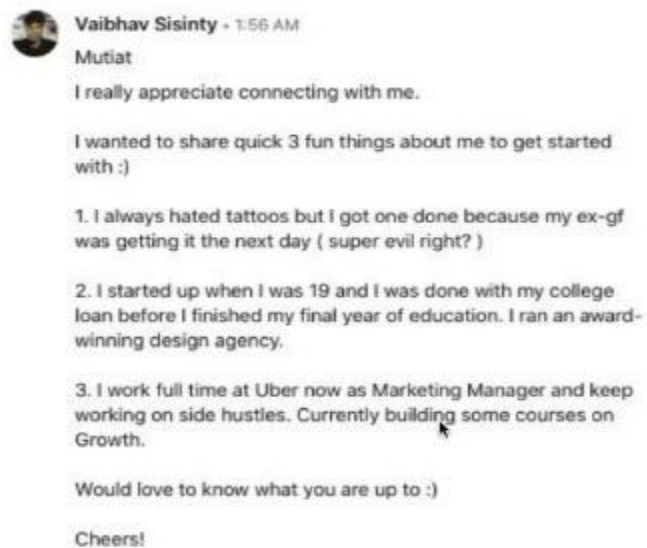Vaibhav Sisinty
www.sisinty.com

Note: Your custom message should match your and invitee's persona.

FOLLOWING UP

MONEY IS IN THE FOLLOW-UPS!

- Follow ups nurture customers
- Create an atmosphere where the new connection will converse with you
- Start a quick conversation
- DO NOT SELL in the first few messages.
- An average sale can take up to 8-18 follow-ups

**Example of how an initial follow up message should look like:**

Vaibhav Sisinty · 1:56 AM

Mutiat

I really appreciate connecting with me.

I wanted to share quick 3 fun things about me to get started with :)

1. I always hated tattoos but I got one done because my ex-gf was getting it the next day (super evil right?)

2. I started up when I was 19 and I was done with my college loan before I finished my final year of education. I ran an award-winning design agency.

3. I work full time at Uber now as Marketing Manager and keep working on side hustles. Currently building some courses on Growth.

Would love to know what you are up to :)

Cheers!

No reply after the first message? Follow up in a week or so.

GET CREATIVE

Send a video message, an image with a placard, or a custom card

VAIBHAV SISINTY
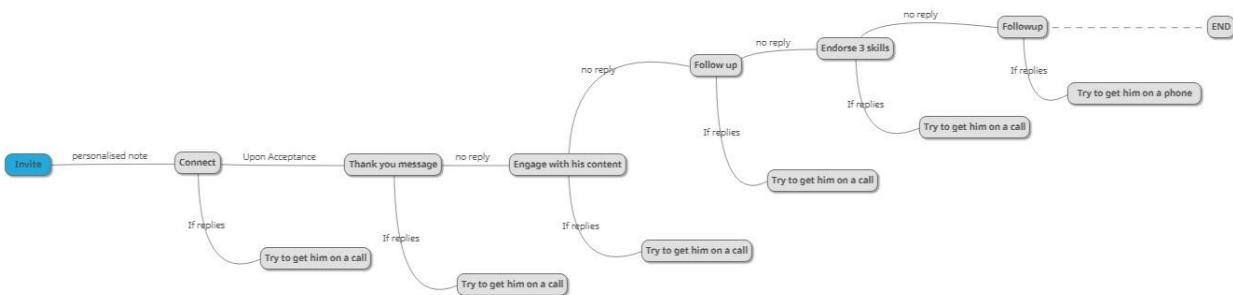
MULTI TOUCHPOINTS

You can visit the profile of your prospect multiple times before sending them an invite to connect, engage with their content, etc.

After you work on a few touchpoints, if there's still no response from the person concerned, go to his profile and endorse his 3 skills. That puts you in his notification area, and gives him a CTA to send you a "Thank you" message, encouraging him to get on a conversation with you.

Link to Mindmap:
https://atlas.mindmup.com/2020/04/85f3aba0868611eabbed252a0719bf4d/lioutbound/index.html

DAY 5: GETTING TO THE TASK

**CREATE 3 CUSTOM CONNECTION NOTES
BASED ON YOUR TARGET AUDIENCE**

+

CRAFT A FOLLOW UP MESSAGE

SEE YOU
IN THE WEBINAR! :)

VAIBHAV SISINTY

SISINTY.COM