

## MAXIMIZING LINKEDIN PERFORMANCE FOR BUSINESS DEVELOPMENT & LEAD GENERATION



The highly professional context of the LinkedIn space presents business professionals with an unprecedented opportunity for name recognition, building brand credibility and targeting audiences for the selling and marketing of products, services and enterprises. Successful business development on LinkedIn comes down to presenting well, connecting with the right people, identifying economic buyers and applying online activities to real world scenarios. The challenge lies in committing to a regimen on

LinkedIn, managing time wisely, and crafting compelling content that will engage potential clients.

The program will provide a comprehensive overview of LinkedIn best practices and focus on specific LinkedIn activities and strategies will heighten personal brand awareness, improve the quality of professional relationships, and drive revenue growth. Participants will set realistic goals for LinkedIn use, **develop a mindset around success in social business**, and immediately effect real world positive change.

### **AFTER ATTENDING THIS PROGRAM YOU WILL BE ABLE TO:**

- ◆ Confidently navigate the intricacies of the LinkedIn site
- ◆ Understand the importance of your personal brand
- ◆ Structure your LinkedIn profile to best convey your professional value
- ◆ Enhance your marketability and drive more views to your LinkedIn profile
- ◆ Better recognize and cultivate new business opportunities
- ◆ Unleash your creativity in communicating with peers, clients, and prospects
- ◆ Change people's perceptions to capture more value
- ◆ More effectively organize your activities on LinkedIn
- ◆ Shorten the time it takes to translate LinkedIn activities to real world results
- ◆ Integrate LinkedIn into an overall lead generation strategy
- ◆ Track your progress on LinkedIn toward meeting professional goals

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### **DISCLAIMER**

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## **PROGRAM OUTLINE**

### **Module I: LinkedIn Profile & Social Branding Strategies**

- ◆ Reveal the power of the LinkedIn profile as an instrument of lead generation
- ◆ Identify and integrate keywords that will help potential clients find you
- ◆ Develop written content that will heighten interest in your brand story
- ◆ Augment your unique promise of value through written recommendations
- ◆ Expand your marketing message via LinkedIn Publishing

### **Module II: LinkedIn Social Networking Strategies**

- ◆ Understanding human motivation in building professional relationships
- ◆ Build trust and rapport from the point of LinkedIn connection
- ◆ Mine new business opportunities from your existing LinkedIn network
- ◆ Techniques for transitioning a business dialog offline
- ◆ Hybrid approaches for managing and leveraging a deep LinkedIn network

### **Module III: LinkedIn Lead Generation Strategies**

- ◆ Conduct targeted LinkedIn searches that produce qualified prospects
- ◆ Convert passive LinkedIn profile views into meaningful conversations
- ◆ Gain quality introductions to relevant professionals
- ◆ Strategies that will boost engagement in the LinkedIn groups
- ◆ Daily checklist of LinkedIn activities that will increase overall productivity