Marketing with LinkedIn

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Why LinkedIn?

• It is one of the best platforms to find decision makers!
• Personal stuff is filtered out.
• Easy to target audience.
• Joining relevant conversations is simple.
• Platform has tools to measure interaction.
Different than Facebook

- Focuses on business information.
- Users log in when they are looking for something specific.
- LinkedIn #1 lead generation source; Facebook #4.
- Can use ads but most successful requires more hands-on lead-gen.
5-Step Process

• Define your niche & USP.
• Create a prospect profile.
• Locate Prospects & Groups.
• Become an Authority.
• Create lead funnel.
1. Define Niche & USP

- “You get rich in the niche!”
- “Niche” = a defined, narrow segment.
- It’s easier to identify prospects.
- More effective marketing.
- Sets you apart from competitors.
- Positions you as an authority.
Niche Formula

- Industry >
- Market Segment >
- Ideal Prospect >
- Reason/Pain Point

- You provide the solution for THEM!
Examples

• “I’m a health coach who helps people lose weight and have a more active lifestyle.”
• “I’m a holistic health coach who helps women who suffer from emotional eating habits and food addictions.”
The Power of a USP

• “With no discernable difference in product, the consumer will always buy on ____________.”
• What do customer like most about you?
• What do you do that your competitors do not?
• Why should a customer choose you over other options?
2. Create Prospect Profile

• You want a detailed picture of your ideal customer based on research & data.
• The goal is to understand their needs.
• Aids in creating approaches.
• Key demographics & attributes help you accomplish this. Visualize them. 😊
Past Customers

• Who were/are your best customers/clients/members?
• Which did you enjoy most serving?
• Who got the best results?
• Even if you have a wide range, they will share some defining characteristics.
Demographics

- Age
- Gender
- Income level
- Location
- Marital Status
- Race
- Religion
- Industry
- Job Title
- Company Size
- Experience
- Education
Professional Attributes

• Job description & duties
• Goals & priorities
• Pain points
• Perceived barriers to pain points
• Actions taken to solve pain points.
• Who they report to or who else would be motivated by purchasing decisions.
Value Identifiers

• People don’t buy features but benefits.
• Understanding the Value Identifier Map will set framework for Authority.
• Aligns messages with pain points.
• Helps to target your channels for content.
Your VI Map

Environment
Objections/
Obstacles
Influences

Value Identifier
Map

Emotions
Successes
Actions/
Behaviors

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Get Clarity

• Environment: What does his day look like in terms of his work.
• Emotions: Feelings, needs, wants.
• Influencers: Who & what impacts him.
• Actions: Solutions he has tried.
• Objections: “Why this won’t work.”
• Successes: What he/she is proud of.
Authority Leadership Statement

• Once you understand your customer and their needs & wants, you can create a powerful profile statement.
• This is critical to positioning you for all your future content and groups.
• Helps to optimize social media profiles to attract an audience.
Keys to Statement

• Must include your prospect, niche, USP and Big Promise.
• “We help independent fitness operators increase prospects and close more sales by using with a proprietary on-line strategy that spends only $10/day, taking the financial stress out of marketing. This allows the owner to do what they love and have more free time.”
3. Locate Prospects & Groups

• Start with your own list! Go to profile of your best customers and see which groups they are members of.

• You can join groups that “fit” but know they will have competitors. (Your customer profile should be more niche.)
Searching for Groups

• Local: Type in city name, click “groups” and then use a keyword.
  • Poorly named groups may not show up even if they exist.
• For non-local use appropriate keywords.
• Use the “i” icon on a group to check for key stats—members, functions, activity, location, etc.
Tips & Tricks for Prospecting

- Look at the “People also viewed” sidebar when reading posts.
- Scroll through skill endorsements on other authority profiles.
- See who commented on relevant posts.
- Create a “Search Alert”.

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Begin Building Connections

• As you do this groundwork, begin to send out invitations to connect with prospects who fit your ideal profile.
• This MUST be done over time or else you will get flagged.
• No more than 10 requests per day.
• When someone accepts, take the time to send them a personal note—NOT the auto generated one.
• Compliment them and let them know why you wanted to connect.
• Suggest that perhaps you can chat in the near future.
• Quality OVER quantity!
4. Become an Authority

• There is NO quick hit on LinkedIn.
• Engagement and contribution is an absolute must.
• This means interacting on the top groups you identified.
• Like all social media, content is king.
• “Drive-by” interactions do nothing.
Create Your Own Group

• IF you are up for it, creating your own, highly niche group is very valuable.
• It truly establishes you as an authority.
• It will attract your ideal customers (and maybe competitors).
• It allows you to direct and control the conversations (and members).
Be Prepared!

• If you aren’t going to put the time and effort into launching a group, DON’T.
• It will look much worse if you start the group and don’t keep up with it.
• Simply engage with other groups consistently.
5. Create a Lead Funnel

• Your ultimate goal is to generate leads.
• Offer free reports/articles/checklists at end of posts. Send to opt-in forms.
• You can also be more relationship targeted:
  • Connection invite =>
  • Personal messages =>
  • Appointment. 😊
High-Tech Meets High-Touch

• Using social media platform allows you to reach your ideal audience.
• Can utilize more traditional on-line opt in process.
• If the size of your sales are significant, working the “appointment generator” is key.
Continuous Journey

• LinkedIn takes more intentional effort than other social media platforms BUT it is more targeted.
• Ideally suited for larger purchases.
• Great for on-going purchases because of relationships.
Thank You!

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