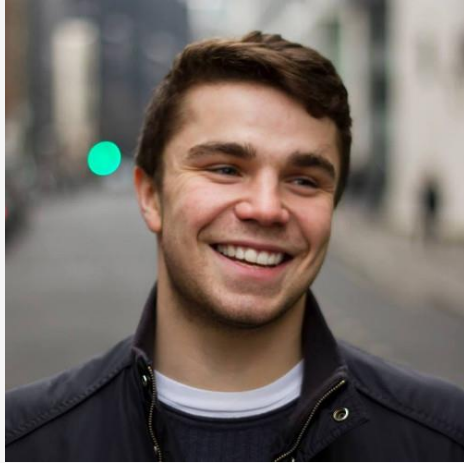


A LINKEDIN STRATEGY THAT WORKS!

100% Money back guarantee

Prospecting.in



Customer review

The Copy Space

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 two 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
Founder Prospecting.in



Kai Tevapitak, PhD

OWNER



Robert Cooke

TECHNICAL SUPPORT



Vassi Rangelova

HEAD OF CAMPAIGNS



Cartoon Suparn

HEAD OF PEOPLE



Mink Pimmasri

INTERNET RESEARCHER



June Suttanom

INTERNET RESEARCHER



Kanokarn Tevapitak, PhD

Founder Prospecting.in

What you will find in this course

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.

Since we have developers in our team, we soon started developing our in automation software. But we stopped pursuing this as soon as we discovered that LinkedIn was not tolerating this anymore.

So we developed a manual service because we saw that there was a high demand for this.

However, this service attracted the wrong kind of clients. And for most of our clients, we were merely a replacement for automation.

Because of this, we ran many almost spam-like campaigns, and although the 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.

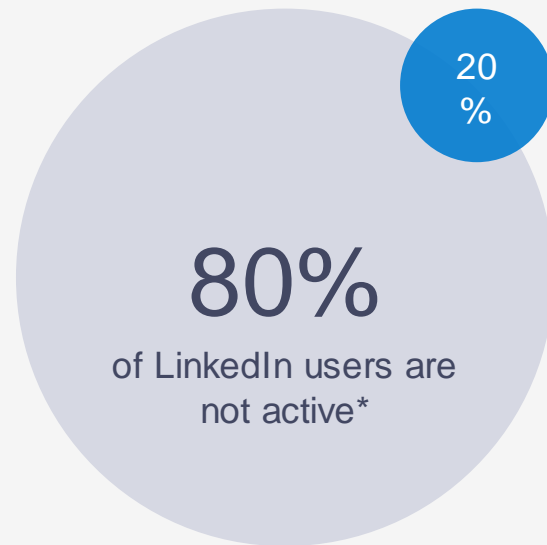
By doing this, we have developed five types of people on LinkedIn and six types of posts that allow us to discover valuable people and content opportunities.



The Solution

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

Kanokarn Tevapatk, PhD - 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 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 energy and time on the wrong people, which is a sure recipe for failure.

Identifying your ideal client narrows the scope of your efforts and enables you to use your time much more effectively.

Especially for our strategy, this is essential. You 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.

The more people you connected to on LinkedIn, the more reach you have on the platform. We think it is more important that you connect with your ideal client.

Unless you have a LinkedIn sales navigator subscription, it is extremely difficult to search and connect with the ideal clients in your niche or industry.

With our tool, you also get access to advance filters to search for your ideal clients. We will also analyze and provide statistics on the activity of your ideal clients. Our strategy allows you to laser focus on not only your ideal client but also only on those that are active and are very likely to engage with you.



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.

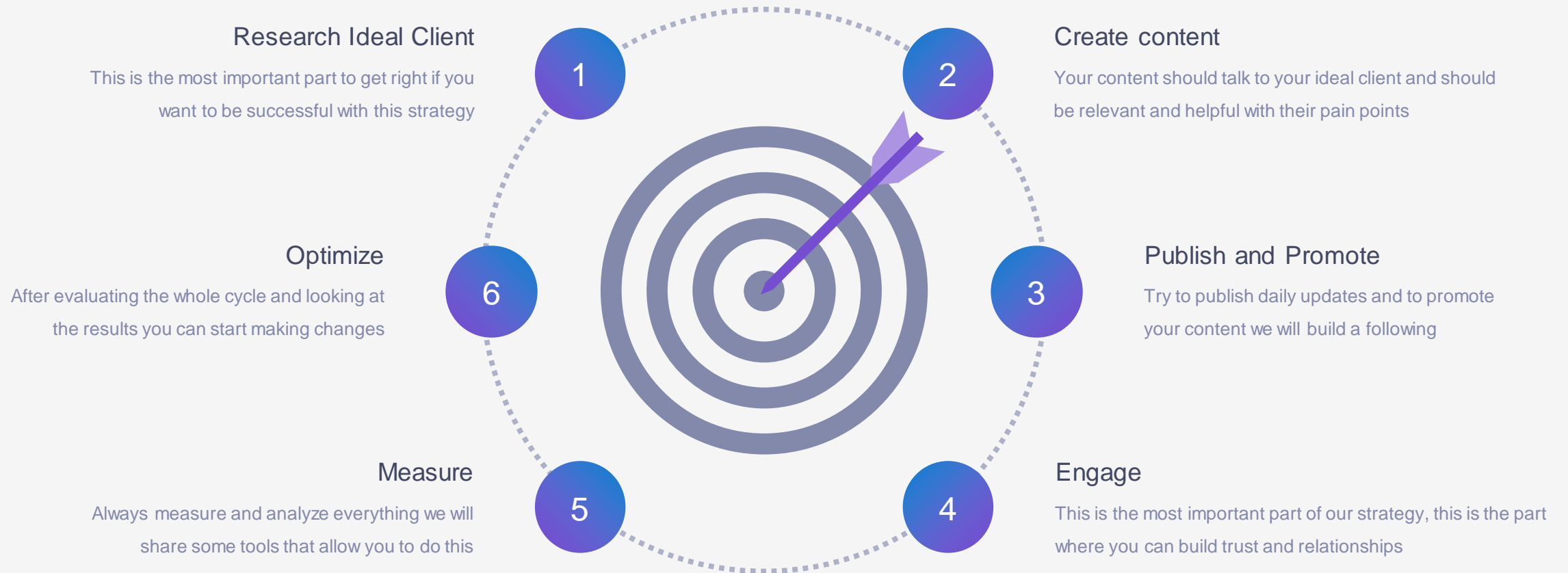
If it is challenging to optimize your LinkedIn profile it is possible to get help with this. You can find many excellent and capable LinkedIn profile optimizers on LinkedIn.

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 six 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



Why Content Marketing is such a good match with LinkedIn

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 two 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.



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 nearly 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.

You will comment and engage with people base 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.

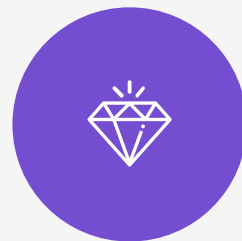
It is also worth to point out that it is possible to get help with the creation of content and the same is true for optimizing your LinkedIn profile. You can find many excellent and capable copywriters and LinkedIn profile optimizers on LinkedIn.

We have wasted vast amounts of our time, and the time of our clients with cold outreach, it is just not worth it. And what is even worse is that you leave a very negative impression with your potential clients.

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